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BROADCASTING

Broadcast Advertising

Vol. 13 • No. 1

WASHINGTON, D. C.
JULY 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Whoops!



Forgive this rather deliberate release. But our supplemental sponsors feel fine. Feeling fine naturally prompts a people to give vent to feelings ordinarily ignored. Take one national network sponsor, for instance, who put a different show on WOR at a different time. One announcement sent 22,301 WOR listeners scurrying into the stores of his dealers in Greater New York. With the reputation WOR has built (*is* building) for supplementing most bang-up network shows in the richest market on earth, there must be good reason. There are quite a few: (a) Results! (b) The lowest cost for any 50,000-watt station in Greater N. Y. (c) 22.4% of all food sales, 25.7% of all apparel sales and 18.5% of the nation's total retail sales stem from the area WOR serves. While primitive people will probably want to know that WOR area residents shamelessly flaunt a spendable money income of $14,017,860,000. It's all *yours!*

WOR



Paul Hesse

"Gentlemen, We must get that across to the Public"

"We must take people into our confidence—talk to them in their homes. We must do the next best thing to visiting them personally: we must go on the air."

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

FACED with new situations, new standards of economics, new attitudes of labor, Business must campaign for public favor as never before. It must recognize public good-will as the greatest possible force in Business.

Every sound business knows that people are responsive to honest leadership, honest service, honest products. And so we say: "Get your story across through the most influential force the world has ever known—*Radio, over NBC!*"

Use NBC to interpret your aims and ideals. Sell your services and your products through their outlets to 24,500,000 homes.* For wherever people *are*—wherever people *go*—there are the stations of NBC!

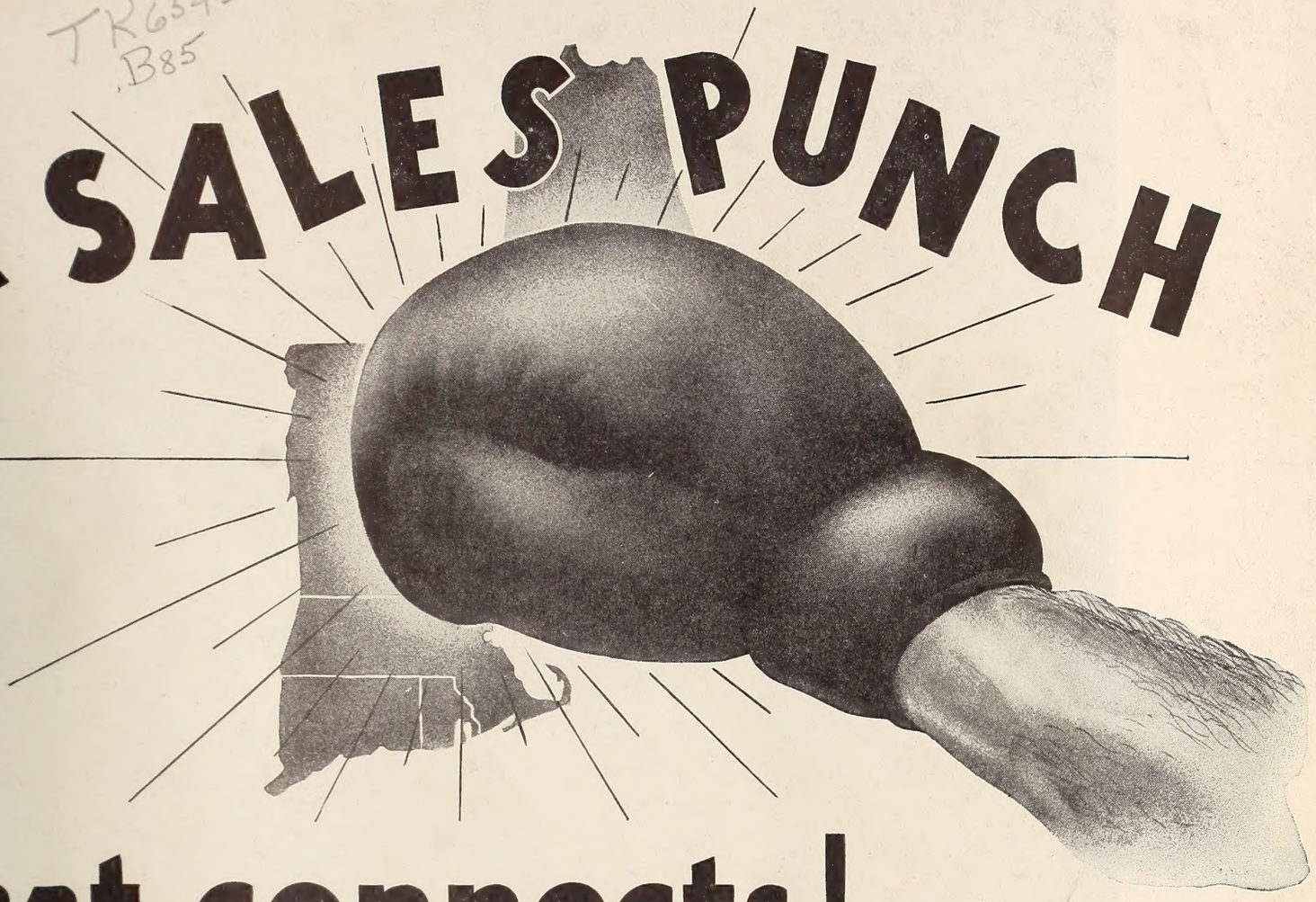
*—*plus 4,500,000 automobile radios.*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

TK6540
.B85

A SALES PUNCH



that connects!

NEW ENGLAND is no set-up, but it can be taken. Victory is the result of a rain of blows to all vital spots.

Successful marketing of your product in New England depends upon the broad coverage of Yankee Network broadcasting. Co-ordinated effort and equal force in carrying your sales message to each market are necessary. Put power behind the punch and create mass interest in your product.

The Yankee Network's 15 stations from Bangor to Bridgeport include all of New England's 13 cities of 100,000 population or over, as well as other heavily populated in-between areas.

Each station is a vigorous battler for sales. An enthusiastic New England audience is receptive to Yankee Network's popular programs. This strong and exclusive combination gives you the largest New England audience possible to reach with a network broadcast. It puts to work the most powerful sales influence in New England's fertile retail centers.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport	WLLH	Lowell
	New Haven	WLNH	Laconia
WNLC	New London	WRDO	Augusta
WCSH	Portland	WNBX	Springfield, Vt.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

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COLUMBIA

unch with a purr

—*that's radio!*

Punch with a purr*—and the advertising allegory doesn't stop there. Radio is quick as a cat in its timing and speed. Firm in its grasp* as a mouser when she pounces. *And it has 86,000,000 lives!

**of almost every market you can name!*

ROADCASTING SYSTEM



THERE *are* good surveys! Accurate, to the point...complete...and *conclusive*. They are filled, not distorted, with detail. Here's one in radio...recently made by Irwin & Irwin (research organization) in St. Louis.

Irwin & Irwin measured the *complete* round-the-clock (7 A.M. to 10 P.M.) audience through *a seven-day* week. And found, in this 23,000 *completed-interview* coincidental telephone survey, that throughout the week:

KMOX is FIRST with 58% of *all* listeners to the 3 St. Louis network stations

KMOX has a 131% lead over Station B; a 257% lead over Station C

KMOX has a 40% lead over the *combined* audience of Stations B and C

IN THE MORNING: KMOX has 63.3% of the total network-station audience

IN THE AFTERNOON: KMOX has 61.6% of the total network-station audience

IN THE EVENING: KMOX has 54.3% of the total network-station audience

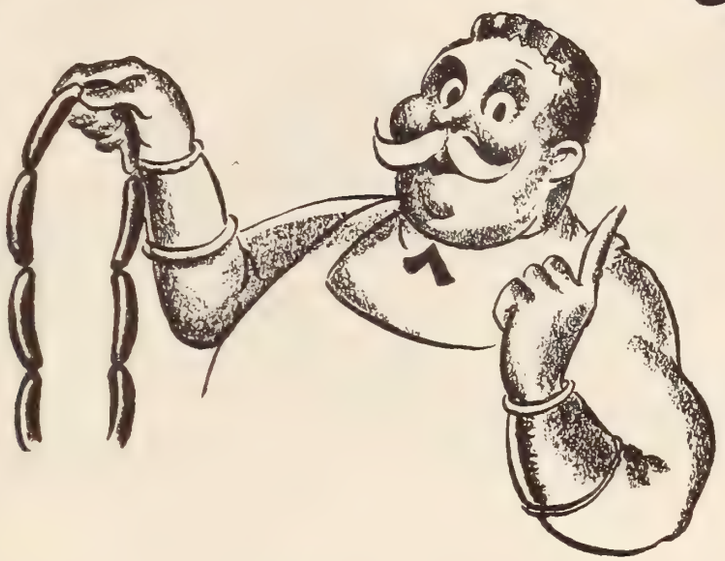
And KMOX is FIRST in audience-size *every day* of the week!

KMOX delivers 40% more listeners in the St. Louis area than *both other stations combined*, yet costs only *one-half as much per home!*

In a new book which we are calling "KMOX—The Voice of St. Louis", we show the individuals, the activities, and the listeners associated with KMOX. To reserve your copy, write to KMOX, Mart Building, St. Louis, today.

KMOX ST. LOUIS—50,000 WATTS. Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

"...from one link to Thirteen!"



The Story of DOLD GERMAN WIENERS



FOUR years ago the Jacob Dold Packing Company purchased three weekly participations in a popular WGR co-operative program. That was the first link in the Dold radio chain. The WGR link must have been a strong one, because today twelve additional stations have been added to the list! Today the co-operative participation that started four years ago with BBC has become 16 daily news periods each Saturday through WGR and WKBW to blanket the rich Western New York and Northern Pennsylvania territory with the story of Dold German Wieners. WGR takes modest pride in the fact that the success of the early broadcast activity through a BBC station has meant the addition of link after link; has been of benefit to stations in neighboring cities. Yet, the story of the Jacob Dold Packing Company is not an unusual one at BBC! It is a success story which has been repeated scores of times. The reason for it is obvious. BBC has identified itself so closely with the community it serves the average listener tunes automatically to the stations at the ends of the dial. Hourly news, each hour on-the-hour, from 9 a. m., until midnight, is but one BBC feature closely allied with community interest. There are many others which represent equally valuable franchises to the advertiser.

P. S. *Please don't call the advertiser, the agency or even us about that Dold list. They're set and aren't adding any more cities at present. Thank you.*

WGR • WKBW

The Ends of the Dial

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION

Represented by FREE & PETERS, *Inc.*



"Great oaks from little acorns, sir!"

HUMBLE as we are, we beg permission to preach one small sermon to all our friends who may be considering "a start in radio". . . . And that is *to start small.*

Select a limited number of good markets. Get what you consider a good program idea and *prove it* in your selected, logical markets. If it pans out, then go on to a few more markets. And so on. But *don't* risk your entire jack-pot (and your faith in radio) on one great splurge for which the only data is your own or someone else's mere enthusiasm.

And if you want some help in the important spade-work that precedes schedules and scripts, we'd be glad to pitch in. We've lived with radio for a long time, and aren't very likely to "go nuts" on you. We believe you'll find us definitely helpful. You know where to reach us.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK	CHICAGO
110 East 42nd St.	180 N. Michigan
Lexington 2-8660	Franklin 6373

DETROIT	SAN FRANCISCO	LOS ANGELES
New Center Bldg.	One Eleven Sutter	C. of C. Bldg.
Trinity 2-8444	Sutter 4353	Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13 No. 1 WASHINGTON, D. C., July 1, 1937 $3.00 A YEAR — 15c A COPY

NAB Girds to Combat Enemies of Radio

By SOL TAISHOFF

Elmer New President, Baldwin Again Named; Board Plans Promotion Campaign At Chicago Convention

SUDDENLY conscious of the seriousness of veiled attacks against the American system of radio, an enlightened broadcasting industry laid plans at the 15th annual convention of the NAB in Chicago June 21-23 to combat aggressively any attempts to encroach upon its domains.

Offensive tactics rather than the defensive lethargy of the past will be employed under the industry's new leadership. The directing head is John Elmer, Baltimore broadcaster and former newspaper publisher, who was elected president for the coming year. Even before the convention had adjourned, the new board of directors set in motion plans which would revitalize the industry's forces.

As its first official act, the new board reappointed for a third year James W. Baldwin as its managing director. Voted an increase in salary of $2,500 — to $16,000 a year—Mr. Baldwin emerged unscathed over known though unexpressed opposition.

Total Attendance Drops

The new movement crystallized after three rather dismal convention days, attributed mainly to a revision of the convention's routine for the first time, which had the effect of focusing the attention of delegates upon the election of new officers rather than on the pressing problems confronting them. The gross registration, according to Mr. Baldwin's count, totaled 568, as against a reported 549 last year. In 1936, however, the NAB had announced an overall attendance of 816. Of the aggregate, this year, 441 registrants were station personnel, while the maximum delegate voting strength was about 200.

In electing Mr. Elmer to the NAB helm for the 1937-38 year, the membership for the first time placed in that high office an operator of a 100-watt station, WCBM. The former publisher of Hearst's *Baltimore American*, Mr. Elmer is expected to infuse a new type of industry leadership. A resident of a city only 35 miles away from Washington, he plans to spend all the time necessary in the capital city in connection with industry affairs during a year likely to be the most active in radio's history. In effect, a dual control of president and managing director will result, it is expected. Mr. Elmer succeeds C. W. (Chuck) Myers, head of KOIN and KALE, Portland, Ore.

1937-38 NAB Officers and Directors

President
John Elmer, WCBM, Baltimore
First Vice-President
John J. Gillin Jr., WOW, Omaha
Second Vice-President
William J. Scripps, WWJ, Detroit
Treasurer
Harold V. Hough, WBAP, Fort Worth

*Directors**
(Three-Year Term)
Charles W. Myers, KOIN, Portland, Ore.
Herb Hollister, KANS, Wichita
Harry C. Butcher, CBS-WJSV, Washington
F. M. Russell, NBC-WRC, Washington
Theodore C. Streibert, WOR-Mutual, New York
Gene Dyer, WGES, Chicago
(one-year term)
*All of above were elected by 1937 convention.

Hold-Over Directors
(Two Years)
L. B. Wilson, WCKY, Cincinnati
Arthur B. Church, KMBC, Kansas City
John F. Patt, WGAR, Cleveland
Edward A. Allen, WLVA, Lynchburg
Eugene P. O'Fallon, KFEL, Denver

Hold-Over Directors
(One Year)
Ralph R. Brunton, KJBS, San Francisco
T. W. Symons Jr., KFPY, Spokane
Joseph O. Maland, WHO, Des Moines
Edwin W. Craig, WSM, Nashville

As the first step toward bolstering the industry's front, the board authorized the appointment of an advertising director whose function it would be to "advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States." It also authorized appointment of a research director for the industry, to tie into the project for industry promotion aimed toward stability.

In so doing, the board instructed its executive committee, comprising President Elmer, Managing Director Baldwin and Treasurer Harold V. Hough, to make these selections, consistent with the status of the association's finances. When retained, these specialists will function under Mr. Baldwin.

As a third phase, President Elmer shortly is expected to appoint a legislative committee of 48 members—one from each state—to be called upon whenever the occasion warrants as a board of strategy in connection with legislation. Under consideration last year, appointment of this commitee never materialized. It was the original suggestion of Ed Craney, operator of KGIR, Butte, Mont., who was the "independent ticket" candidate for the presidency at the convention.

On the Legislative Front

In charting the new industry-wide campaign against adversaries of American radio, the board also heeded the admonitions delivered from the floor by guest speakers against loose program practices. While the fountain-head of the offensive will be in Washington and on the legislative front, strengthening of industry activities in the field is planned as a definite part of the project. Evolutionary development of programs designed to win over even those small segments of the public now dissatisfied is the goal.

The convention, despite an obvious listlessness at the outset, did take definite action by adoption of resolutions on problems that long have harrassed the industry. Copyright, of course, flared up again as the dominant "dollars and cents"



1937-38 NAB OFFICERS AND BOARD—Seated, left to right: Harold V. Hough, WBAP, Fort Worth, re-elected treasurer; John Elmer, WCBM, Baltimore, president; John J. Gillin Jr., WOW, Omaha, first vice-president. Standing, left to right: T. W. Symons Jr., KXL, Portland, Ore.; Theodore C. Streibert, WOR-Mutual; Gene O'Fallon, KFEL, Denver; Gene Dyer, WGES, Chicago; Arthur B. Church, KMBC, Kansas City; L. B. Wilson, WCKY, Cincinnati; Ralph R. Brunton, KJBS, San Francisco; C. W. Myers, KOIN-KALE, Portland, Ore. (retiring president); F. M. Russell, NBC, Washington; Joseph O. Maland, WHO, Des Moines, Herb Hollister, KANS, Wichita; John F. Patt, WGAR, Cleveland; Harry C. Butcher, CBS, Washington; Edwin W. Craig, WSM, Nashville. Missing are William J. Scripps, WWJ, Detroit, second vice-president, and Edward A. Allen, WLVA, Lynchburg.

issue, and also became the salient consideration in the elections contest which saw the nominating committee's ticket, headed by Mr. Elmer, elected over the independent ticket headed by Mr. Craney.

Bureau of Copyrights

Incorporation of the NAB Bureau of Copyrights as a going business concern was consummated at the convention. Some 58 subscriptions to the tax-free library, comprising for the most part works resurrected from the public domain, were procurred, at the membership rate of $10 per hour, and with a 100-hour library in view. The transcriptions already recorded were auditioned in a special demonstration room, wth Edward J. Fitzgerald, director of the Bureau, in charge.

The idea behind the library, approved last year upon Mr. Baldwin's suggestion, is that of setting up a reservoir of recorded music, industry-owned, as a back-log against possible repetition of the Warner Bros. withdrawal from ASCAP two years ago, and as a means of placing the industry in a better bargaining position on copyright licenses from ASCAP or other groups. Industry sentiment is not solidly behind the public domain idea, but the hope was expressed that a majority of the some 400 NAB members gradually will fall behind it.

To accelerate subscriptions to the library service, the NAB board, which for the industry holds 51% of the stock of the new $100,000 capitalized corporation, authorized the hiring of a salesman to solicit stations on their home grounds. If all 400 NAB members subscribed, there would be a paid-in fund of $400,000 for the projected 100-hour library. It was formally disclosed for the first time that the library is being recorded by E. V. Brinckerhoff & Co. Inc., New York, under the direction of M. P. Frutchey Jr., Brinckerhoff chief engineer. Processing and pressing is being done by Clark Phonograph & Record Co.

Industry unity, seriously threatened last year by the dramatic walk-out of Isaac D. Levy, co-owner of WCAU, Philadelphia, because of copyright and because he was out of sympathy with Managing Director Baldwin's actions, was not disturbed but probably solidified as a result of the convention. Whereas the networks threatened to "take a walk" last year in sympathy with Mr. Levy's stand, and on the ground that the directing head of the association had not proved himself "temperamentally fit" for the position, there was no semblance of expressed network opposition this year.

Dues Increase Dropped

A cleavage was probably averted when two controversial proposals—one to increase dues by 50%, or from some $83,000 to about $125,000, and the other to force all group-owned stations to enroll as members if any one of the group joined—were removed from consideration. The dues increase proposal was withdrawn upon suggestion of Arthur B. Church, KMBC Kansas City, by unanimous vote. Last year it was defeated by failure to get a requisite two-thirds majority. The amendment to the bylaws to force group ownership was tabled, which is tantamount to killing it.

A propaganda effort to arouse industry sentiment for a "czar," provoked by Eric C. Palmer, New

'Get Hard to Buy'



ARTHUR PRYOR JR.

York publicity man, did nothing more than arouse suspicion. It failed even to get mention on the floor. In publicity releases, and even a proposed resolution, the Palmer group projected such names as those of former Senator James E. Watson, of Indiana and Senator Royal S. Copeland (D-N. Y.)

There is still a feeling, perhaps becoming more widespread, that some important national figure should become identified with the industry, but the "czar" talk is viewed as repugnant. As a matter of fact, the new administration, in its quest for means of combatting subversive anti-radio propaganda, is believed to have in mind a possible development whereby an industry spokesman would be retained at some future date.

Gradual and evolutionary change in the conduct of the industry's affairs also appeared as a prospective development to be surveyed by the board. Following through on a resolution offered last year, and reintroduced this year, by Fred J. Hart, president of KGMB, Honolulu, proposing far-reaching changes in the trade association structure through setting up of local, state and regional chapters, the NAB board authorized President Elmer to appoint a committee on the subject. The committee presumably will sound out sentiment and has been instructed to report to the next convention for possible action.

Mr. Hart pressed his proposal first in an "open letter" to convention delegates. He took up the issue on the floor, objecting to its sidetracking, and predicting dire consequences if the broadcasters failed to heed warning signs. Patterned after the American Farm Bureau Federation, he said the organization he proposed could effectively combat groups and interests preying upon radio.

Celler Bill Opposed

There was speedy action by the convention upon a score of resolutions putting the industry on record on practically all controversial problems. Aside from those already mentioned, others of importance, included one taking a determined stand against the Celler Bill, now awaiting hearing in the House, for the creation of a government-owned shortwave station in Washington. Viewed as the possible forerunner of a government-ownership movement, this resolution up to the present had not been actively opposed by the NAB, though BROADCASTING, in its editorial columns, warned of its implications practically from the day it was introduced. This legislation, coupled of course with the copyright situation requiring legislative action, proposals to tax radio on an illogical wattage basis and efforts to force class legislation by divorcing newspapers from station ownership, culminated in the board movement for an aggressive campaign of industry protection.

Educational Research Fund

In a further showing of cooperation the convention adopted without objection a resolution whereby the industry over a two-year period will contribute about $83,000 toward the $250,000 radio-education fund devised by the Federal Radio Education Committee which was created two years ago under the aegis of the FCC. The Rockefeller and Carnegie foundations already have agreed to advance $167,000 of the fund to investigate the use of existing radio facilities for educational purposes. A formula under which stations and networks would be called upon to raise the $83,000 fund, under the resolution, will be devised by the NAB board.

Three resolutions on copyright were adopted, while a fourth, proposed by Mr. Craney, was referred to the board for action. In one, the membership reiterated its position as favoring "per piece" or measured service payment of music royalties, as against the present percentage basis invoked by ASCAP. In a second, it resolved to encourage the government anti-trust suit against ASCAP dormant for the last year, and in a third it advocated passage once again of the Duffy Bill (S-7) which would remove from the copyright laws the statutory minimum damage provision of $250 for each infringement and leave damages to the discretion of the courts.

Three-Year Licenses

The association reiterated its support of three-year licenses for stations, as against the present six-month tenure, after deprecating the action of the FCC in opposition to the Anderson Bill, pending in the House proposing five-year licenses. This bill will become another key factor in the new drive for stability.

On the business side, there were referred to the board of directors two resolutions from the Sales Managers Division dealing with standardization of units of time and quantity discounts. Favorable action is expected at the next board meeting.

In addition to authorizing appointment of a research director, which was recommended by the committee on research, the NAB board authorized the latter committee, headed by Mr. Church, to continue to function as a part of the Joint Committee on Radio Research, made up jointly of the NAB, American Association of Advertising Agencies and Association of National Advertisers. Its objective is to set up a Radio Audit Bureau to serve the industry

(Continued on page 26)

NAB Daily BROADCASTING

DURING the three days of the NAB convention in Chicago, BROADCASTING again published its daily convention edition each evening—a six-page publication carrying complete news reports with illustrations of the proceedings. The editors are deeply grateful to Burridge Butler, publisher of the *Prairie Farmer* and operator of WLS for making the facilities of his printing plant available. They also appreciate the cooperation of E. M. Antrim and the *Chicago Tribune* in making it possible to produce engravings with the speed necessary for the daily editions. Extra copies of the daily convention editions are available from the Washington office of BROADCASTING.

Shots and Half Shots





'TWAS the night before Monday and all through the house there slunk furtive operators of little black boxes, looking for lens fodder and mulling over the gadgets and films that the $100 first prize would buy if they won the BROADCASTING Kandid Kamera Kontest staged at the NAB convention. Wednesday night they were still at it as the NAB wound up its Chicago session with a banquet at the Sherman Hotel.

Entries in the Kontest were to be in the hands of BROADCASTING by July 1, under the rules printed in our June 15 issue. Other prizes are $50 for second place, $25 for third and a $10 award for a novel photo, the noveler the better. The awards are in the form of bills of credit for photographic supplies.

Interest in the Kontest was so high before the convention was formally opened that the cash value of the original list of prizes was more than doubled.

The three nationally known photographic experts who have been named as judges will be given the whole batch of entries shortly after July 1. They will have no instructions whatever, merely following the Kontest rules. Their decisions will be announced in the July 15 issue of BROADCASTING. Judges are Arthur A. DeTitta, Washington manager, Movietone News Inc.; Harry M. Van Tine, manager, International News Photos, Washington; Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Pryor Administers Spanking to Radio

Station Breaks and Programs Lead To Lecture

A VERBAL spanking on commercial operations of stations, without parallel in NAB annals, was meted out to delegates attending the NAB annual convention in Chicago June 23 by Arthur Pryor Jr., vice-president and radio director of Batten, Barton, Durstine & Osborn Inc.

Mr. Pryor figuratively hit the assembly delegates with everything but the rostrum in an extemporaneous talk on an agency man's view of broadcasting. The whole problem confronting radio, he told them, could be solved if broadcasters dealt in programs rather than in sales. He lambasted stations for indiscriminate placement of station-break spots, for failure to develop good programs, for neglecting program personnel and for sundry other practices. Afterwards he underwent a question-answer bombardment, during which he heaped more of his fire upon the delegates.

The big problem of the time buyer, Mr. Pryor said, is that of finding desirable time and good programs. He said his agency could place an additional 25% of spot business if time and programs were available.

Forgotten Men of Radio

"The program people are the neglected boys," he said. "I don't believe radio will come into its own until the program people get as much money as you executives. There are lots of good salesmen, but very few good program people. When you run across a screwy guy, with a spark of program genius, develop him, send him to Europe if necessary. If you develop better programs the station will sell itself. You've got the most saleable art in the world—protect it."

Mr. Pryor landed a body blow by commenting that "nice people pay very little attention to radio." He belabored the broadcasters for selling station-breaks and for using hack script writers and "mealy-mouthed simpletons" as announcers.

The "peculiar feeling of politics" which permeated the convention, the speaker said, also was all wrong. "You people," he declared, "are the most privileged people in the United States. Why politics?"

Discussing rates, Mr. Pryor's punches were even stronger. It is unbelievable, he declared, the things that go on. He cited such practices, still current, of selling time to one advertiser for a price lower than that given his competitor.

As for surveys, he declared radio has been surveyed to death, with the result that agencies know more about it than any other medium. He urged presentation of programs for spot sponsorship, and the development of sustainings as a means of improving the status of the industry. In spite of the "million-and-one" silly little things broadcasters do, he said radio has existed and will continue to exist as a good medium.



NAB SPEAKER—Marvin Oreck, Duluth retailer, cites success with radio in direct selling and institutional advertising.

If every station employe would give to the program the best he has, radio would have the "world by the tail," he said. Good radio is a "sacred trust" of the broadcaster, he declared.

In the question-answer period that followed, Stephen Willis, manager of WPRO, Providence, defended broadcasters and held that agencies largely were responsible for the preparation of objectionable copy and the consequent deterioration of many programs. Mr. Pryor agreed that much of the agency copy was perhaps worse than that of the station staffs, but he said the agency is not responsible for improving the medium, and that stations should exercise their prerogative of forcing advertisers to comply with copy standards they may set up. "The stations," he said, "must pop back." "You would be surprised to know how the networks criticize shows," he said. "They do a pretty good job. You can do it too."

Broadcasters should deal in "emotions, not sales charts," Mr. Pryor said in responding to Fred Hart, KGMB, Honolulu, who criticized sameness of programs, particularly competitive offerings of the networks. After Mr. Pryor had stated that he would trade the finest network show on 60 stations in a minute for 60 local programs of merit, William T. Gillespie, KTUL, Tulsa, asked whether that did not mean that the agencies are not buying "wattage" as much as in the past.

"Get Hard to Buy"

After another bombardment of questions in which Harold H. Meyer, WSUN, St. Petersburg, Fla., Lloyd Thomas, WROK, Rockford, Ill., and Earl A. Gammons, WCCO, Minneapolis, participated, Mr. Pryor admonished broadcasters that the "minute you get hard to buy you are going to sell lots more programs."

In a panel discussion of commercial practices led later the same day by H. K. Carpenter, WHK, chairman of the Commercial Section, and attended by approximately 150 delegates, more questions were flung at Mr. Pryor, the only agency man represented on the panel. Elizabeth Black, Ruthrauff & Ryan time buyer, and Ned Midgley, head of the BBDO spot radio department, other agency radio executives present, occasionally were brought into the discussion. It was apparent that broadcasters eagerly sought the agency "slant" on station promotion, improvement of rate cards, between-program announcements, proper approach to the sale of national spot and a variety of other problems.

Between-Program Spots

To the question "why are chain breaks and between-program announcements undesirable," Mr. Pryor responded that the prestige of radio must be increased and larger audience stimulated by the injection of more programs and fewer spot announcements. He said that although his agency finds itself, from a competitive standpoint, forced to deal in between-program spots, he strongly favors the universal elimination of this type of announcement. Audience reports show a decrease of listening habits from year to year, he said, a tendency that can be counteracted by better programs and better general program construction.

In a spirited answer to Mr. Pryor, "Red" Cross, WMAZ, Macon, responded that his station, in common with most other small market outlets, derives a very considerable portion of its revenue from announcements placed between programs by local merchants, and it cannot afford to eliminate this revenue.

Asked whether it is profitable for the individual station to attempt to sell itself through the general solicitation of a program idea, Mr. Pryor and Mr. Midgley both stated that not once in their extensive experience could they recall where a program had sold a client on a specific market when he did not care to advertise in that market.

Midgley Favors Promotion

"Does the agency resent the activity of the station representative in going directly to the client to sell time?" was the substance of another question asked Mr. Pryor. Both he and Miss Black warmly replied that such solicitation is not resented, but advised that the station representative first check with the agency in order to determine how best to sell the client, the exact situation so far as the specific market is concerned and any other assistance that might make the sale or prove why a solicitation might be wise or unwise at that time. Mr. Pryor said that the selection of radio stations, as in other forms of advertising media, is dependent on two factors: (1) Where the client wants to go (2) How much money he can spend. The function of the agency is to render him every assistance in expertly answering these questions, he said.

A question that has perplexed station executives for years, "do agencies read promotional data," was answered by Mr. Midgley. He said that all promotional material reaching his office is carefully examined, and that over a period of time he has compiled a file of pertinent station promotional information that is valuable to him in his selection of stations. How effectively this is carried out in radio departments of other agencies he did not profess to know.

In a discussion of simplifying rate cards, directed by Martin Campbell, WFAA, Miss Black reiterated Mr. Campbell's contention that it is impossible to decode the rate cards of a variety of stations without consulting the stations or their representatives. Miss Black said that some stations show open rates, others discount rates, still others frequency rates, together with a vast variety of other classifications on other cards. She spoke of the necessity of a uniform rate card for all stations and ex-

(*Continued on page 67*)

Radio Effective Aid to Retail Stores Says Oreck, Outlining Store's Success

ALTHOUGH a recent survey indicates a decline in the use of radio by local retailers, Marvin Oreck, of Oreck's Inc., Duluth, believes the medium has created an imposing list of success stories that compels greater rather than less use of broadcasting.

A big radio user, Oreck's has found by experience that price advertising is more effectively promoted by spot announcements, which give more for the money than programs. Institutional advertising is best handled, on the other hand, by programs, Mr. Oreck continued.

In price advertising, he said that the store uses copy that is news from a price standpoint, such as special sales and clearances, which incidentally draw new customers.

Institutional copy, he said, reaches out-of-town listeners as well as local residents; develops human interest aspects of the store which of course are best presented to the public through oral advertising; is particularly effective for fur and fur storage department; promotes brand names and boosts sale of brands; is especially adapted to children's programs.

Results of Survey

Mr. Oreck referred to the survey made by the National Retail Drygoods Association in which stores responding to a questionnaire indicated that their use of radio had declined in 1936. He looked into the future by prophesying that retailers will be the best customers of television and pointed out that stores now using radio will be on the ground floor when the visual medium arrives.

One advantage radio holds over other media, he concluded, is that it can be adapted to sudden situations, such as the advertising of rubbers by spot announcements when a rain starts.

Dr. Angell Named By NBC to Direct Educational Work

Retiring Yale President Will Begin Task in September

PROJECTS for enhancement of education by radio received greatest impetus since the advent of the broadcast medium during the last fortnight. Shortly after action at the annual convention of the NAB approving the industry's participation in a $250,000 fund for radio education, NBC announced the appointment of Dr. James Rowland Angell, retiring president of Yale and one of the world's foremost educators and psychologists, as full time educational counselor. Dr. Angell's acceptance, announced by NBC President Lenox R. Lohr, is viewed as a step forward by radio in its effort to raise the level of educational broadcasting in cooperation with educators themselves.

Dr. Angell retired in June as president of Yale. He announced his acceptance of the NBC proffer on June 27. His salary will be $25,000 per year—the same as his compensation at the University. He will begin his new work in September and will have offices in Radio City.

Acclaimed by Educators

The appointment won the plaudits of leaders in both the educational and broadcasting fields. Commissioner John W. Studebaker of the U. S. Office of Education said Dr. Angell will be able to give valuable advice to NBC and to educators. "Without doubt," he said, "he will aid all of us in the development of new plans for such cooperation between broadcasters and educators as will increasingly serve the general welfare."

The NAB at its Convention June 21-23 in Chicago adopted a resolution resolving that all broadcasting stations be invited to contribute some $83,000 to share the expense of educational investigations agreed upon by the Federal Radio Education Committee. The estimated aggregate cost of these studies is $250,000 but Rockefeller and Carnegie Foundations have pledged to contribute approximately $167,000 of that fund. The Committee was created two years ago by the FCC with the object of bringing about amicable program relations between educators and broadcasters and to further the use of radio for educational purposes.

In announcing the appointment, Mr. Lohr said it was "a happy culmination of efforts on our part of more than a year to extend our broadcasting activities along educational lines in order to provide the NBC audience with the best in cultural programs." He added:

"Our organization is greatly honored by the privilege of having associated with it in a full-time capacity a man of Dr. Angell's distinguished attainments and notable intellectual station. In joining us, he is only changing his base of educational endeavor from New Haven to New York, from a university to the air. He will have a free hand to devise and suggest methods by which we may more effectively serve radio's listening millions."

NBC'S EDUCATOR



DR. ANGELL

Scout Broadcasts

FROM special studio tents located in the camp grounds adjoining the executive headquarters, NBC, CBS and MBS will cover the Boy Scout Jamboree in Washington, June 30 to July 9. Each network has scheduled broadcasts to cover the major ceremonies of the encampment of the 30,000 Scouts and to report to the nation on the daily life at the Jamboree. While complete schedules have not yet been announced, NBC has already scheduled nine broadcasts and says it will give the gathering the most elaborate and extensive coverage of any national event since the inaugural last January.

NBC officials in Boston have announced plans for a series of six or seven radio contacts with the McMillan Expedition now enroute to the Arctic for a survey of unexplored territory in the Frobisher Bay region. The programs, originating by shortwave form the schooner *Gertrude L. Thebaud*, will be rebroadcast at intervals over WBZ-WBZA, Boston-Springfield, beginning about July 10.

FCC Functions on a Six-Man Basis; Appointment Not Expected For a While

FOR THE FIRST time since its creation three years ago, the FCC will function without its full personnel, by virtue of the failure of President Roosevelt to appoint a successor to Dr. Ervin Stewart, chairman of the Telegraph Division, who retired on June 30.

It was asserted at the White House, as BROADCASTING went to press, that no appointment is likely in the immediate future, although it is known that several names are under consideration. By virtue of the failure to fill the vacancy, it is expected one of the other five commissioners will be named by the chairman to sit as a member of two divisions temporarily. Dr. Stewart, in addition to his duties as chairman of the Telegraph Division, also was vice-chairman of the full FCC and was the chairman of the committee charged with this government's preparatory work for the International Telecommunications Conference to be held in Cairo in 1938. Chairman E. O. Sykes of the Broadcast Division probably will take over the preparatory work.

No Inkling of Nominee

Who the nominee for the Stewart vacancy will be is regarded as a tossup at this time. Hampson Gary, general counsel of the FCC, and during its first six months chairman of its Broadcast Division, looms as one of the main candidates. He is known to have strong Senatorial backing. Others whose names have been presented, and who presumably are still under consideration, include Comdr. T. A. M. Craven, FCC chief engineer and a recognized authority on all phases of communications; Denis J. Driscoll, chairman of the Pennsylvania Public Utilities Commission, who served in the last Congress as representative from St. Mary's, Pa., and Rep. Fritz Lanham, Democratic member of Congress from Fort Worth. The latter, however, it is understood, no longer is considered a strong candidate by virtue of his recent endorsement for the presidency of the University of Texas, a post in which he is understood to be interested. Mr. Driscoll has stated he is not seeking the post.

There is still thought that a "dark horse" may be named. Strong hints have been given in Administration circles that the President is disturbed over the internal situation at the FCC and desires to inject into it a strong personality who could retrieve for the agency the prestige it appears to lack. Whether there will be a shakeup of Commission personnel as a part of the process could not be ascertained, although unverified reports of this nature have been circulated.

Dr. Stewart retired voluntarily a month ago to accept the directorship of the Committee on Scientific Aids to Learning under the Nation Research Council. The post pays $15,000 per year and he will headquarter in New York.

Radio Sales Inc. Shifts Merle Jones to Chicago

FOLLOWING a meeting of managers and commercial directors of the CBS owned and operated stations held immediately after the NAB convention in Chicago, J. Kelly Smith, head of Radio Sales Inc., CBS station sales subsidiary, announced that Merle Jones has been appointed to the post of Western sales manager in Chicago, succeeding William Williamson. Jones is now assistant to James D. Shouse, manager of KMOX, St. Louis, and assumes his new post July 1. Mr. Kelly, formerly in charge in Chicago, now divides his time between the New York and Chicago Offices.

WNOX, Knoxville, and WCPO, Cincinnati, on June 15 officially became units of Scripps-Howard Radio Inc. by virtue of modifications approved by the FCC Broadcast Division authorizing a change in name from Continental Radio Co.

PATRICK HENRY BREWING Co., Chicago (Patrick Henry beer), has appointed Erwin Wasey & Co., Chicago, to direct its advertising.

WBBC, WVFW Get 1400 kc. Channel

Brooklyn Cases Are Decided After Years of Hearings

ASSIGNMENT of three-quarters time on the 1400 kc. regional channel to WBBC, Brooklyn, and of the remaining one-quarter to WVFW, Brooklyn, was authorized by the FCC enbanc on June 29 in deciding the so-called "Brooklyn Cases". The effect of the decision is to delete WLTH and WARD, in Brooklyn, which along with the successful stations shared the channel on a four-way basis. Several other applications for the facility also were denied.

The decision, announced June 30, came after a rehearing of the cases which originally were decided two years ago. In the original decision, the FCC proposed deletion of three of the stations and awarding of half-time to WBBC, with the other half to the *Brooklyn Daily Eagle*.

WBBC is owned by the Brooklyn Broadcasting Corp., of which Peter J. Testan is the principal, and operates with 500 watts power. WVFW is owned by the Veterans of Foreign Wars and is licensed in the name of Paramount Broadcasting Corp. Anthony D'Angelo is listed as its directing head.

Lengthy Proceeding

The rehearing of the case terminated April 13 after having run nearly a month and after establishing a new record for a case involving a single wave. The cases actually date back to 1932 when the first applications were filed with the former Radio Commission. They were decided two years ago, but on petition for rehearing, the FCC reopen them *de novo* for the taking of new testimony. It is estimated that from March 18, when the hearings began until their conclusion, some 100 witnesses appeared.

WBBC sought full-time, while WVFW sought only renewal of its license for quarter-time operation. WARD, owned by Anna Unger, and operated by Rabbi Aaron Kronenberg, along with WLTH, operated by Samuel Gellard, jointly sought half time in lieu of their quarter-time assignments by virtue of an arrangement with the *Day*, Jewish language newspaper. WEVD, Socialist station in New York operated on the 1300 kc. channel, part-time, sought full time on the 1400 kc. wave with 1,000 watts. The latter application was backed by the *Jewish Daily Forward*.

Whether the case, perhaps the most litigated in radio history, will be appealed to the courts, was not ascertainable as BROADCASTING went to press.

Pen-Rad Spot Drive

RADBILL OIL Co., Philadelphia (Pen-Rad motor oil), will start a 10-week spot announcement campaign in New England on July 12, using 180 announcements on WNBX, Springfield, Vt., WLBZ, Bangor; WSAR, Fall River; WCOP, Boston; WNBC, New Britain, and either WSPR, Springfield, or WCSH, Portland. In addition, the company is also planning to use two announcements daily on WLW, Cincinnati, during the 10 weeks. The announcements will urge safe driving as well as the use of Pen-Rad oil. Agency is Jay Lewis Associates, New York.

Announcers' Guild Broadens To All Skilled Radio Crafts

Denies It Will Compete With Other Unions to Sign Workers; ARTA Concentrating Attack on CBS

A MOVEMENT to expand the American Guild of Radio Announcers and Producers to include all skilled crafts engaged in radio was launched by a resolution adopted by the Guild at a meeting held June 26 at the Hotel New Yorker, its new headquarters. Roy S. Langham, Guild president and a member of the CBS production staff, said that the resolution opens Guild membership rolls to all regularly employed and freelance announcers, program directors, script writers, engineers, sound effects technicians, newscasters, radio actors and singers.

"This action of the Guild," Langham stated, "paves the way for thousands who desire organization, but find no suitable niche for their crafts in other labor organizations. Since the Guild was founded, it has been literally bombarded by groups in other skilled crafts desiring to adopt Guild standards. We did not feel that we could exclude them any longer.

"AGRAP will not, however, compete actively for membership with other bona fide labor organizations in radio. High-pressure salesmanship has no proper place in building a sound labor organization, which should be the result of spontaneous growth.

"AGRAP is independent of the AFofL and the CIO, but will cooperate in any justifiable efforts of other labor unions to obtain better working conditions for persons employed in radio. The Guild is primarily interested in raising wages, adjusting hours and affording greater security to radio employes. Organization is a means to an end, not an end in itself.

Employers and Living Costs

"We have no quarrel with anybody except employers who won't admit that the depression is over, that living costs have increased and that we have a Wagner Act on our statute books. Against these our action will continue to be vigorous and uncompromising."

Questioned as to the omission of musicians, publicity and promotion staffs and clerical workers employed in radio from the list of those eligible for Guild membership, Langham stated that the Guild had included in its expansion only those groups from which requests for membership had come. "The musicians are already organized," he said, "and while we could admit the publicity, promotion, and office personnel if they desired to join us, we have for the present at least confined our membership to those actually engaged in putting programs on the air, whether as writers, talent, producers or engineers."

Despite the statement that the Guild will not "compete actively with other labor organizations" its admission of engineers is almost certain to conflict with the activities of the American Radio Telegraphists Association, CIO affiliate, which has for some months been organizing station technical staffs. Furthermore, in admitting talent the Guild will find itself opposed to Actors' Equity Association, an AFofL union, which is preparing to launch an intensive drive on the radio field. Frank Gillmore, president of Equity, and Edward S. Fielding, chairman of Equity's radio committee, have already held meetings with William S. Paley, president of CBS, and John F. Royal, NBC vice-president in charge of programs, to find out the attitude of the networks toward Equity organization of radio actors and singers.

It was stated at Equity headquarters that the attitude of these network executives had been "nonhostile, if non-cooperative" and since many of the dramatic actors on the air are already Equity members through their stage work it was felt that there will be little difficulty in bringing all radio talent into the Equity fold.

ARTA Parleys With CBS

Most recent radio activities of ARTA are the union's drive on the engineers employed at the stations owned and operated by CBS. Since the network's announcement last spring that a five-day week for its engineers would be instituted in the fall, CBS executives have been meeting frequently with a committee of the Association of Columbia Broadcast Technicians, a company union of engineers, to try to work out a new schedule that would be mutually satisfactory. This proved to be more difficult than had been anticipated and the meetings became daily affairs. Finally, after a session that had continued almost without interruption for an entire week and that had caused President Paley to cancel his booking on the *Normandie* for a European trip, the New York chapter of ACBT, at an all-night meeting June 18, voted to dissolve their organization and to apply for membership in ARTA. Seventy of the 82 members signed the application. The following day the Washington chapter of ACBT, by a 100% vote, also dissolved its organization and joined ARTA. Paley left June 30 on the *Normandie*.

Mervyn Rathborne, president of ARTA, on June 21 wrote to Mr. Paley asking recognition of the union as bargaining agent for the New York and Washington technicians, and the same day filed a petition with the National Labor Relations Board asking for an election of CBS engineers in the event that the network refused the requested recognition. The ARTA also filed with the NLRB a complaint of unfair labor practices against the network, specifically charging Henry Grossman, eastern operations manager, with attempting to intimidate his subordinates by threats of retaliation on the part of the company if the men signed up with ARTA.

At CBS headquarters it was stated that no notice of such a complaint had been received and that the company was therefore in no position to answer the charges beyond saying that it had not discriminated against or threatened its employes in any way.

Asked about future plans of his union, Mr. Rathborne told BROADCASTING that attempts were being made to bring technical employes at all CBS-owned and operated stations into ARTA, but that no similar drive against NBC is contemplated at present. He added that although ARTA has members in every station in New York it prefers to make no demands on any station until all, or a large majority, of the technicians have joined the union.

It is expected that the AFofL will oppose CIO's attempt to organize CBS employes as it did in the case of WHN [BROADCASTING, June 1], on the grounds that since the musicians employed for broadcasting and the musicians and stagehands employed in theatres operated by the network are members of AFofL unions the engineers should likewise organize under the AFofL. The NLRB was to hold a hearing on the WHN case on July 1, and its decision on whether the technical staff alone constitutes a proper unit for collective bargaining or whether the bargaining unit should comprise all employes of the company owning a station will set an important precedent in the unionization of broadcasting.

WMCA Settlement

A 40-hour week and immediate increases in pay for all announcers and producers on the staff of WMCA, New York, have been put into effect at this station under the terms of an agreement signed by the American Guild of Radio Announcers and Producers, representing these employes at WMCA, and

(*Continued on page 80*)

Data on Technicians' UNION MEMBERSHIP

BY TYPE OF STATION

	Clear	*Regional*	*Local*
Belong to Union	36.66%	20.41%	6.32%
Do not belong	63.34	79.59	93.68
If operators belong to a union, to what union do they belong?*			
IBEW	54.55%	55.00%	50.00%
ARTA	18.18	30.00	33.34
Company Union	27.27	15.00	16.66

*It should be understood that the percentages represent a breakdown in each case of stations whose operators do belong to a union and do not represent percentages of total stations in each group. In other words, of the clear channel stations whose operators belong to a union, 54.55% belong to the IBEW, 18.18% belong to ARTA and 27.27% belong to some company union.

Do you pay operators overtime?			
Yes	40.00%	36.00%	23.16%
No	60.00	64.00	76.84
At what rate do you pay overtime?			
Time and half	64.30%	47.25%	27.27%
Scale	14.28	27.77	45.47
Double time	7.14	16.66	4.54
Variable	14.28	2.77	18.18
Bonus	----	5.55	
Indiv. Cont.	----	----	4.54

BY SIZE OF CITY

(Over 250,000, 50,000 to 250,000 and under 50,000).

	Over 250M	*50M-250M*	*Under 50M*
Belong to Union	36.84%	6.15%	6.10%
Do not belong	63.16	93.85	93.90
If operators belong to a union, to what union do they belong?*			
IBEW	53.58%	50.00%	60.00%
ARTA	32.14	------	20.00
Company Union	14.28	50.00	20.00

*It should be understood that the percentages represent a breakdown in each case of stations whose operators do belong to a union, and do not represent percentages of total stations in each group. In other words, in that group of over 250,000 popuiation whose operators belong to a union, 53.58% belong to the IBEW, 32.14% belong to ARTA and 14.28% belong to some company union.

Do you pay operators overtime?			
Yes	39.02%	34.85%	20.73%
No	60.98	65.15	79.27
At what rate do you pay overtime?			
Time and half	53.13%	43.47%	29.42%
Scale	15.62	30.43	58.82
Double time	18.73	4.35	5.88
Variable	6.26	17.40	5.88
Bonus	3.13	4.35	----
Indiv. Cont.	3.13	----	----

Union Affiliations At Stations Shown

WTMJ Questionnaire Lists Data Covering Technicians

A LABOR survey of broadcast stations conducted by WTMJ, Milwaukee, under direction of Walter Damm, manager, reveals that about one of three members of the operating departments of clear channel stations belong to a union, one out of five belong in the case of regionals, and one out of 16 in the case of locals (see adjoining statistics).

In explaining the purpose of the questionnaire, Mr. Damm said: "The survey was made by us following our agreement with our operators, forming Local 715 of the IBEW. The questionnaire was mailed to all stations. The recapitulation of whether or not they belong to a union excludes network-owned and operated stations but all other data include them. The number of questionnaires returned is indicated in the survey."

The study was made in anticipation of requests that our operators might make following formation of their union and not with the view of furnishing an argument but rather of being of assistance in arriving at mutual benefits. The result shows clearly our scales are far above not only the average for the country but the averge for regionals, average for clear channels, and average for cities within 500 miles of Milwaukee of a comparable size."

Extent of the Survey

The survey is based on 223 returns to an exhaustive questionnaire sent to all stations, but noncommercial stations and those owned and managed by NBC and CBS are not included in the compilation of data. In compiling results, data were broken into two classes—clear, regional and local stations in the first group and cities of 250,000 or over, 50,000 to 250,000 and under 50,000 in the second group.

In the case of stations whose operators belong to a union, the questionnaire shows that International Brotherhood of Electrical Workers (AFofL) leads with about 50%, with American Radio Telegraphists Association (CIO) ranging from 18.18% of employes of clear channel stations through 30% at regionals and 33.34% at locals.

Wide Variance in Wages

Average wages for experienced operators were found to vary from 88.66 cents per hour at clear channels, 61.66 cents at regionals and 48.55 cents at local stations. Minimum pay is 42 cents at 2.86% of clears, 21 cents at 1% of regionals and 21 cents at 2.10% of locals. Maximum at clears is $1.50 an hour, at regionals 6.66 cents and at locals 48.55 cents.

In the case of stations having studios and transmitters at the same location, it was learned that 93.33% of regionals require transmitter men to handle studio control and/or transcription equipment while operating the transmitter and 84.90% of locals require similar service.

Operators must also announce at 8.57% clear channel stations, 36% of regionals and 47.37% of locals. Chief engineers devote full time to non-operating duties at 82.86% of clear channel stations, 45% of regionals and 14.74% of locals.



As the Convention Proper Got Under Way.



STANDARD RADIO INC.—Goes in for sex appeal and has a dainty miss distribute "inscribed" lollypops at convention. At the Standard exhibit are (left to right) Craig Campbell, KCRC; Steve Willis, WPRO; Mallory Chamberlin, WNBR; Milton Blink, Standard Radio; Milton Garber, KCRC.



The Sales Managers Division of NAB Holds Its Annual Meeting.



TRYING TO LOOK—As though they didn't know their picture was being taken are (left to right) Neal Weed, Weed & Co.; F. C. Eighmy, KGLO; Alex Sherwood, consultant; Gilmore N. Nunn, WLAP.



NEW ENGLANDERS—Jack Storey, WTAG, at left, and Paul (Fritz) Morency, WTIC, enjoy that "Once upon a time . . ." yarn.

★ ★ ★

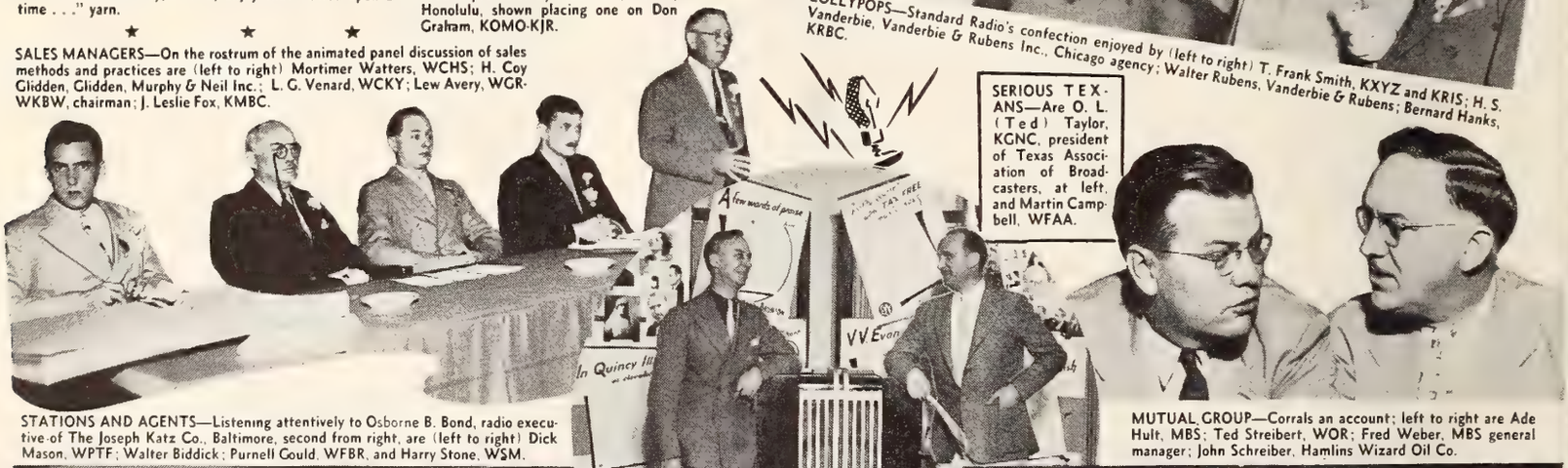


LEIS—Pronounced "lays" were distributed in profusion by Fred Hart, KGMB, Honolulu, shown placing one on Don Graham, KOMO-KJR.



LOLLYPOPS—Standard Radio's confection enjoyed by (left to right) T. Frank Smith, KXYZ and KRIS; H. S. Vanderbie, Vanderbie & Rubens Inc., Chicago agency; Walter Rubens, Vanderbie & Rubens; Bernard Hanks, KRBC.

SALES MANAGERS—On the rostrum of the animated panel discussion of sales methods and practices are (left to right) Mortimer Watters, WCHS; H. Coy Glidden, Glidden, Murphy & Neil Inc.; L. G. Venard, WCKY; Lew Avery, WGR-WKBW, chairman; J. Leslie Fox, KMBC.



SERIOUS TEXANS—Are O. L. (Ted) Taylor, KGNC, president of Texas Association of Broadcasters, at left, and Martin Campbell, WFAA.

STATIONS AND AGENTS—Listening attentively to Osborne B. Bond, radio executive of The Joseph Katz Co., Baltimore, second from right, are (left to right) Dick Mason, WPTF; Walter Biddick; Purnell Gould, WFBR, and Harry Stone, WSM.

MUTUAL GROUP—Corrals an account; left to right are Ade Hult, MBS; Ted Streibert, WOR; Fred Weber, MBS general manager; John Schreiber, Hamlins Wizard Oil Co.



LANG-WORTH—R. C. Wentworth (left) and C. O. Langlois at the exhibit of Lang-Worth Feature Productions' tax-free public domain transcription library.



Single Rate Structure Given Approval of Sales Manager

Recognized 4A Contract Form for Spot Business Advocated by NAB Division; Avery Named Head



Mr. Avery

WITH more than 200 station sales managers attending meetings, the Sales Managers' Division of the NAB held three sessions during the convention. Lew Avery, WGR - WKBW, Buffalo, was named chairman of the Division for 1937-8 by unanimous vote, his selection being subject to approval of an unnamed commercial committee of the NAB.

In a discussion of market research as related to radio, H. Coy Glidden, head of the Chicago market research organization of Glidden, Murphy & Weil Inc., stated that radio is the most effective medium today in covering the average market since the size of the average market is constantly increasing, with the result that newspapers and other media find themselves covering only a portion of the expanded market. He indicated that the number of markets is decreasing. He declared that the effective sales presentation should define the size of the market, the type of buyers, the habits of its people.

Speaking on national sales promotion especially as it applies to the smaller station, L. G. Venard, WCKY, Cincinnati, said the station must do a good job in local sales promotion, showing effectiveness for local merchants, before invading the national field. He emphasized the value of promoting the station through the medium of trade papers, together with the necessity for reaching national advertisers through local distributors, jobbers, and representatives.

4A Form Favored

In the only open forum of the first day that was put to a vote, the sales managers predominantly indicated their preference, in the acceptance of national spot business, for a contract form containing the basic clauses of the recognized 4A form.

In a discussion of local and national rates, during the second day, a definite trend toward closer interpretation of local rates was evident. Mr. Avery said this trend has developed since the Sales Managers Division was established and he plans increased discussion during the year.

Discussing transcription companies and advertising agencies that sell transcribed programs to local merchants, the sales manager condemned the tactics of some of these organizations in selling local merchants programs unsuited to their businesses and markets, often at a cost that makes sales effectiveness hazardous. A resolution was passed condemning this practice by some firms, and commending the transcription organizations and advertising agencies that cooperated with local stations in selling suitable transcribed services to local merchants.

Another resolution was passed declaring that no officer, sectional chairman or executive committee member shall serve in the same capacity for more than one year.

J. Burryl Lottridge, now with KOMA, Oklahoma City, who was instrumental in the formation of the sales managers' group but was not present at the convention, was accorded a unanimous vote of appreciation for his splendid activity and will be given a token of appreciation.

Most of the session was devoted to talks and discussion of local sales problems. Chairmen of the panel discussion was Mort C. Watters, WCHS, Charleston, W. Va. Scheduled speakers were Eugene Carr, WGAR, Cleveland, whose talk dealt with keeping the client sold. Craig Lawrence, KSO-KRNT, Des Moines, told how to keep the salesman producing. "Red" Cross, WMAZ, Macon, discussed promotion of the station locally to the listener. Frank Kelly, WHAM, Rochester, spoke on selling accounts not ordinarily considered as logical broadcast advertisers. William Cline, WLS, Chicago, gave a brief financial report showing that the Sales Managers' Division is solvent.

Progress of Division

In his report to the full convention June 23, Mr. Avery recounted the work of the division since its formation at the convention last year. Activity during the year, he said, has more than justified the division's formation.

The division, he declared, has concluded that the single rate, as opposed to the dual rate-structure, is an ideal that can be achieved in time. It also favors exclusive representation of stations as well as branch office representation for the larger station units. It has gone on record as opposed to any sort of business, such as "per inquiry" or "contingent" accounts, which does not accord with the station's rate card.

Two resolutions offered by the division were referred to the board of directors—one proposing a standardized scale of units of time for sale and of quantity discounts and the other dealing with spot announcements of less than five minutes. (These are published in the resolutions adopted at the convention).



MIKE and IKE—Confusion ran riot in the NAB engineering fraternity because of the presence of a couple of guys who might have been propagated by the same damped wave emission, or something. They are R. J. Rockwell (left, we think) technical supervisor of WLW's booming 500,000-watt job, and Lynne C. Smeby (yep, we're sure!), the technical supervisor of WXYZ, Detroit, and the Michigan Network.

NAB Signs 50 Stations For Public Domain Discs During NAB Convention

DURING the convention nearly 50 stations signed up for the NAB transcription library which already numbers 20 hours. At the same time, James Baldwin, managing director of the NAB, made public for the first time the name of the recorder, E. V. Brinckerhoff & Co. Inc., New York transcription organization. The transcriptions were cut under the direction of M. P. Frutchey Jr., chief engineer for Brinckerhoff, and processed and pressed by the Clark Phonograph and Record Co., New York.

Stations subscribing to the service, officially known as the NAB Bureau of Copyrights Inc., are: KALE, WLVA, WCKY, WSM, WRC, WGH, KSTP, WDBO, KFXD, WCBM, KMBC, WOW, WHO, KXL, KFEL, KONO, KGVO, WKBN, WSFA, WGAR, WBAP, WJSV, WAAF, KGNC, WDGY, WIBW, KMMJ, KOL, WEED, KWKH, WMC, WHDL, WHB, KSL, WDBO, KFXD, KONO. KGVO, WKBN, WSIX, WSJS, KFYO.



CONTRACTS — For another year of Dr. Caldwell's *Monticello Party Line* and signed in convention hotel room by Don Searle, WIBW (left), and Randy Ryan, KMMJ (center), with Ted Enns, Kramer-Crasselt Adv. Agency.

Promotion Expert Advised for NAB

Directors Also Act Favorably On Award of Merit Proposal

APPOINTMENT of a director of advertising for the NAB, to work under the supervision of the managing director to advance the art of broadcasting, was recommended by the Committee on Sales Promotion in its report June 23, delivered by its chairman, John J. Gillin Jr., manager of WOW, and newly-elected first vice-president.

The board, at a meeting held the same day, authorized the executive committee to proceed with such an appointment if it deems it feasible and if funds are available. A limit of $7,500 was placed on the salary of such an employe.

The committee also recommended a radio award of merit for consideration of the board. There were two ideas for such an award, one to be based primarily on commercial program structure from the standpoint of sales effectiveness as well as entertainment value, and the other that the award should be based primarily upon civic or community service of an outstanding character such as the work of WHAS, Louisville, during the flood.

The commercial program award would be for programs produced by individual stations. The committees making the award, it was recommended, should comprise three advertising club members, a cleric or educator, a radio editor, and a member of the State Federation of Women's clubs. The second award, for civic and community service programs, would be made by a similar committee.

Power vs. Coverage

Other subjects discussed were the relative value to the advertiser of rated power, as against actual coverage, methods of arriving at sound conclusions, and general industry promotion plans. In the latter case, Mr. Gillin described the convention exhibit of promotional and advertising ideas, devised by a subcommittee headed by Howard Peterson, promotion manager of WOW. The display of promotional literature was the first ever made at an NAB convention. Mr. Gillin predicted great improvement next year in the exhibit.

Apropos power vs. coverage, Mr. Gillin said there was a definite division on view on the committee, One faction held that agencies should be impressed with the difference between power and frequency for coverage purposes and should consider actual coverage instead of the much-ballyhooed high power stations on less desirable frequencies.

Another committee group said it was anxious to see a thorough discussion of the relative value to the advertiser of rated power as against actual coverage. It held it would be desirable to have some competent person prepared to discuss all the chief methods of measuring actual coverage, on the theory that nothing would help advertisers more than to educate them on all factors bearing on actual coverage. A third faction recommended that efforts be made to adopt a definite formula for computation of station coverage.

It was finally recommended that the Research Committee be given authority to handle whatever problems arise in regard to the question.



WESTERN ELECTRIC—And Graybar representatives from all over the country are on hand to contact prospects. In the center in white suit is A. J. Eaves, head of Graybar's main sales office in New York and chief of delegation.



COLOR MOTIF—Collins Radio Co. displays transmitters in terra cotta and blue grey instead of conventional black and grey to get reaction of conventioneers. In lower row (left to right) are Charles Quentin, WMT; L. M. Craft, T. M. Bloomer and Frank Davis, Collins Co.; R. B. Malcolmson, WTAD; J. F. Byrne, Collins. Upper row: Tom Rowe, WLS; Arthur Collins, Arnold Pyle, Clair Miller and Fred Miller, Collins Co.



GATES—Displays its transmitter equipment. Left to right: Lewis Newman, The Daven Co.; J. D. Bloom Jr., WWL; P. S. Gates, Gates Radio & Supply Co.



GRIMLY—Managing Director James W. Baldwin tells the broadcasters the troubles they face.



FIREBRAND—Defeated with his independent slate for the presidency, Ed Craney, KGIR, nevertheless insists he will carry on his fight against ASCAP.

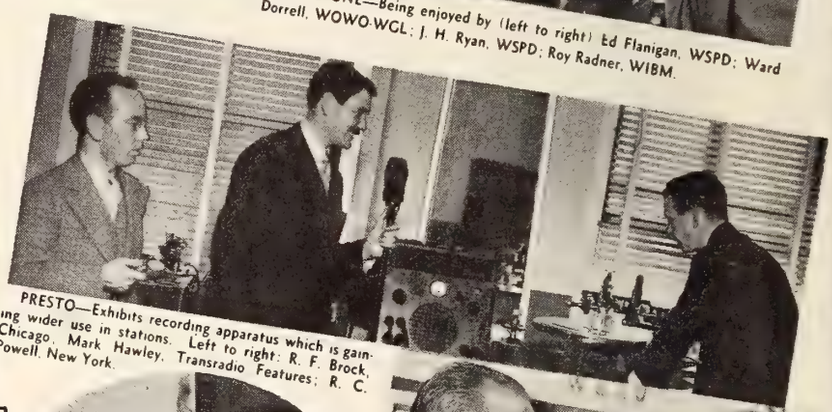


A GOOD ONE—Being enjoyed by (left to right) Ed Flanigan, WSPD; Ward Dorrell, WOWO-WGL; J. H. Ryan, WSPD; Roy Radner, WIBM.

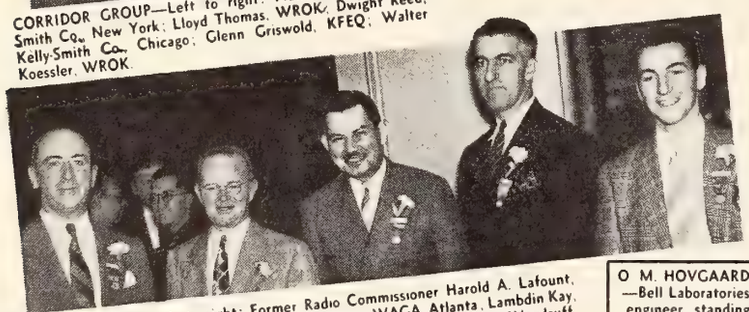
"I TELL YOU"—Says Robert E. McDowell, WGBI (left), discussing things with A. P. Cox, Cox & Tanz, at the NAB promotion exhibit.



CORRIDOR GROUP—Left to right: Frank Headley, Kelly-Smith Co., New York; Lloyd Thomas, WROK; Dwight Reed, Kelly-Smith Co., Chicago; Glenn Griswold, KFEQ; Walter Koessler, WROK.



PRESTO—Exhibits recording apparatus which is gaining wider use in stations. Left to right: R. F. Brock, Chicago; Mark Hawley, Transradio Features; R. C. Powell, New York.



GEORGIA GROUP—Left to right: Former Radio Commissioner Harold A. Lafount, representing Bulova radio interests, including the new WAGA, Atlanta; Lambdin Kay, WSB; Maurice Coleman, WATL; Niles A. Metzger, WRDW; James Woodruff, WRBL.

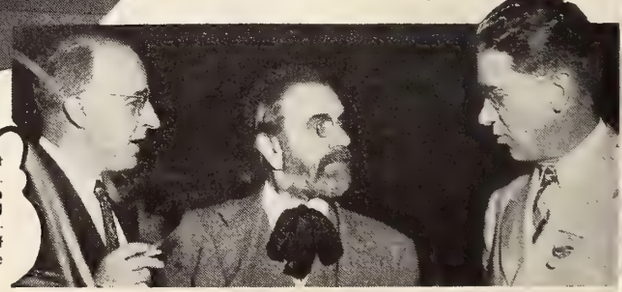
O. M. HOVGAARD—Bell Laboratories engineer standing beside the new 110A program amplifier developed for Western Electric under his direction.



At the Convention Registration Desk



AT NAB EXHIBIT—Norris L. O'Neil, WSJS (left) meets Henry Johnston, WSGN.



WHO'S WHO—At WHO, Des Moines. Left to right: Ralph Evans, WHO and WOC; Col. B. J. Palmer, chief owner of WHO - WOC; Hale Bondurant, WHO.

Musicians Defer Definite Step Toward Control of Recordings

Petrillo Stands by Attitude Although Admitting His Ban Has Cost Chicago Members Revenue

By PAUL HUGHES

CLOSING the 42d annual convention of the American Federation of Musicians in Louisville June 19 with the demand that a firm stand be taken on "canned music", delegates voted to call a special meeting to settle the question, once and for all, unless the international executive board was able, within 30 days, to evolve a definite program for bringing recordings under union control.

Leader in the fight against recordings and electrical transcriptions was James C. Petrillo, president of Chicago local, No. 10. Virtual dictator of the professional musical world of the Windy City, Mr. Petrillo absorbed more than an hour-and-a-half in placing his findings before the body.

" 'Canned music' was indicted by musicians years ago," he said. "Its hearing can be postponed no longer. We must bring this wage thief to trial today."

Cites Chicago Experience

Drawing an example which, he said, was based upon personal observation in Chicago, Mr. Petrillo declared that one recording alone, for which an orchestra might receive $1,000 to $1,500, means an eventual loss of approximately $1,500,000 in wages by the time it is ready to be discarded.

The Chicago local declared open war Jan. 1 on electrical transcriptions and recordings of every other nature, with notice to various recording concerns that a ban would go into effect Feb. 1, Mr. Petrillo explained.

A month later the companies called for a conference, he said, in hope of reaching some working agreement with the union, but the local having declared itself stood its ground with the result that recordings came under the "rigid control" of the federation.

"It is not our intention to stifle 'canned music' altogether," he pointed out, "but rather to prevent it from interfering on such a large scale with our working musicians."

Backing Mr. Petrillo in his fight for a special convention if the board failed to take definite action, Charles L. Bagley, Los Angeles attorney and international vice-president, declared, "Recordings put a man in competition with himself, and that is a bad situation.

"It may take a man years to develop a particular style or acquire outstanding proficiency on an instrument, and yet, as the result of recordings, the very making of which is frequently unauthorized, the artist is unable to find a market for his talents, or adequate compensation for his work, even though the air is filled with his music.

"Even worse than this, some radio stations have been known to make recordings while a musician is broadcasting and later to play the selection without his consent or without paying the artist a cent for it," Mr. Bagley said.

A complementary resolution to the one placing "canned music" in the hands of the board, both of which were unanimously passed by the delegates, left for their immediate action the newly born problem of "dubbing". This is the term used in Hollywood for substituting portions of the sound track of one film on the sound track of another picture.

"This, too, is an infringement upon the rights of musicians," Mr. Bagley said. "Such a practice would be unthinkable in the field of writing and should be equally so in music."

Craft Union Favored

With more than 1,200 guests and delegates in attendance, greatest number in the federation's history, the convention had been looked forward to as one of the most important to be held in many years. This was true not alone because of the fight on transcriptions, but as much because of a feeling on the part of a great many that the question of AFofL affiliation versus CIO would unquestionably come before the body.

However, in complete control of his organization, President Joseph N. Weber, reelected for his 38th consecutive term, steered clear of the issue.

"There is room for both forms of organization, craft and industrial," he said, "as long as they do not trespass upon each other's organizations. If the latter should happen, which we hope will be avoided, then all the workers will suffer; none but the employer profit.

"The federation prefers the craft union for themselves, I'm sure. Only in this way can musicians hope to have a voice in the affairs of organized labor."

Between the 100 resolutions considered by the 520 delegates were talks by Vincent L. Miles, Washington, member of the Social Security Board, and Gen. Sam T. Ansell, also of Washington, federation attorney, on the fine points of the program and its application to musicians, particularly to orchestra leaders as employers.

Outlining AFM achievements through the years. Mr. Weber described the institution's efforts to raise the nation's cultural standards through its music.

"At one time the country was practically without top-flight musical talent, partially because of the strangle hold maintained on our symphonies by foreign artists. Today we have more representative orchestras than can be found in all European countries combined," he said. "Nor is their artistic standard surpassed by the most renowned European musical organizations of the same kind."

Growth of the union was reported with the gain of 7,000 members during the year, bringing the total to 119,960 in this country and Canada. Cash and investments on hand were shown as $1,454,864.

A $250,000 trust fund was set up for Mr. Weber and his wife, in recognition of his service with the federation. Tampa, Fla., was selected as the 1938 convention city.

* * *

Fight to a Finish

Should the executive board, of which Mr. Petrillo is a member, fail to take a definite stand on the transcription and recording question by July 19 a special convention will be called by President Weber with the likelihood that the AFM delegates will assemble in Chicago about Aug. 1.

Mr. Petrillo declared that come what may he is determined to carry this fight to employ more musicians to a finish. He said he realized that up to now his ruling has cost the Chicago members considerable revenue but that he was willing to make this sacrifice for the benefit of union musicians all over the country. "Whatever employment we may forfeit," Mr. Petrillo predicted "as a result of our refusal to make further recordings, is a sacrifice which we feel will make for our own good in the long run."

Further emphasizing his stand, he said: "If local 10 (Chicago) were concerned only with its own selfish interests, it could have entered into satisfactory arrangements with the recording companies in Chicago to make the recordings in question right here in this jurisdiction. But this is not a fight for Chicago alone. It is a fight in behalf of increased employment opportunities for musicians all over this country and Canada. We are fighting, not only for our own local, but for every local in the American Federation of Musicians. Our position is open and above board. We have taken a stand which involves a great sacrifice on the part of our own members. It it a fight to the finish which we have started, and we intend to go through with it. Our determination to protect every local involved explains why we could not come to an agreement with the recording companies of Chicago."

Representatives of transcription companies in Chicago, who preferred not to be quoted, expressed disappointment that the transcription problem was not brought up during the NAB convention inasmuch as it is of such vital concern to stations all over the country. Should the Petrillo plan be put into effect, it will mean a considerable boost in salaries in station payrolls inasmuch as salaries for the musicians used in the recording must be paid by the station to musicians in their own city.

One transcription company in Chicago has started negotiations with the American Musicians Union, recently recognized by the CIO. With AMU rates much lower than those of the Chicago Federation of Musicians, the transcription company believed it would get a better deal from the CIO union.

Toots His Horn



JAMES C. PETRILLO

Joint Audit Group Perfecting Formula For Radio Studies; Peter Reappointed



P. F. Peter

A DECISION to continue the studies it has been carrying on in New England and possibly to extend them to include other sections of the country and the reappointment of Paul F. Peter as director of the work were the chief results reached at a meeting of the Joint Committee on Radio Research, held June 25 in New York.

Mr. Peter's reappointment is for six months, or until Dec. 1, 1937, his previous term having officially expired on June 1. The committee's studies of listening areas, or station coverage, indicate that it has found a formula that can be generally applied, but there are several points that need clearing up before a definite recommendation is made. Mr. Peter believes the committee will be able to settle these questionable points within the six-month period and that by Dec. 1 it will be prepared to turn its formula for measuring listening areas over to the AAAA, ANA and NAB, which organizations are joint sponsors of its work, with the definite recommendation that this formula be used for measuring the coverage of all stations in the same way as the Audit Bureau of Circulations applies its formula to all publications.

More work will also be done on the two other fields which the committee is investigating, the charting of listening habits and the surveying of the number and distribution of radio receiving sets throughout the country. The committee will also investigate the possibility of preparing and issuing a statement of the distribution of radios as of Jan. 1, 1938, similar to the radio census it issued in 1936.

Because the meeting had been called so soon after the conclusion of the NAB convention in Chicago, James W. Baldwin, managing director of the NAB, was unable to attend. Arthur B. Church, KMBC, and J. O. Maland, WHO, also were unable to come to New York. The broadcasting interests at the session were represented by H. K. Boice of CBS and Roy C. Witmer of NBC. Stuart Peabody, Borden Co.; H. M. Leister, Sun Oil Co.; Chester Lang, General Electric Co.; and A. W. Lehman of the ANA headquarters staff (present as an observer but not voting) represented the ANA. Members present for the AAAA were John Benson, president of the AAAA and chairman of the Joint Committee, and L. D. H. Weld, McCann-Erickson Inc.

Dudley Lock Plans

DUDLEY LOCK Corp., New York, is planning a national campaign in the fall, placed through Bachenheimer, Dundes & Frank Inc., New York. During the spring this company sponsored a series of five-minute transcribed dramatic programs, *Criminals at Bay*, broadcast four times weekly on WMCA, New York.

Petry to Organize Affiliate Concern

Three Classes of Spots Put Under National Rates

FORMATION of a new radio station representation firm, to be affiliated with Edward Petry & Co. and to represent all classes of stations, including locals, is planned by the Petry interests before the end of the year. This was disclosed by Mr. Petry June 21, following a luncheon meeting at the Convention of representatives of the 40 Petry stations.

The stations raised no objection to the plan, which is still in its formative stages, Mr. Petry said, but the company has no intention of adding stations in markets competitive with the regular Petry stations. It is possible, Mr. Petry added, that about five of the stations represented by Edward Petry & Co. will form the nucleus for the new concern, thus reducing the present Petry list.

The firm will probably be known as Christal, Petry & Voynow, but the name is not definitely decided. It will have a separate manager and its own staffs in the same cities in which Edward Petry & Co. now has offices. Exclusive representation is planned.

During a discussion of national vs. local rates at the meeting, it was agreed that all the Petry stations would make their national rates apply to the following classes of business: Any tailor-made transcription, regardless of who places it; any live-talent program or announcement that includes mention of a national advertiser's name; all network tie-in announcements.

Representative Method For Handling National Sales Called Essential

NATIONAL sales representation, whether through exclusive representation firms or by branch offices, is viewed as essential by the NAB Committee on National Sales Methods and Costs, in a report submitted to the annual convention June 23 by Carl Everson, WHKC, Columbus, chairman.

The committee, he said, feels that stations must justify the attention of national advertisers and that the only effective means is through representation. A few of the larger stations have found the branch-office method most effective, but regional stations have found in national representation the answer to their problem. The amount of commission to be paid representatives, the committee concluded, should be in relation to the status of the station, its market and other factors, but in no event greater than 15%.

Further study should be made of the cost of selling national spot business, Mr. Everson reported. The committee recommended that agency recognition methods be set up locally through cooperation with other media, as in Cleveland. It recommended abolition of "bulk sales" or the selling to an individual or firm of a block of time for resale to others. Pointing to the danger of such a practice, Mr. Everson said the station by so doing actually leases control of its time.



RADIO PROMOTION EXHIBIT—Occupied one big room of the Sherman convention floor and attracted hundreds of visitors. These are the men who made it possible (left to right) Dick McBroom, John Blair & Co., Chicago; Wayde Grinstead, WBBM-CBS; John J. Gillin Jr., WOW, chairman; Howard O. Peterson, WOW; M. F. Allison, KMBC.

Gradual Change in Allocation Is Seen By Judge Sykes in Address to NAB

ASSURANCE that the FCC does not contemplate any "drastic reallocation" of broadcast facilities, but will make "step by step," only such changes in policies and regulations that are deemed advisable was given broadcasters June 21 by Judge E. O. Sykes, chairman of the FCC Broadcast Division, in the principal address before the Chicago convention of the NAB. FCC executives attending the convention with Judge Sykes were: John B. Reynolds, assistant secretary; A. D. Ring, assistant chief engineer for broadcasting; and George B. Porter, assistant general counsel for broadcasting.

Referring specifically to the "reallocation hearings" of last October, and the engineering recommendations now pending before the Division he heads, Judge Sykes said the general feeling is that the FCC engineers have done an excellent job in their recommendations. These urged a gradual "evolutionary" change in the existing structure, but recommended reduction in the number of clear channels from 40 to 25, with the setting up of six classes of stations instead of the present four. On the issue of super-power of 500,000 watts, the Engineering Department said this was "engineeringly feasible" but the economic and social issues transcended the purely technical and should be decided by the FCC itself as a matter of policy.

In an address titled the "Duty and Responsibility of the Broadcaster," Judge Sykes delved into programming of stations and the diatribes of critics of the "American Plan" of broadcasting. Admonishing broadcasters they must perform the best public service job they can, the Broadcast Division Chairman asserted that the primary consideration in holding a license is public service.

Serving the Public

"While under our plan of broadcasting the stations must be self-supporting by their sale of time, yet you must bear in mind that this is but an incident and that your main object and purpose is one of public service. In fact, the better service you render the more popular becomes your station and the larger becomes your listening audience, hence the easier for you to obtain the necessary advertisement."

Commending the industry for the remarkable strides made during the last 10 years, Judge Sykes said, however, there is room for greater improvement not only in FCC regulation of the art and industry but in the nature and character of the programs of stations.

"The best answer to make to those who are not satisfied with our American system of broadcasting is to render such a wonderful public service that these criticis may, in the course of time, be silenced. * * * You should carefully familiarize yourself with your communities and see what local service you may render them and since your programs are going into these homes you must consider good taste. Certainly when broadcasting a dinner program it should not be interspersed with advertising announcements which would tend to destroy the appetites of this audience. You must be just and fair to everyone in your community and your editorial policy should be one to bring about closer cooperation and not to stir up strife therein. You should build up and not tear down."

The work of radio during the flood on the Ohio and Mississippi Rivers last February elicited the approbation of Judge Sykes. Stations, he said, were a source of "inestimable assistance in preventing loss of life and property and by keeping the public posted on the exact stage of the flood."

In the latter connection, he advised that the FCC's engineers are now studying plans for the better cooperation of all radio facilities and relief organizations in times of emergencies.

Judge Sykes touched briefly upon visual broadcasting. Mentioning the new regulations adopted a year ago covering television and facsimile experimental operations, he said in connection with facsimile, or record communication of still images by a photographic process, that the FCC Broadcast Division "is very interested to know whether the general public wants a facsimile broadcast service, and if such a service can be supplied at this time."

THE WORLD'S tallest neon sign, consisting of the letters "RCA" in 24-foot letters on the north and south sides of the RCA tower in Radio City and in 18-foot letters on the west side, was dedicated June 28 in a ceremony broadcast on NBC-Blue. David Sarnoff, President of RCA, and Grover Whalen, head of New York's 1939 World's Fair, participated.

John Blair & Co. Forms Subsidiary for Programs



Mr. Owen

BLAIR PRODUCTIONS, a subsidiary of John Blair & Co., has been formed in Chicago with Del Owen, former WGN program director, in charge. Owen has for the past two years specialized in production of sales conventions and the introduction of showmanship in building sales appeal to employes and customers alike. The use of dramatizations, recordings and motion pictures to enhance methods customarily employed has ben found most effective.

In explaining the purpose of the company, John Blair, president of the station representative firm bearing his name, said:

"We find that in many cases, individual stations have developed programs for local sponsorship which have had such outstanding success that they merit the attention of national advertisers. On the other hand, we believe there is much potential spot business which falls by the way simply for lack of new and effective ideas through which it may be placed. By means of Blair productions, we aim to close this gap."

The new company will pick the best sustaining programs being presented on the Blair list of stations and compile complete data on the shows so as to have it instantly available for prospective advertisers. Blair Productions will also serve as a program idea clearing house for stations on the Blair list and will originate spot campaign ideas both for advertisers and to aid Blair salesmen in selling spot time.

WBIL Planned as Key Station of Bulova Net

WITH THE acquisition of WLWL, Paulist Father station in New York, by Arde Bulova, New York broadcaster and watch manufacturer, call letters of the station on June 17 were changed to WBIL. The station, operating daily except Sunday from 6-8 p. m., plus a Friday afternoon hour from 2 to 3, and on Sundays from 3:15-4:30 p. m. and 8-9:30 p. m. on 1100 kc. clear channel with 5,000 watts, is being managed by John Iraci, general manager of WOV and owner of WPEN - WRAX, Philadelphia. Programs of WBIL originate from the WOV studios at 132 W. 43rd and follow the program policy of WOV which divides its time on the air about equally between English and Italian programs. WBIL continues to use the WLWL transmitter at Kearney, N. J.

Plans are under way for acquisition of full time by WBIL on the 1130 kc. channel through an arrangement with WPG, Atlantic City, and KSL, Salt Lake City, with the objective of making the station the key of an Eastern Seaboard network embracing stations in the Bulova-Iraci group. Harold A. Lafount, former radio commissioner, is identified with the Bulova project in an executive capacity.

OWED to CBS by the Democratic National Committee was $18,860.31 as of March 31, according to the Committee's quarterly report filed with the clerk of the House. The debt is a remnant of the last campaign.

AFA Seeks Restored Faith in Advertising

Press Group Discusses Value of Radio to Newspapers

RESTORATION of confidence in advertising on the part of the consumer as the biggest job the advertising has to accomplish, was the keynote of the 33d annual convention of the Advertising Federation of America at the Hotel Pennsylvania, New York, June 20-23. Speaker after speaker discussed the growing skepticism regarding the claims of advertisers and the urgent duty of advertisers, advertising agencies and advertising media to present their side of the story and to rebuild public faith in advertising's service to the consumer as well as to the producer unless they want to see markets growing slimmer and jobs fewer.

One means of consumer education that has been carried on by the AFA was cited by E. H. McReynolds, president, in his annual report—the *Short Talks on Advertising* carried on for four years and succeeded this year by *Industry Talks*. The 70 brief talks in this five-year series have been broadcast by nearly 250 radio stations located in all 48 states and have been printed in more than 500 publications and used as teaching material in several hundred high schools and colleges, he said, as a means of showing the functions performed by advertising in developing industry and serving the public. The broadcasts were presented in most cities by local industrial leaders and have had a very favorable effect on public opinion, he stated.

Indications that this work must be extended much further, however, were given at a joint men's and women's advertising club breakfast on Wednesday, when by a more than two-to-one vote the delegates expresed their belief that public confidence in advertising is decreasing. The convention voted to continue and expand these talks during the coming year.

Radio Entertainment

Since the AFA convention coincided with that of the NAB few radio personalities were included in the approximately 1,500 advertising men and women who attended the general and departmental sessions. The subject of radio, however, was touched upon at a number of meetings, as reported here, and as usual the broadcasters were called upon to furnish talent for the two evening entertainments of the convention. WMCA supplied the talent for the Sunday evening social gathering and NBC furnished the enertainment and orchestra for the Tuesday evening party. CBS was present as an exhibitor, with a display of its recent publication *Radio in 1937*. WMCA also broadcast portions of the luncheon sessions on Monday and Wednesday, the latter also being broadcast by WOR-MBS.

Radio's Feminine Influence

Answering the question "How can radio programs be used as a means of influencing women to believe in advertising?" Florence Cox, owner of MacManus-Cox Co., Detroit advertising agency, and president of the Women's Advertising Club of Detroit, told a Monday breakfast meeting of delegates from women's advertising clubs that the modest radio campaign carried on in Detroit during the last three years had aroused considerable interest among housewives. The first year, Miss Cox stated, her club broadcast 11 five-minute talks on advertising fundamentals and one 15-minute interview with Mrs. Anna Steese Richardson of the *Woman's Home Companion*.

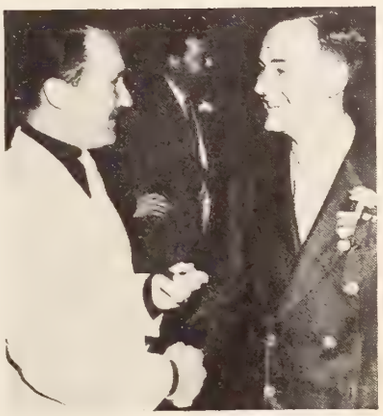
The second year four 15-minute discussions of advertising were broadcast, each a three-way conversation between representatives of the advertising club, women's clubs, and home economic clubs. This year the club is using a series of short spot announcements, slogans pointing out the value of advertising in lowering prices and raising quality. All Detroit stations are cooperating with the club in presenting these broadcasts, she said, adding that many requests for additional information had been received from women listeners as a result.

Helen Johnson of Cleveland said that WGAR in that city had given time to help the advertising club promote the value of advertising to the consuming public. Miss Cox then urged that the national women's advertising club work out a plan for extending this radio education throughout the country.

Fraudulent Advertising

At another Monday morning breakfast held by the men's advertising clubs, Neal Barrett, manager of KOMA, Oklahoma City, and governor of the 10th district of the AFA, told of the vigilance work done by advertising men in the Southwest to keep fraudulent advertising off the air and out of the newspapers, with advertisers, publishers and broadcasters cooperating to force city councils to pass ordinances for the prosecution of crooked advertisers. In six months after the passage of such an ordinance in Oklahoma City, he said, $175,000 was diverted from illegitimate to legitimate advertising channels.

Radio as an aid in newspaper promotion was discussed at a clinic breakfast of the National Newspaper Promotion Association on Tuesday. The hour session was led by Jake Albert, promotion manager of the *Detroit News* which also operates WWJ, who outlined the extensive use of radio promotion made by his newspaper. In addition to two news periods daily, frequent spot announcements, and a number of weekly hour and half-hour feature programs sponsored on WWJ by the *News*, Mr. Albert said that he frequently buys time on other stations as well, and in one instance purchased the same evening half-hour on every station in Michigan to announce the paper's acquisition of a weekly magazine section. The use of radio as a direct selling medium for both circulation and advertising space was also discussed. Considerable interest was expressed in the plan for increasing classified advertising through broadcasting dramatic skits based on tragic situations happily solved through the insertion of a classified ad, which several papers have used successfully.



SCRIPPS & HOWARD—Scions of famous families meet at NAB convention. Left is Jack Howard, Scripps-Howard Radio Inc., shaking hands with William J. Scripps, WWJ.

Attending the breakfast meeting in addition to Mr. Albert were Wayne Tyss, *Minneapolis Star*; F. B. Roggers, *Everybody's Daily*, (Buffalo); John Stafford, *Rockford* (Ill.) *Star*, affiliated with WROK; Bradford Wyckoff, Record Newspapers, Troy; Charles L. Baum, *Portland* (Ore.) *Journal*, affiliated with KOIN and KALE; Sidney Phillips, *Columbus Dispatch*, affiliated with WBNS.

Radio Awards

Award of the better copy committee of the Public Utilities Advertising Association for the best radio program sponsored by one of its members was presented at the Tuesday meeting of this group to Pacific Gas & Electric Co., San Francisco, for its weekly historical program series. Each program is based on an actual event which occurred in a city within the Bay region served by the company, the stories used being submitted by listeners, who are awarded prizes. This plan insures a substantial audience in at least one community for every broadcast. Second award went to the Philadelphia Co., Pittsburgh, for its variety program.

Kenneth Magers, Cincinnati Gas and Electric Co., who was elected president of the utility group for the coming year, discussed his job during the recent flood and urged others who were faced with catastrophies not to overlook radio as a means of information and to have their staffs equipped to write news for the air as well as in print.

A compliment and a warning for broadcast advertisers were delivered by Mayor LaGuardia of New York at the final general session of the convention on Wednesday. He praised the advertisers for the fine entertainment they are making available to people ordinarily cut off from contact with good music and drama, contrasting the farm home of his own boyhood days when the chief form of home amusement was reading the mail-order house catalogues with the present, when the best of music is available at the turn of a switch. But he warned them not to overexploit the juvenile market. "Don't oversell to children," he said.

Uniformity in Presenting Market Data Urged at Pacific Advertising Session

ONE OF the most successful conventions in the 24 years history of the Pacific Advertising Clubs Association was concluded at Salt Lake City June 17 with 400 registered delegates either continuing on to the NAB convention or returning to their desks on the Pacific Coast.

The best attended departmental was radio presided over by Earle J. Glade of KSL in the absence of Harrison Holliway, chairman. Feature talks were made by John Dolph, assistant to the vice-president of Columbia in charge of the Coast office. His subject was "The Future of Radio." Harry Anderson, Pacific Coast sales manager of NBC, read a paper on radio research prepared by E. P. H. James, sales promotion manager of NBC. A visual sound on slide film prepared by John Blair & Company was shown by Lindsey Spight, Coast manager for Blair.

The outstanding talk of the departmental was that presented by Anne Director, time buyer for the Pacific Coast offices of J. Walter Thompson Co., San Francisco. Miss Director pointed out the need for uniformity in the presentation of station coverage data. She said, "From my experience as a time buyer there are many more important factors in selecting stations than coverage but it is best adapted to factual uniform presentation in map form. Furthermore it is hardly enough to present a field strength survey although we place a great deal of reliance in them. Our opinion is that both field strength survey and mail maps are necessary in determining accurately not only where the station can be heard but where it is actually listened to regularly."

Following her talk it was agreed that her paper, illustrated with actual enlarged maps, should be passed on to the commercial section of the NAB for appropriate action and recommendations which would lead to greater uniformity in the presentation of coverage data.

After the radio departmental S. S. Fox, president of KDYL, was host at a cocktail party to which the entire convention delegation was invited.

Among the outstanding general sessions features was a debate on the question "Resolved that fair trade legislation favors private brands to the detriment of nationally advertised brands." The debate presented by the San Francisco club, was won by the negative with a three man team composed of Fred Crawshaw, advertising manager of the Owl Drug stores, Lindsey Spight of John Blair & Company, and Elliott C. Hensel, advertising director of the *Oakland Tribune*.

The PACA convention will be held in Los Angeles next year with Louis Koch of Long Beach, president of the association for the coming year.

Resolutions Adopted or Referred by NAB Convention . . .

Government Station

Whereas, there has been introduced into the Congress of the United States a bill known as the Celler Bill, which would authorize the construction, maintenance, and operation of a government broadcasting station,

Whereas, the existing system of broadcasting in the United States makes available to the various departments of the government ample time for broadcasting either domestic or foreign programs,

Whereas, the existing system of broadcasting in the United States affords to the departments of the government the greatest possible radio audiences,

Whereas, the operation of a broadcasting station by the Office of Education is opposed by all existing Federal and State laws respecting education,

Whereas, due to its official status, there would be great danger of utterances over such a station giving offense to friendly nations, and creating unnecessary international incidents,

Whereas, the enactment of the bill would result in a useless and extravagant expenditure of public funds,

Now, therefore, be it resolved, That the NAB express its opposition to the passage of this bill, and instruct its board of directors to use all legitimate means to cause its defeat, and urge the members of the NAB to encourage their members in Congress to oppose the passage of this bill.

Discounts on Spots

Referred to board of directors.

The Sales Managers Division of the Commercial Committee in meeting in Chicago, Jan. 18 and 19, 1937 respectively direct to the attention of the Commercial Section of the NAB that considerable confusion exists in the broadcasting industry with respect to whether announcements or spots should be combined with program units of time of five minutes or longer in the matter of figuring discounts. It is our recommendation that announcements or spots of less than five minutes duration should not be combined with units of five minutes or longer in the matter of figuring discounts. We propose that announcements or spots of less than five minutes duration should be combined in figuring discounts and that units of time of five minutes or longer should be combined in figuring discounts.

Education Fund Approved

Whereas, the Federal Radio Education Committee, acting through a select committee, has agreed that certain specific projects should be carefully studied,

Whereas, at a cost aggregating approximately $250,000 certain foundations have agreed to contribute approximately $167,000, it is resolved that all broadcasting stations should be invited to contribute a total of approximately $83,000 over a period of two years as the broadcasters' share of the expense of these investigations. Resolved further that the board of directors devise a formula whereby the contributions of each broadcaster will be on an equitable basis.

Three-Year Licenses

Resolved, That the NAB reiterate its position as favoring the issuance of radio station licenses for a term of at least three years.

Director's Acts Approved

Resolved, That the official acts of the managing director since the 14th annual convention be and the same are hereby approved.

Standard Units of Sales

Referred to board of directors

The Sales Managers Division of the Commercial Committee of NAB registered its approval of the purpose of the resolution passed by the NAB in convention at Cincinnati in 1934, which proposed a standardized sale of units of time for sale and quantity discounts.

Since that time considerable progress has been made by the broadcasting industry and there is now a definite attitude on the part of the broadcasters, as well as an expressed desire by many advertising agencies, to standardize even more definitely the matter of units for sale and quantity discounts.

Therefore, the Sales Managers Division in meeting in Chicago, January 18 and 19, 1937 respectively submits to the Commercial Section of NAB for early consideration the following units of time for sale and quantity discounts:

a — Units of time for sale
- 1 hr.
- ½ hr.
- ¼ hr.
- 5 min.

b — Quantity discounts
- 13 times — 5%
- 26 times — 10%
- 52 times — 15%
- 100 times — 20%
- 300 times — 25%

Regarding announcements, we believe that further consideration should be given toward standardization.

We further believe that all rate cards should be printed to show the actual rate or cost after application of the above quantity discounts.

Anti-ASCAP Suit

Resolved, That the NAB encourage the prosecution of the United States suit against the American Society of Composers, Authors & Publishers.

Duffy Copyright Bill

Resolved, That the NAB as an organization, use all legitimate means to further the passage of the Duffy Copyright Bill, and urge its membership to encourage members of the Congress from their districts, to support this bill.

Bureau of Copyrights

Resolved, That the NAB approves of the action taken by the board of directors in respect to the organization of the NAB Bureau of Copyrights Inc. and the transferring of the property and activities of the Bureau of Copyrights to the new organization and urges the wholehearted support to that organization of all our members.

Copyright Per-Piece

Resolved, That the board of directors of the NAB be directed and are instructed to carry on negotiations with copyright owners to the end that a per-piece or measured service plan be obtained.

State Copyright Committee

(Proposed by E. B. Craney, KGIR, Butte)

Referred to Board of Directors

Whereas, the Copyright Act of 1909 was enacted at a time when radio broadcasting was unknown and in the application of such act to radio broadcasting as it exists today, numerous injustices have been complained of by both user and owner of copyrighted material, and

Whereas, the diversity of state legislation effecting copyrights and other problems of the broadcasting industry makes it advisable to coordinate information on these subjects for the benefit of all,

Therefore, be it resolved, That a committee composed of one member of the NAB from each state be appointed and that each such member be pledged to respond to committee call, each such committee member to serve without compensation but with traveling and hotel expenses to be set and paid by the NAB when such committee members are traveling pursuant to official call, and it shall be the duty of each such committee member to gather and furnish information on questions of copyrights and other problems of broadcasters, and that the activities of this committee shall be coordinated by suitable counsel engaged for that purpose.

Industry Publicity

Referred to Board of Directors

Whereas, we believe it is for the best interests of the NAB, as a trade organization, to promote the broadcasting industry of the United States at all times in the best possible manner,

Therefore, Be it Resolved, that a director of the Advertising Bureau of NAB be employed by the NAB, to work under the supervision and direction of the managing director, to advance the art of radio broadcasting in the minds of the people and to portray a true picture of the value of the radio industry, in its present form, to the United States.

October Allocations

Referred to board with instructions to act prior to Pan American Conference in November.

Whereas, considerable progress has been made during the last few years by the radio engineering profession, and a great deal of data has been obtained concerning the laws governing radio propagation, interference, receiver selectivity, and the operating characteristics and efficiency of radiators, and

Whereas, the FCC through its engineering department has demonstrated its progressiveness and aided the broadcast industry greatly by its actions in holding hearings, and otherwise, in accumulating advanced engineering information and correlating the same, and

Whereas, the *Preliminary Engineering Report on Allocations* made public by the Commission's Broadcast Division on January 14, 1937, meets with the general approval of the engineering profession, and

Whereas, the NAB approves this report because it is based on sound and basic engineering principles, and

Whereas, there is a definite need in the broadcast industry for such improvements as will be possible by the adoption of these principles in the Commission's regulations.

Now, Be It Therefore Resolved by the NAB that the FCC is hereby petitioned by the NAB to accept the report and to incorporate into its regulations the basic principles of said report.

1500-1600 kc. Band

Referred to board of directors.

Whereas, the present broadcast frequency band, 550-1500 kc. is now occupied by an almost maximum number of stations, and

Whereas, there is at present no satisfactory allocation agreement between the United States and other North American countries, and

Whereas, in the present situation interference exists on some broadcast channels,

Now, Therefore, Be It Resolved by the NAB that the FCC be requested to use caution in granting applications or in making changes in allocations in the frequency band 1510-1600 kilocycles, or in other new bands that may be used for broadcasting, in order to prevent action which would interfere with a satisfactory solution of the problem of North American allocation pending the Pan American Conference called for November, 1937.

NAB Regional Chapters

(Proposed by Fred J. Hart, KGMB, Honolulu.)

Referred to board with recommendation that the president appoint a committee to study the proposal and to submit its recommendation in the form of amendments to the constitution, if the committee deem that necessary.

Whereas, at the 1936 meeting of the NAB, the following recommendation was adopted:

Whereas, as the radio broadcasting

(*Continued on page 46*)

NAB Committee on Radio Research Proposes Cooperative Audit Bureau

ACCOMPLISHMENT of the project for a cooperative Radio Audit Bureau, to serve jointly the station and the advertiser and his agency, within the next year, was predicted by Arthur B. Church, KMBC, Kansas City, in his report to the NAB convention June 23 as chairman of the Committee on Radio Research. Five of the seven members of this committee serve on the Joint Committee on Radio Research representing equally the NAB, Association of National Advertisers and American Association of Advertising Agencies.

Last year the board authorized a $10,000 fund to be used for the Joint Committee's work, of which $2,000 already has been transferred, Mr. Church reported. The original committee fund of $30,000 was subscribed two years ago—$20,000 by NBC and $10,000 by CBS. The NAB board, following the Church report, continued for another year the committee of five, comprising Mr. Church; J. O. Maland, WHO; Roy O. Witmer, NBC; H. K. Boice, CBS, and Managing Director James W. Baldwin. It also authorized employment by the NAB of a research director if funds are available.

"Substantial progress in the exploratory work of the Joint Committee is reported by the Committee of Five," Mr. Church said. "Besides publication last year of the first estimate of radio set figures in the United States, by states and counties, work was begun on studies in a test area for the purposes of determining methods, acceptable to the buyers of our medium as well as to broadcasters, of determining station coverage and circulation, listener areas, etc., initial report on which was mailed only a few days ago to members of the Joint Committee for consideration.

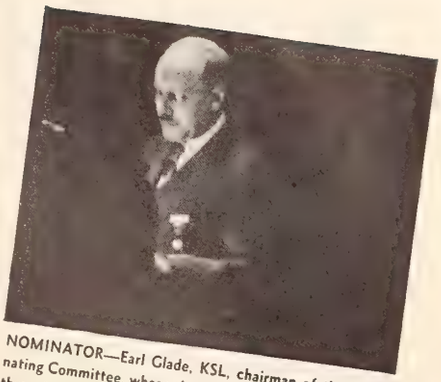
"It is the hope of your Research Committee that the work of the Joint Committee will have reached, by the next NAB convention, the point that a comprehensive report of accomplishment can be made on the exploratory studies; also that a second estimate of radio sets in the U. S. by states and counties as of Jan. 1, 1938 will have been completed or at least well under way."



KANDID—One of the score or more Kandid Kamera Kontestants for the BROADCASTING prizes is Fred Borton, WQAM.



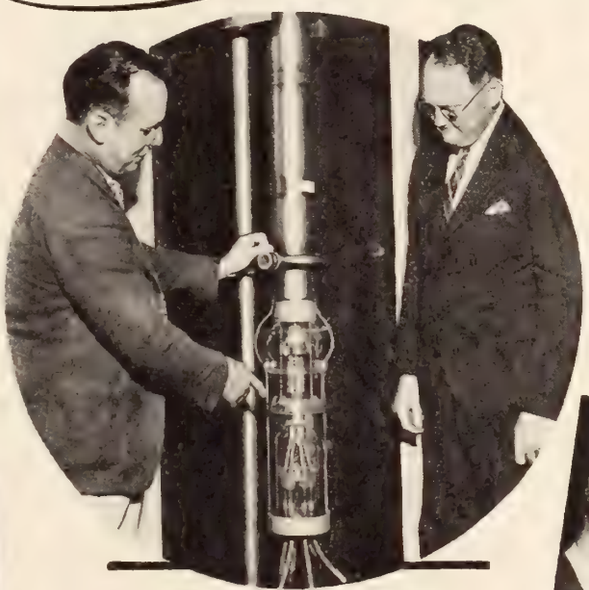
RCA MFG. CO.—Sent more than twoscore of its factory and branch representatives to the convention, for this is radio's biggest construction year. Their chief, I. R. Baker, stands directly to left of big tube.



NOMINATOR—Earl Glade, KSL, chairman of the Nominating Committee, whose slate headed by John Elmer went through, delivering his report.



FAR—From being a dummy stooge ala Charley McCarthy is L. B. Wilson, WCKY, seated on the knee of Lewis Allen Weiss, Don Lee Network, as Clarence Convey, KWK, looks on.



GIANT TUBE—V. L. Ronci, Bell Laboratories vacuum tube development engineer (left), shows Andrew D. Ring, assistant chief engineer of the FCC for broadcasting, the workings of Western Electric's new 250,000-watt tube.



EVER SERIOUS—Are H. K. Carpenter, WHK-WJAY, and his sales manager, C. A. McLaughlin.



FROM NEW YORK—Hail S. W. Caulfield (left) and William I. Moore, both of WBNX.



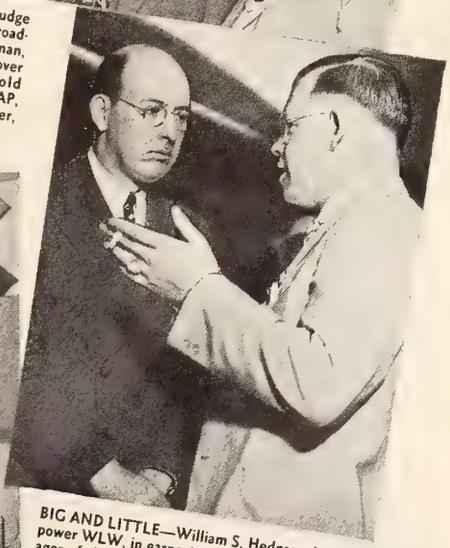
SOUTHERNERS—Judge E. O. Sykes, FCC Broadcast Division chairman, at left, talks things over with Harold Hough, WBAP, and J. C. Liner, KMLB.



TRANSAMERICAN'S—Emanuel Rosenberg (left) tells G. Richard Shafto, WIS, about the Braddock-Louis fight the night before, but Dick looks unconvinced

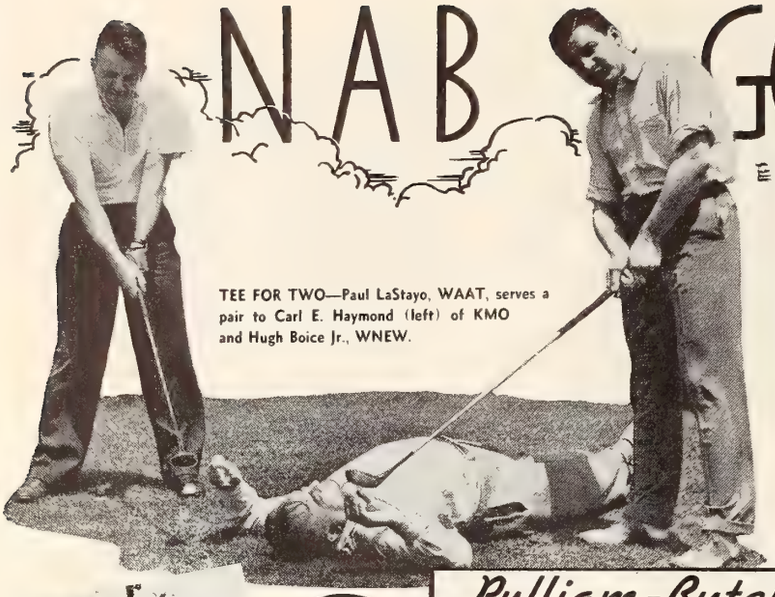


AMPEREX—S. Morris and Bill Ellinger, of Amperex Electronic Products proudly survey array of tubes at their company's exhibit.



BIG AND LITTLE—William S. Hedges, chief of the superpower WLW, in earnest confab with Clark A. Luther, manager of the 100-watt WOC.

NAB GOLF TOURNAMENT



TEE FOR TWO—Paul LaStayo, WAAT, serves a pair to Carl E. Haymond (left) of KMO and Hugh Boice Jr., WNEW.



LONG WAYS OFF—Figures Phil Meyer, KFYR, as he prepares to hit a long one.



GOOD POSERS — But not so good golfers were these seven. Left to right are Owen Uridge, Radio Sales; P. M. Brown, Associated Music Publishers; Jack Alicoate, Radio Daily; Frank Chase, Chase & Ludlam; Lincoln Dellar, CBS; Art Kemp, CBS (winner several years ago); Bill Doerr, WEBR.

Pulliam-Butcher Tie for Trophy

E. C. PULLIAM Jr., son of the owner of WIRE, Indianapolis, and director of the station's news staff, tied with Harry C. Butcher, CBS Washington representative, to win the NAB golf tournament June 20 on the sporty Bon Air Golf & Country Club course near Wheeling, Ill. Both were presented silver trophies by BROADCASTING. Each shot a 73 net after taking a 9 handicap. Their 82 grosses were the best scores hung up in the tournament with one exception.

Actual top man of the day's shooting was Karl Haymond, KMO, Tacoma, who shot a net of 72 with a handicap of 4. He was disqualified for the cup prize, however, having won it in the same tournament three years ago. His shooting of 76 over a course having a 74 par, with 10 water holes, was regarded as sensational.

Doug Currie, club pro, calculated the handicaps for each player on the basis of play for nine holes picked at random.

	Gross	Handicap	Net
Karl Haymond, KMO	76	4	72
Harry C. Butcher, CBS	82	9	73
E. C. Pulliam Jr. WIRE	82	9	73
Robert Convey, KWK	84	10	74
Walter Preston, WBBM	88	14	74
W. J. Reilly, Weed & Co.	88	14	74
Paul Raymer	88	14	74
Ralph Atlas, WIND-WJJD	90	15	75
R. L. Ferguson, J. L. Kaufman Inc.	90	15	75
J. Allabough, WJJD	90	15	75
William Doerr, WEBR	90	15	75
Art Kemp, CBS	90	15	75
Phil Meyer, KFYR	90	15	75
Harry Woodman, KDKA	90	15	75
Hale Bondurant, WHO	92	17	75
Frank Chase, Chase & Ludlam	94	18	76
Herb Sherman, WJJD	96	20	76
Russel Woodward, Free & Peters	96	20	76
S. Aston, Ferguson & Aston	98	22	76
P. M. Brown, AMP	94	18	76
Pierce Romaine, Paul Raymer Co.	100	23	77
Paul Porter, CBS	100	23	77
O. F. Uridge, CBS	100	23	77
G. B. Bassler, Publishers Service	100	23	77
Hugh Boice Jr., WNEW	100	23	77
C. C. Weed, Weed & Co.	102	25	77
P. I. Merryman, NBC	102	25	77
Jack Alicoate, Radio Daily	102	25	77
John Carey, WIND	104	26	78
Stanley Matas, WIND	110	32	78
J. J. Weed, Weed & Co.	114	36	78
Art Linick, WJJD	110	32	78
Carl Everson, WHKC	106	28	78
H. Dean Fitzer, WDAF	112	32	80
Jack Stilwill, WIRE	112	32	80
Paul A. LaStayo, WAAT	116	36	80
B. F. McClancy, NBC	124	36	88
A. E. Joscelyn, Free & Peters	124	36	88
C. A. McLaughlin, WHK-WJAY	(9 holes only)		
Lincoln Dellar, CBS			



AMBITIOUS —Five clubs not too many for Phil Merryman, NBC station relations.





SPADER —Of the sand is Sil Aston, of Ferguson & Aston.



PROUD WINNER —Harry C. Butcher, CBS, poses for the BROADCASTING Daily Convention Edition cartoonist.



BEFORE THE TEE-OFF—Left to right: Neal Weed, Weed & Co.; John T. Carey, WIND; William Reilly, Weed & Co.; P. M. Brown, Associated Music Publishers; R. L. Ferguson, Jesse L. Kaufman Inc.; J. J. Weed, Weed & Co.; G. B. Bassler, Publishers Service; Stanley Matas, WIND; Harry C. Butcher, CBS; C. M. Everson, WHKC; Phil Meyer, KFYR; E. A. McLaughlin, WHK-WJAY; S. Aston, Ferguson & Aston.





WAITING THEIR TURN—Left to right: Hale Bondurant, WHO; A. E. Joscelyn, Free & Peters; E. C. Pulliam Jr., WIRE, co-winner; Russel Woodman, Free & Peters; Jack Stillwill, WIRE



GADGETEERS—Ball scrubber attracts interest of left to right, B. F. McClancy, NBC; Phil Merryman, NBC; H. Dean Fitzer, WDAF; Harry Woodman, KDKA





19TH HOLE—And refreshments for, left to right, Peirce Romaine, Paul Raymer Co.; Bob Convey, KWK, and Paul Raymer.



OVER CREEK — Go (left to right) Harry Butcher CBS WJSV; Bill West, WMTV; Phil Meyer, KFYR; Paul Porter, CBS Washington lawyer; Sil Aston, Ferguson & Aston.

Standard Contract Forms Are Urged

NAB Group Proposes Uniform Methods in Handling Sales

STANDARD contract forms to be drawn up by the NAB were advocated by the Subcommittee on Standards of Sales Forms in a report submitted by its chairman, Martin Campbell, of WFAA, Dallas. The report offered recommendations on standard practices in the conduct of station business.

Standardization of billing and affidavit forms for the convenience of advertising agencies was recommended, preferably on a monthly basis. A standard rate card, the subcommittee said, should clearly state unusual terms and conditions as well as ASCAP or other fees.

The standard AAAA order blank for spot broadcasting was recommended as generally satisfactory but a few changes in wording were suggested.

Local, National Rates

No recommendation was made on the subject of local and national rates because opinion on the subject is so widely divided, but a review of prevailing types was presented. These were described as: Stations with single rate card for all classes of business are in the minority; those with local and national rates are in the majority with a tendency among some to have them broken into national, regional and local.

A tendency among stations to allow cumulative frequency discounts regardless of whether or not the business is continuous was pointed out. Such discounts are general practice among other media, it was observed, and the subcommittee felt the broadcast medium should adopt it.

All products manufactured by a single corporation such as General Motors, Procter & Gamble, etc., should be permitted group rates covered by one annual contract, the subcommittee recommended. It suggested, however, that announcements and programs should not be grouped to earn higher discounts since these are separate services. Standard contracts between stations and salesmen also were recommended.

Philco Adds 36

PHILCO RADIO & TELEVISION Corp., Philadelphia, will expand the CBS network carrying the *Boake Carter* news broadcasts from 23 to 59 stations when this commentator returns from his vacation on July 5, and at the same time will reduce his schedule from five to three evenings weekly, Mondays, Wednesdays and Fridays, 7:45-8 p. m. (EDST). The new series will be heard from coast-to-coast in contrast to the present broadcasts for which Oklahoma City is the most westerly outlet. Programs are placed through Hutchins Adv. Co., Rochester, N. Y.

Father John Spots

CARLETON & HOVEY Co., Lowell, Mass., (Father John's medicine), through its agency, John W. Queen, Boston, is negotiating for a fall schedule of spot announcements to consist of weather reports at 6 p. m. on approximately 50 stations throughout the United States.

National Radio Week

LED BY Harold Hough, WBAP, Fort Worth, second-term NAB treasurer, opposition developed against the proposal that the NAB designate one week of each year as "National Radio Week" and the project was defeated. The Resolutions Committee had approved a plan whereby the NAB would promote an effort on the part of all stations to "combine in their efforts to make the public radio conscious" and to point out to the public the benefits of radio. Hough objected on the grounds that radio is doing just that the year round and that a "National Radio Week" like "National Prune Week" and "National Orange Week," as he put it, "smacks too much of commercialism of our profession."

Golden Gate Petition

PETITION to hold the 1939 NAB Convention in San Francisco was strengthened at the recent meeting when Arthur Linkletter, Radio Director of the 1939 Golden Gate International Exposition, brought an invitation to the Convention from Governor Merriam of California and Mayor Rossi of San Francisco. Supporting the proposal are C. W. Myers, L. B. Wilson, Ralph Brunton, Tom Symons, John J. Gillin, Gene O'Fallen, Hugh Hailf, and Neal Norman.

Maine Residents Sponsor Conservation Programs

UNDER the auspices of the Garden Club Federation of Maine, residential and wealthy estate owners of Maine are sponsoring a 13-week program series on WCSH, Portland; WLBZ, Bangor; WDRO, Augusta and WAGW, Presque Isle, in a movement to keep the natural beauty of the state inviolate. The series began June 19 with Curator Robert C. Murphy, Director of Natural History of New York, as guest speaker and it is planned to reach the residential and business populace by Saturday evening broadcasts, alternating with Wednesday afternoon programs for the farmers. Each program will feature a guest speaker and an appeal to state patriotism with a view to conservation of Maine's natural beauties will be made. The account was placed by John W. Queen, Boston, which agency also has the public relations assignment. Mr. Queen told BROADCASTING that he believed this type of program to be the forerunner of similar programs throughout the country.

LA VIDA PRODUCTS Inc., Placentia, Cal., bottlers and distributors of mineral water, to introduce La Vida Lime 'N Lemon drink to the consumer market, is using 12 weekly one minute dramatized transcriptions on 9 Southern California stations in a summer campaign. So successful has it proven that the sponsor is planning to extend the list to include other California stations. Series, cut by Radio Recorders Inc., Hollywood transcription producers, is being used on KXO, KGB, KFSD, KVOE, KFXM, KFAC, KRKD, KFOX, KEHE. Scholts Adv. Service, Los Angeles, is the agency.



TRANSRADIO TRIO—Discussing new transcription news feature and facsimile projects at NAB exhibit. Left to right: Secretary John Parkinson, President Herbert Moore, and Vice-President William G. Quisenberry.

Transradio Press Plans Expansion

EXPANSION of Transradio Press Service into the transcription and facsimile fields was announced by Herbert Moore, Transradio's founder and president, during the NAB convention when he stated on June 21 that $125,000 of a new budget of $1,000,000 has been made available for equipment alone.

Transradio has taken over the production facilities of the recently organized Intercontinental Corp. and has established Transradio News Features Inc., as its transcription subsidiary. President of the subsidiary is Mark Hawley, news broadcaster of WOR, Newark, and Ray Lyon is recording engineer. It is planned to record spot news events, comments and dramatizations by correspondents throughout the world.

A second subsidiary being formed is Transradio Facsimile Inc., to develop original news and newsphoto techniques for broadcasting. Mr. Moore, whose company last year and again this year exhibited the Fultograph facsimile receiver at the NAB convention, said Transradio will invite broadcasters for actual field tests of facsimile transmission and reception next autumn. Facsimile receivers will be established around the city, he said, receiving the images via short waves. He estimated the receivers can be made in quantity for $65 or $75 each, with attachments to short-wave sets running perhaps less.

Adjustments of differences with major networks, which grew out of the 1934 Press-Radio pact, according to Transradio, has consolidated its position as a news association serving broadcasting. [BROADCASTING, June 1.]

"These plans, and the necessary research behind them, have occupied us for more than a year," said Mr. Moore. "In 1934 we put the broadcasting of news on a new basis, to the benefit of the entire radio industry We are not going to stop there. We've never intended to. There is enormous scope for pioneering and original thinking in our particular corner of the radio field. We feel confident that whatever contributions we already have made to the industry will be small compared to those of the future."

W. G. Quisenberry, Transradio vice-president, has returned after a six-month trip to Europe in connection with the new plans. It was reported that agreements had been drawn up with several leading European newsgathering, newsreel and newsphoto organizations.

Guaranteed Time Offered by Mutual

Members to Shift Local Shows to Accommodate Network

IN A POST-NAB convention meeting attended by more than 30 representatives of Mutual Broadcasting System stations in Chicago June 24, Fred Weber, general manager of the network, declared that with the cooperation of the member stations it is now possible to offer guaranteed time to national advertisers for their commercial programs. Under the new plan, the stations will move local programs to accommodate the chain shows during certain hours of the day.

At the meeting, a semi-annual affair, it was also decided to pay special attention to news broadcasts and to programs which feature special events. These special broadcasts were believed to be the most interesting to listeners and member stations were unanimous in voting for more broadcasts of this type.

New Autumn Programs

Announcement was made of three new cooperative programs for the MBS stations beginning this fall. The shows will be the musical variety type and will be offered by the network to the member stations for local sponsorship. Several stations said they already had sponsors lined up for this type of program.

Speakers at the meeting were Lewis Allen Weiss, general manager of the Don Lee network and Frank Ryan, general manager of CKLW, Windsor - Detroit. Mr. Weiss announced plans for Don Lee's expansion of studio facilities and the moving of the main studios to Hollywood. As elsewhere reported in this issue of BROADCASTING, Don Lee is negotiating to take over the old NBC headquarters in Hollywood and plans to originate a much larger percentage of MBS shows than heretofore.

Mr. Ryan discussed the merchandising service whch CKLW offers its network advertisers, and other MBS stations signified that they would adopt similar services for their own stations.

In addition to Mr. Weber, Mr. Weiss and Mr. Ryan, those attending were: Alfred J. McCosker, WOR, chairman of the MBS board; E. M. Antrim, WGN, secretary-treasurer of MBS; Theodore Streibert, WOR, vice-president of MBS; W. S. Hedges and Frank Smith, WLW; Robert Convey and Clarence Cosby, KWK, St. Louis; John Shepard 3d, Yankee-Colonial networks; L. H. Avery, WGR-WKBW, Buffalo; Harold Hough, WBAP, Fort Worth, and KTOK, Oklahoma City; Bill Quarton, WMT, Cedar Rapids, Craig Lawrence, KSO, Des Moines; William B. Dolph, WOL, Washington; Gene O'Fallon and Frank Bishop, KFEL, Denver; H. K. Carpenter, WHK-WJAY, Cleveland; Sam H. Bennett, KTAT, Fort Worth; John Thorwall, WRR, Dallas; William Warner, WAAB and Colonial Network; Ross Porter, Oklahoma Network; Donald W. Davis, WHB, Kansas City; Barron Howard, WRVA, Richmond; John M. Henry, KOIL, Omaha; Reggie Martin, KFOR, Lincoln; Tams Bixby Jr., KBIX, Muskogee, Okla.; George Harvey of the MBS sales staff in Chicago.

Dr. Pepper's Test Of Child Program In South Succeeds

New Appeal to Juvenile Buyers Will Enter New Markets

ALREADY reaching the general audience with its late Sunday afternoon half hour *Pepper Uppers* over a special network of Southern stations covering its distribution territory, Dr. Pepper Co., Dallas (5 cent soft drink) is testing a new wrinkle in children's appeal in a late afternoon serial titled *Pepper Cadets* which it is sponsoring over WFAA, Dallas. Now in its tenth week, the results of the program have been so gratifying that arrangements are being made to transcribe it for spot placements supplementing the Dr. Pepper network shows. Tracy-Locke-Dawson Inc., Dallas agency, handles the Dr. Pepper account.

In between the two prevalent types of children's programs—the gangster thriller and the overly simplified games and songs — the *Pepper Cadets* endeavors to help children understand and solve their own problems. The serial keeps the flare of military adventure without the racketeer element and without being too imaginative. There are three central characters in the show — "Captain Dunn", "Sarjint Jimmie", the typical boy, and "Sunshine", a little girl who suffers all of the handicaps of trying to tag along with the boys. In conjunction with the serial, simple nursery songs are sung and there are trips to story-book-land with Mother Goose in person.

Contest Results

Easy contests, held on an average of every other week, have resulted in a mail response of 2,000 letters weekly. The contests vary in nature from filling in the last line of a limerick to drawing a picture of Sarjint Jimmie's dog. Merchandising angles have been worked out with 26 cooperating Texas bottlers, such as membership requests printed on post cards, instituting *Pepper Cadet Days* when children wearing badges visit the plants and get a free bottle of the drink, and a registration booth on the grounds of the Texas Exposition in Dallas where visiting members can get free bottles of the beverage.

Advertising in the show is subtly woven into the script, making a definite play for children to drink Dr. Pepper's at 10 a. m., 2 and 4 p. m. At no time do the commercials become offensive, boresome or silly to the youthful listeners. According to Tracy - Locke - Dawson Inc., the child market can be successfully developed if the product is adaptable to the interest and use of children and if the market is approached from the youngsters' angle. The agency says the popularity of *Pepper Cadets* may be attributed to its playing to the children, not in playing up or down to them.

WAIM to Join CBS

WAIM, Anderson, S. C., on July 18 will join CBS. The station operates with 100 watts on 1200 kc. It is owned by Wilton E. Hall, publisher of the *Anderson Independent.*

'Station of the Stars'



New Owner Takes Over KMPC

NOT ONLY — Has G. A. (Dick) Richards followed the current vogue in adopting a slogan for KMPC, Beverly Hills, Cal., but he has decided to follow big business practice of appointing a lot of vice-presidents. Mr. Richards (right) is here shown at the June 17 five-hour inaugural of KMPC's new ownership under his banner, recently ratified by the FCC. With him are Vincent Lopez, center, and Leo B. Tyson, vice-president and general manager. Also named vice-presidents were Leo Fitzpatrick, WJR, Detroit, and John Patt, WGAR, Cleveland, both of which stations are chiefly owned by Mr. Richards, who spends his winters in Beverly Hills. On the board are Paul Whiteman, Ben Bernie and George Olson, who likewise will be titled vice-presidents.

KMPC on June 18 began taking daily sustaining programs from CBS on an unaffiliated basis, giving rise to reports that the station will become a second outlet for the network in Los Angeles County and that CBS may be planning another Pacific Coast chain. Under the present arrangement, KMPC is taking 1½ hours of CBS sustainers not taken by KNX but the CBS identifying line is omitted. Arrangements were made by Mr. Richards with William S. Paley, CBS president. WJR is a CBS outlet and WGAR quits NBC when daylight saving time ends to join CBS, with WHK shifting from CBS to NBC.

KMPC operates with 500 watts full time on 710 kc.

Gumpert Spots

S. GUMPERT Co. Inc., Brooklyn (Butterscotch Creme and Chocolate Creme desserts), will start a radio campaign about the middle of September, using a quarter-hour program twice weekly on WCAU, Philadelphia, and three times a week on WOR, Newark, Details of the program have not yet been announced. Newspapers and display material will also be used through the East. Rose-Martin Inc., New York, is in charge of the campaign with Irl W. Rose, president, and A. H. Kaplan, vice-president, as account executives.

CBS Registers Stocks

CBS filed application June 18 with the Security & Exchange Commission for registration of its Class A and Class B stock. The applications listed the following stocks: 949,026 shares of $2.50 par value Class A stock, issued; 12,420 shares of $2.50 par value Class A stock, unissued; and 758,924 shares of $2.50 par value Class B stock, issued.

MEXICANS HEAR KO
Fight Broadcast in Spanish By XEW Announcers

ENTERPRISE in broadcasting activities in other North American countries than the United States was demonstrated on the occasion of the Louis-Braddock championship fight in Chicago June 22 when XEW, Mexico City 50,000-watter, sent its own crew to the ringside to broadcast the contest in Spanish for the benefit of Mexican listeners. For one hour a remote wire connection was established between Chicago and Mexico City, with Alonzo Sordo Noriega, XEW chief announcer, at the microphone, flanked by Emilio Azcarraga, owner, and Enrique Contel, manager, of the station. Their show was a sustainer, Buick sponsorship being confined to the two NBC networks. They also attended the NAB convention while in Chicago.

POWERFUL BORDER STATION PLANNED

CONTRACTS have been signed for construction of a new 25,000-watt broadcasting station at Rosarita Beach, Lower California, to operate on 730 kc., otherwise a Canadian-exclusive channel, and to reach the American audience, according to advices received by BROADCASTING from Los Angeles. Within 60 days after starting test operation about Aug. 15, the power will be raised to 100,000 watts, its promoters declare. Call letters will be XERB, and it is claimed a 20-year franchise has been secured from the Mexican government by Border Electric & Telephone Co., Tia Juana, Mexico, the licensee.

Harry B. Kronick, Los Angeles investment and real estate broker, is business manager of the enterprise, whose backers are chiefly American. The company has ordered a 365-foot transmitting tower said to have been delivered recently to Rosarita Beach, about 16 miles below the border, by Emsco Derrick & Equipment Co., Los Angeles. J. A. (Foghorn) Murphy, political figure, and V. Z. Herman, both Los Angeles investment brokers, are president and vice president respectively of the International Broadcasting Corp., operating company. Members of the board include N. P. Barbachana, president, Border Electric & Telephone Co.; Miquel Barbachana, executive of same company; C. L. Byers, San Diego attorney, and Roger Arnsberg, Los Angeles attorney. George Berger is construction engineer.

Pacific AAAA Session

PACIFIC COAST convention of American Association of Advertising Agencies will be held Oct. 21-22, at Hotel Del Monte, Del Monte, Cal., and Edmund M. Pitts, J. Walter Thompson Co., San Francisco, account executive, has been appointed program committee chairman. Pacific Advertising Clubs Association 1938 convention is to be held in Hollywood, and Sydney Dixon, NBC western division assistant sales manager in that city, is credited with swinging the conclave to southern California. He attended the recent Salt Lake City conclave with recorded arguments on why the sessions should be brought to Hollywood.

United Drug Plans Test Of *Charm* Disc Program By Edythe Fern Melrose

UNITED DRUG Co., Boston, will begin a test campaign in seven cities for its Adrienne line of cosmetics on July 6, using a series of 26 quarter-hour transcriptions broadcast twice weekly for 13 weeks. Titled *Charm,* the series consists of talks on personality delivered by *The Adrienne Lady of Charm,* who addresses her feminine audience on such topics as "What Men Admire in Women", "Would Your Husband Marry You Again?", "How Many People Like You?", "Things That Will Make People Like You", "How To Be a Charming Hostess", "Don'ts for Popularity".

Supplementing the broadcast advice is a series of booklets, *Lessons in Charm,* which listeners may obtain at the Rexall drug stores, which are the exclusive outlets for Adrienne products, one lesson being given with each purchase of any of the powders, creams or lotions. By purchasing a special ensemble package of the cosmetics a woman may obtain the complete course at once. The entire series of broadcasts and lessons was written by Edythe Fern Melrose, radio director of Street & Finney Inc., New York, agency in charge of the United Drug advertising. The series was also recorded by Miss Melrose, whose *Hour of Charm* program on WJAY, Cleveland, ran for five years, the last four-and-a-half under the sponsorship of White Cross Cosmetic Co.

During the summer the programs will be broadcast on Tuesday and Thursday mornings between 9:15 and 11:30, depending on the station, on WSB, Atlanta; KFH, Wichita; WMBD, Peoria; WOWO, Ft. Wayne; WESG, Elmira; WFBL, Syracuse, and WSM, Nashville. If results are satisfactory the campaign will be put on a nationwide basis in the fall, either by extending the RCA transcriptions or on a network. The Adrienne line, which is comparatively inexpensive as cosmetics go, won the 1936 packaging award.

Midwest Group Ponders Revival of Regional Net

AT A MEETING in Chicago June 23 during the NAB convention, representatives of the Midwest Broadcasting Co., outgrowth of the old Affiliated Broadcasting Co., decided to meet at a later date and develop concrete plans on the revival of the network. Lloyd Thomas, WROK, Rockford, chairman of the executive committee, said that he would be in Chicago again during the week of June 27 at which time he hoped another session would be held.

Those attending the Chicago conference were Herbert Mann, WRJN, Racine, president; Dr. George F. Courrier, WHIP - WWAE, Hammond, secretary; O. E. Richardson, WHIP-WWAE; Edgar P. Schutz, WIL, St. Louis, and Mr. Thomas, designated as members of the executive committee. Others there were Jay A. Johnson, WTAX, Springfield; W. W. Behrman, WBOW, Terre Haute; Father James A. Wagner, WTAQ, Green Bay; Clarence Leich, WGBF, Evansville; Donald A. Burton, WLBC, Muncie; S. H. Bliss, WCLO, Janesville.

Television Today—What Tests Reveal

Not Yet Ready, Asserts Sarnoff; Electronic Method Upheld

By DAVID SARNOFF
President, Radio Corporation of America

IT IS just a year since the Radio Corporation of American took its electronic television system out of the laboratory and began experimental field tests. Now, on the occasion of the first anniversary of this field work, the editor asks me two questions. He wants to know what we have learned as a result of the tests, and where television stands today.

The most important fact in our increased store of knowledge of television is that the RCA electronic system has been proved *practical.* That may sound like a simple statement. Actually, it is full of significance. We have had electronic television in development for years—we have even had field tests with it before 1936. Never before, however, have we had high-definition television in field tests. We have not heretofore known how accurately we could transmit television programs in a section of the radio spectrum that has only recently been invaded. To be sure, we did know in advance that it could be done with some degree of success. The vital thing however, was to learn in what *degree* we were to succeed.

Our field tests on a 343-line picture basis were successful enough to encourage further improvement. More recently, the tests have been stepped up to a 441-line standard, to provide additional pictorial sharpness and detail. In this connection, it is gratifying to find that terminal equipment, of which the "Iconoscope" and the "Kinescope" are the respective hearts of transmitter and receiver, can accomodate the increase in easy stride.

Not This Year

As far as RCA is concerned, we shall not have public television in service this year. As to just when we shall have it, I do not know—and I do not know anyone who does know. Many problems remain yet to be solved in this complicated new field of transmission of sight by radio.

During the past year there has been occasion to go back to the laboratory many times to work out some stubborn problem encountered in the field. When a likely solution has been arrived at there, it has been taken back to the field for trial. I could not begin to detail the number of "kinks" that we have had to deal with. Just how long this "cyclic" phase of development will continue before a point is reached at which television may be considered ready for public service is not yet known.

It may seem that this is either an over-modest or overcautious appraisal of the results of a year of field tests in America. Television is under test in other countries. We in America have standards of performance far more exacting, however, and in television we have problems of radio transmission different from those which may be met elsewhere.

National television service in America involves a vast territory. We have achieved a range of 45 miles from a single transmitter with fair degree of satisfaction but, if we had to build stations every 45 miles from coast-to-coast it would necessitate a tremendous investment. True, the coaxial cable and the radio relay are both in prospect, but at this stage they are only promising developments. Even if either had been proved, it would take years to provide means by which network television broadcasting might be achieved. Yet our experience with the economics of sound broadcasting makes it inevitable that we should think of television on a national basis.

A Matter of Price

The price of home television receivers is not the least of our considerations. This must be within reach of at least the middle-income brackets. This is because we in the United States handle home radio service differently than it is handled in other important countries.

To enlarge upon this point:

There is no tax here on home radio service. That is part of the American system. While this may possibly have some temporary retarding influence in the initial establishment of a news service, our experience with sound broadcasting supports the belief that it insures a more comprehensive public service in the long run and that it is better suited to the purposes of our people and our country.

First we must have transmitters, then programs for those transmitters, in order to sell receivers. Until we have both transmitters and programs to encourage the sale of a sufficient number of receivers—at the right price—we cannot have a sizeable audience. Without an audience that spells "advertising circulation", potential television program sponsors may be expected to be skeptical. Call it a vicious circle, or call it the enigma of the chicken and the egg—it amounts to the same. The only answer I see is that television must be introduced in America at a stage of development in which all factors—technical, economic, and artistic—are developed and coordinated to a greater degree than they are at this time.

Now as to programs. When we in America introduce television as a public service, the show will be on, and we must be prepared to hold the attention of the audience by the merits of an ever-changing bill. Already there is much speculation as to the form which our television programs will take. Gilbert Seldes' article in the May issue of the *Atlantic Monthly* is evidence that the future critics of television programs in America have unlimbered their guns even before they know with certainty what their target is. In the development of

(*Continued on page 73*)

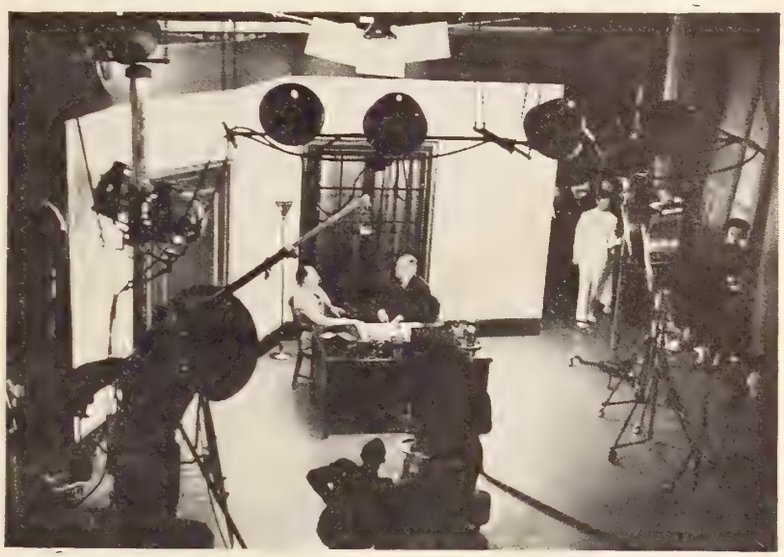


Photo by O. B. Hanson

TOMORROW'S RADIO—Under the glare of studio Kliegs and seated before Iconoscope pickup camera and microphone, David Sarnoff, RCA president, signs contract for a Radio Building, including television, at the 1939 New York World's Fair. At left is Lenox B. Lohr, NBC president, designated to take charge of all RCA participations in the Fair.

JUST about a year ago, RCA demonstrated to amazed onlookers its television transmissions from the Empire State Bldg. Last May it showed engineers how television images could be enlarged to home-movie-size and larger. BROADCASTING has reported these developments in detail, but BROADCASTING cannot answer the question, when will television emerge? It asked David Sarnoff, RCA president, to answer the question and to tell its readers the status of television today. This is Mr. Sarnoff's statement—probably the most authoritative and certainly the latest word on this absorbing subject.

Television Exhibit At New York Fair

RCA-NBC to Have Their Own Building; Lohr to Direct

WHETHER television will be offered as a public service beforehand, at least locally in New York and other major metropolitan areas, was not even hinted—but that it will be out in the open in New York by 1939, was definitely decided June 1 when David Sarnoff, RCA president, signed a contract with Grover Whalen, president of the New York World's Fair of 1939, under which RCA and its affiliated companies will construct a Radio Building at the exposition in which the latest developments in radio, including television, will be demonstrated.

The contract was signed in the television studios of RCA-NBC in the RCA Bldg., Rockefeller Center, and the proceedings were televised so that the press and all company executives and engineers having television receivers, numbering about 80, could look in as well as hear. The images were transmitted via coaxial cable to the Empire State Bldg. transmitter, from which they were broadcast to the model receivers.

Looking-in Posts

There is still a prospect that the RCA-NBC television will be introduced to the New York public before 1939, either by way of "looking in" posts in downtown New York similar to those in London and Berlin or by way of marketing a limited number of receivers among the public. RCA officials, however, are withholding any promise on this score, and it is believed that they are allowing themselves ample time by fixing the 1939 World's Fair as the time for letting the public in on television. RCA's developments have already been viewed by the trade, although its newly enlarged images to home movie and even theater-screen size [BROADCASTING, June 1] have as yet been viewed by only a few persons.

In the course of his broadcast talk June 17, Mr. Sarnoff announced that he has designated Lenox R. Lohr, NBC president, to take charge of all RCA participations in the Fair. Mr. Lohr will handle not only the television demonstrations but also the broadcast, maritime, international and other radio exhibits and those covering facsimile radiograms, motion picture equipment and recording. Mr. Lohr has had experience in this field, having been head of the Chicago Century of Progress Exposition.

The televised view of the contract signing was received in Radio City offices of RCA executives and engineers, and in the homes of some of them, on the model 32-tube Kinescope receiver, the images 7½x10 inches being reflected on upright mirrors. The pictures had a greenish cast, but the detail was clear and none of the 30 press representatives in the RCA viewing room nearby had any difficulty in seeing and recognizing the images. There was considerable flicker, which Mr. Lohr explained by stating that the transmitting apparatus atop the Empire State Bldg. had recently been torn down and hastily put together again for the occasion. The apparatus recently was changed from 343 to 441 lines, which is the Radio Manufacturers Association's standard.

Advertising Bill Gives FTC Power

House Committee Expected to Act on Measure by July 1

THE House Interstate & Foreign Commerce Committee accepting its subcommittee's recommendations, agreed June 23 to place control over foods, drugs, cosmetics and therapeutics advertising in the Federal Trade Commission. Advertising features of the Wheeler Federal Trade Amendment Bill (S-1077) probably will supplant the proposals in the Senate-approved Copeland pure food and drug measure to give the Agriculture Department power to curb alleged fraudulent advertising both over the air and on newsprint.

Action Is Delayed

The House Committee came to the point of reporting the Federal Trade Amendment to the House, but minor changes delayed final action which was expected by July 1. Agreement to give the FTC advertising jurisdiction came after a sharp committee clash in which a minority sought to authorize criminal and civil suits for fraudulent advertising by the Attorney General. The bill to be placed on the House calendar will empower the FTC to issue cease and desist orders and give that body injunctive power against advertisers. Opponents of this procedure contended it was ineffective because the damaging advertising would be spread throughout the country before proceedings could be instituted. The advertising then could be repeated, it was held, with minor changes and without penalty to the advertiser.

The bill to be reported will be in substance that introduced several weeks ago by Rep. Clarence Lea (D.-Cal.), chairman of the House Committee. It will, however, bear the title of the bill introduced in the Senate by Senator Wheeler (D.-Mont.) and passed by that body.

In the meantime, the Copeland food and drug amendment (S.-5) remained in the House subcommittee.

On June 24, Rep. Caroline O'Day (D.-N.Y.) placed in the *Congressional Record* a plea for effective legislation to curb fraudulent advertising. She said:

"I, for one, am convinced that any legislation regulating advertising of food, drug, and cosmetic products must be considered by us primarily on the basis of the effect it will have on the consumer. I urge you not blindly to follow the lead of the Federal Trade Commission and place the control of food, drug, and cosmetic advertising with that agency.

"I earnestly hope that we shall have the opportunity before the close of this session to vote for a food, drug and cosmetic bill which will adequately protect the interest of the consumer."

She urged civil suits brought by the Attorney General rather than the cease and desist orders of the FTC.

LEWIS ALLEN WEISS, general manager of the Don Lee Broadcasting System in California during a recent visit to San Francisco made arrangements with the radio division of the Golden Gate International Exposition for broadcasts from the exposition over the Don Lee and Mutual networks.

40 Petry-Represented Stations Meet at NAB Convention



Radio Girds to Combat Foes

(*Continued from page 10*)

in the same manner that the Audit Bureau of Circulations, serves the publishing field.

Two resolutions brought in by the Engineering Committee provoked debate on the floor and finally were referred to the board with instructions to take action. One proposal was that the FCC be petitioned by the NAB to accept the so-called Craven-Ring allocations report based on the Oct. 5 allocation hearings of last year, and incorporate into its regulations the basic principles advocated. After the convention failed to get anywhere on it, a motion to refer it to the board, with instructions that it act prior to Nov. 1 when the Pan-American allocations conference is scheduled in Havana, was adopted.

The second engineering proposal, also referred to the board, recommended that the FCC proceed cautiously in granting applications or in making changes in allocations in the 1510-1600 kc. band and in other bands, pending the Havana allocations conference.

Board Picks Convention City

Two proposed resolutions were killed, including one that would have resulted in next year's convention being held in Chicago, and a second to decree a "National Radio Week." By refusing to permit holding of the next convention in Chicago, the membership automatically authorized the board to make its own selection and spiked any possibility of making Chicago the permanent convention city.

Although it had no place on the convention agenda, copyright erupted as an issue the very first day. Mr. Levy, although his station no longer holds a membership, in a letter to all stations just before the convention opened, implored them to forget per piece on the ground that it was imposible of accomplishment and would cost broadcasters more money. Mr. Craney, however, also had circularized the membership, supporting per piece, and urging action on a dozen copyright fronts, but particularly the follow-up of anti-ASCAP legislation in the states, five of which already have enacted bills.

Results of Balloting

Convention politics were rife even before the opening gavel. The nominating committee's slate, brought in on the second day, prevailed after a fight. Elected with Mr. Elmer were John J. Gillin Jr., manager of WOW, Omaha, and retiring board member, first vice-president; William J. Scripps, WWJ, Detroit, second vice president, and Harold V. Hough, WBAP, Fort Worth, reelected treasurer.

On a spontaneous independent slate, Mr. Craney was nominated for the presidency, with Mr. Elmer as first vice-president and Mr. Gillin to become second vice-president. Mr. Scripps was eliminated on it, but Mr. Hough was nominated for the treasurership. In the balloting, 199 votes were cast. Of these, Mr. Elmer received 147 and Mr. Craney 52. For the first vice-presidency, Mr. Gillin received 147 votes against 42 for Mr. Elmer. Mr. Scripps polled 152 votes against 35 for Mr. Gillin for the second vice-presidency. Votes for all other offices were declared unanimous.

Six directors were elected without opposition, with the retiring president, Mr. Myers, becoming a three-year director. The convention also adopted an amendment to its by-laws whereby the retiring president automatically becomes a three-year board member.

Reelected directors for three-year terms were Frank M. Russell, NBC Washington vice-president, and Harry C. Butcher, CBS Washington vice-president. Herb Hollister, KANS, Wichita, and Theodore C. Streibert, WOR-Mutual vice-president, were elected to three-year terms, and Gene Dyer, WGES, Chicago, for a one-year term.

Edward A. Allen, of WLVA, Lynchburg, was the first of a half-dozen members to second the Elmer nomination. He said that the organized local stations for three years had sought recognition through election of one of their own as president. Others who seconded it included Don Searle, WIBW, Topeka; Gardner Cowles, Jr., KSO-KRNT, Des Moines; William Greenwald, KWBG, Hutchinson, Kan.; Edwin M. Spence, WBAL, Baltimore, Arthur B. Church, KMBC, Kansas City, and William B. Way, KVOO, Tulsa. Mr. Way asserted he did not know either candidate but he did know the ASCAP situation.

The biggest mistake the industry is making, he said, is that of "fighting this ASCAP situation on the front pages and on the floor of its convention." He urged negotiations for copyright relief be handled privately on the theory that the best bargain can be procured without the buyer throwing rocks at the seller.

The Nominating Committee, sensing a tense political atmosphere, did its utmost to sound out convention sentiment before bringing in its slate. Intimations that danger might lurk in elevating the first vice-president to the presidency for two successive years, caused Chairman Earl J. Glade to report:

"While your committee recognizes some distinct advantages to be derived from certain rotation or succession in office, it respectfully declines to accept the responsibility of suggesting any order of nomination procedure that would, in any way, tie the hands of subsequent committees. Therefore the nominations of this committee are obviously proposed only with regard to the vacancies now to be filled."

"Warning Signals Ahead"

First pleas for a strong offensive came at the opening session when President Myers and Managing Director Baldwin reviewed the last year and outlined the job of the immediate future. The principal guest speaker was Judge E. O. Sykes, chairman of the FCC Broadcast Division, who encouraged the membership by assuring them there would be no sweeping reallocation of broadcasting facilities. He admonished broadcasters, however, to keep aware of their public service obligations and to avoid over commercialism. And he laid before the industry the question-mark that is facsimile, first heralded as an enlargement of present-day broadcasting, but still reposing experimentally in the laboratory. [See abstract of address in this issue].

Calling attention to the "warning signals ahead," President Myers advised that only a constantly improved public service can ward off "parasitical" organizations and groups. Mentioning the Celler Bill, he said the NAB is prepared to oppose vigorously any legislation designed to put the government in the radio business.

Legislative efforts to divorce newspapers from radio station ownership also drew Mr. Myers' fire. "Good newspapers," he said, "who operate radio stations in the best interests of their communities, should no more be restricted from ownership than the wagon makers of old should have been restricted from the manufacture of automobiles. If certain practices indulged in by a few newspaper owners of radio stations should be condemned, it does not follow that the dangers of such a situation cannot be overcome, or that all newspapers should be penalized for the action of a few.

"The Commission with very broad powers to revoke licenses has the power to remedy any situation that is not in the public interest. I submit to you that the need is not for class legislation. The need is for a strong Commission, free from outside influences. Under such conditions licenses will be rewarded or penalized according to merit. Under any other system, the present structure of broadcasting cannot long endure."

Opposition of the industry to certain "parasitical groups" naming the American Society of Recording Artists and the National Association of Performing Artists, was pronounced by President Myers. Seeking to collect tribute from stations for phonograph record performances, Mr. Myers said these

organizations are being combatted by NAB counsel engaged to assist in defending litigation in several states.

Apropos state copyright legislation, Mr. Myers announced formally that Alfred Schweppe, former dean of Washington State University Law School, had been named to assist broadcasters in the five states in which anti-ASCAP bills have been enacted.

With an $8,000 balance as of June 15, a fairly rosy picture of NAB finances was painted by Treasurer Hough in a report sparkling with his native wit. Under existing dues, about $82,000 a year is collected. When the convention convened last year there was a treasury balance of about $17,500. Dues received up to June 15 of this year totaled $83,000, and the over-all balance sheet for the year was about $105,000. The Copyright Bureau operation involved expenditure of some $30,000 until June 15, with about $8,000 more since then. It was explained that expenses of the Bureau of Copyrights are to be reimbursed in the form of revenues realized from subscriptions to the 100-hour tax-free library.

Baldwin Renders Report

In a lengthy report of his stewardship, Managing Director Baldwin elucidated on many of the points mentioned by the NAB president. Federal, state, local and intra-industry problems were recounted. More than 150 separate bills dealing with radio have been introduced in 42 state legislatures during the year. About 40 dealt with advertising, others with food and drugs, medical accounts, liquor and other commodities. Two states —Indiana and Iowa—passed laws relieving stations of full responsibility for libel uttered over their facilities, and in other states measures proposing to tax radio and radio advertising were introduced.

Attacking the Celler government station bill, Mr. Baldwin said its enactment might be the entering wedge for government ownership. Existing stations give all the time necessary to government agencies and afford them the greatest possible audience, he said. Moreover operation of such a station might result in international incidents, he declared, while the expenditures would be wasteful of the taxpayers' money.

Respecting proposals to tax stations to reimburse the government for expenses of radio regulations, Mr. Baldwin said in the early days railroads probably would have welcomed a provision whereby they would reimburse Uncle Sam for the expenses of the ICC on the theory that the fellow who pays the fiddler calls the tune. A franchise tax might be advisable on a reasonable basis, he said, but the government should keep in mind the fiddler adage.

Setup of NAB Library

Mr. Baldwin described in infinite detail the public-domain library plan. Declaring it represents the fulfillment of the mandate of the convention of last year, he expressed confidence of its acceptance. The corporation, with NAB officers serving as its directors, is a Delaware organization with a capitalization of $100,000, of which 51%, or $51,000, will be held by the trade association itself, with the balance available to member stations. He said the corporation cannot fall into the hands of unfriendly organizations because of a provision giving the NAB board first option to purchase stock offered.

A price of $15 per hour, flat rate, was established, with the proviso for a 33 1/3% discount for members, or $10 per hour. This means a rate of $5 to members per double-faced 16-inch transcription.

A voluminous report on the Society of European State Authors & Composers (SESAC), breaking down and identifying the selections in its catalog, shortly will be released by the NAB, Mr. Baldwin said. He predicted it would be highly informative. SESAC licenses stations and networks on a flat-rate basis. He declared also that an analysis of the catalogs of the Associated Music Publishers shortly will be begun, and commended the organization for cooperating in the work.

Stations were advised to check the revised tariffs of subsidiary companies of the A. T. & T. because of reports received from two states showing that costs on remotes have been increased despite the rather general decrease in long line rates of the parent A. T. & T.

As a parting word, the Managing Director suggested that broadcasters answer the criticisms directed against the industry by agitators through more frequent addresses before local organizations in which the industry side is presented. The people generally should be informed and educated, he said.

Craney Assaults ASCAP

Following Mr. Baldwin's address Mr. Craney asked to be recognized, pointing out there was no place on the agenda for discussion of copyright. He called for action to combat ASCAP's lobbying and its arbitrary practice in the licensing of music. All the broadcaster seeks, he said, is a fair method of payment. Responsibility for infringement should be eliminated for stations not originating the music and shifted to the source—networks and transcription companies, he asserted. National legislation is necessary to set up "rules of fair play for the seller and the buyer," he declared. Broadcasters, he said, do not seek an advantage but are willing to pay for the numbers they use on a fair and equitable basis or by measured service.

Accusing ASCAP of "bad faith" in failing even to respond to suggestions which had been requested, Mr. Craney pointed out that stations last year paid ASCAP $4,000,000 in royalties on the percentage basis. But most of this money went to publishers and executives of ASCAP rather than the composers, he said. He insisted that under a per piece method composers would receive far higher compensation and users then would purchase in a competitive market, paying only for what they perform.

Emphasizing that present contracts expire in 1940 and that action must be taken promptly, Mr. Craney recommended the appointment of his committee of 48 broadcasters—one from each state—on all legislative matters, with their expenses to be paid by the NAB. He suggested too that the membership organize itself before the next convention so as to set up a fund to complete the undertaking. Appointment of an attorney to direct this work was his final recommendation, and in this connection he mentioned the names of Joseph C. Hostetler, Cleveland lawyer, who three years ago was copyright counsel for the NAB, or Philip G. Loucks, Washington attorney who for five years was NAB managing director.

These recommendations, the salient points of which were incorporated in a resolution, will be acted upon by the board at a future meeting.

Exhibitors at the NAB Convention

Airshows Inc.
Allied Recording Products Inc.
Amperex Electronic Products
Associated Music Publishers Inc.
Atlas Radio Corp.
E. V. Brinckerhoff
Collins Radio Co.
Conquest Alliance Co.
D'Arcy Laboratories
Daven & Co.
Earnshaw Radio Productions
Gates Radio & Supply Co.
Graybar Electric Co.
Harco Electronics Corp.
International News Service
Johns-Manville Sales Corp.
Lang-Worth Feature Productions
C. P. MacGregor Co.
NAB Promotion Exhibit
NBC Transcription Division
Premier Radio Enterprises
Press Radio Bureau
Presto Recording Corp.
Radio Producers of Hollywood
Radio Transcription Co. of America
RCA Manufacturing Co.
Society of European Stage Authors & Composers Inc.
Standard Radio Inc.
Star Radio Programs
Sterling Casualty Ins. Co.
Spotties Broadcast Services
Titan Productions
Transamerican Broadcasting & Television Corp.
Transcribed Radio Shows
Transradio Press Service
Truscon Steel Co.
United Electronics Co.
United Press
United Transformer Corp.
Universal Microphone Co.
Western Electric Co.
World Broadcasting System

Convention Daddy

STUART SPRAGUE, attorney formerly with NBC and now a partner in the New York firm of Crawford & Sprague, received a telephone call from Westport, Conn., during the Tuesday afternoon session of the NAB convention. He was about to become a father! A wild taxi dash to the airport got him there just in time to catch a plane home and to arrive just before Stuart Seely Sprague, 8 lb. 9 oz., was born in the wee hours of June 24. Mother, father and son are all reported doing nicely.

ONE SPONSOR, 14 HOURS

Heavy Weekly Schedule of Sherman Clay & Co. in San Francisco Believed to Set Record

LONGEST commercial on San Francisco airlanes, and possibly the longest single show in the country, is KJBS's nightly *Magic Hour* for Sherman Clay & Co., large San Francisco music store. Produced and presented by Wallace Gade of the KJBS announcing staff, the program is heard seven nights a week, 365 days a year, between the hours of 10 and 12 midnight, over both KJBS and KQW, San Jose.

From 10 to 11:30 each night the show is devoted to classical recordings, with an opera usually included in the choice of recordings. Sunday night, however, is symphony night. From 11:30 to 11:35, final news broadcast of the day is given, while the period from 11:35 to midnight is devoted to dance music.

Number of commercial announcements during the two-hour period is governed by the nature of recordings played. In any case, the general continuity slant is along the lines of institutional copy, with occasional plugs for pianos, radios, and other equipment handled by Sherman Clay & Co. Although no particular effort is made to sell records, a close correlation between record sales at the store and music played on the program has frequently been noted.

The program, handled by the Kelso Norman Organization, San Francisco advertising agency, has been on the air for three years, having originally started as a cooperative venture with RCA subsidizing half the cost. So successful was the scheme that shortly afterward Sherman Clay & Co. took it over on a full commercial basis.

Written requests are encouraged, as the program is built to conform to requests of listeners.

Fleischmann's Series

STANDARD BRANDS Inc., New York, in the interest of Fleischmann Yeast, on July 4 starts for 13 weeks, a new musical series featuring Werner Janssen, director, on 63 NBC-Blue stations, emanating from Hollywood. Program, to be heard Sundays, 3:30-4 p. m. (PST), will be titled *Werner Janssen*, and moves into the spot recently vacated by Robert Ripley. It will switch to Wednesday nights in September. Janssen was musical director of the Chase & Sanborn program which also originates from the NBC Hollywood studios. For his new series he will use the same 35-piece orchestra and feature special orchestrations with an occasional guest vocalist. Robert Armbruster, who recently completed the National Ice series with Gladys Swarthout featured, succeeds Janssen on the Chase & Sanborn program. Agency is J. Walter Thompson Co., New York.

Seek 50,000 Watts

APPLICATIONS for authority to operate with 50,000 watts power on the 1460 kc. channel were filed simultaneously with the FCC June 18 by WJSV, Washington, and KSTP, St. Paul. WJSV, CBS station, uses 10,000 watts day and night on the high power regional channel while KSTP uses 10,000 watts at night and 25,000 watts until local sunset.

Shifting of Mutual-Don Lee Spurs Trend to Film Colony

Three Major Networks Have Hollywood Offices; Rumors of Warner Abandoning Radio Denied

By DAVID GLICKMAN

PREDICTION that Hollywood will shortly become the radio production center of the country has been given new impetus with announcement that Mutual-Don Lee Broadcasting System will establish western headquarters in that city and originate many transcontinental programs from there. This will make the third major network to locate in Hollywood.

Don Lee Broadcasting System, the Pacific Coast outlet of Mutual, is now headquartered in downtown Los Angeles. Lewis Allen Weiss, general manager, on leaving that city June 15 for the NAB convention and to attend a series of eastern conferences, announced that headquarters would be moved to Hollywood, stating that Don Lee would either build new studios or lease the present NBC quarters in that city. Negotiations were started by Weiss and Don E. Gilman, NBC western division vice-president, Hollywood, before the former left the West Coast. They were to be continued when Weiss conferred with Judge A. L. Ashby, NBC's New York vice-president and general attorney. If they come to an agreement on price, the move will be made after NBC's new Hollywood studios and offices are ready for occupancy.

Site of NBC's new Hollywood studios will not be revealed until lease on the present headquarters is disposed of. The NBC lease has 3½ years to go. If the deal with Don Lee is consummated, it will take NBC from eight to 10 months to build and move into new Hollywood studios.

Meanwhile, Mr. Weiss announced that all major Pacific Coast productions of his network would be concentrated in Hollywood and Los Angeles following the trend of radio, and switched the nine year old afternoon *Feminine Fancies* and also *Morning Merrymakers* programs from KFRC, San Francisco, to KHJ, Los Angeles, for origination. Several new fall transcontinental shows are also slated for Hollywood origination over the Mutual-Don Lee System.

KFWB Not for Sale

Earl C. Anthony, owner of KFI-KECA, Los Angeles, is anxious to have a Hollywood station and has been negotiating with Warner Bros. for purchase of KFWB and also with Victor Dalton, owner of KMTR, but the general impression is that nothing will come of it. Dalton definitely stated that he will not sell. He is interested only in affiliating his station with NBC as the Blue network outlet, to replace KECA. KFWB officials also state that the station isn't for sale, and if negotiations are under way they know nothing about it.

Harrison Holliway, general manager of KFI-KECA, stated that an offer has been made and some decision will be reached soon. Harry M. Warner, president of Warner Bros. First National Pictures, which owns and operates KFWB, was scheduled to return to Hollywood the end of June when further discussion was to be held. A conference between Warner, Anthony and Holliway was scheduled. Holliway, who hasn't missed an NAB convention in several years, remained in Los Angeles this year because of the negotiations.

In event the FCC approved ownership transfer of KFWB to Anthony, it is said that the Warner Bros. call letters would be scrapped in favor of KECA. Under these conditions KFWB's wave length would be taken over as NBC's Blue network outlet. KECA's frequency would be vacated. General opinion in Southern California is that the FCC will not sanction transfer to Anthony who already has two stations in Los Angeles county, even if he did offer to scrap KECA.

The Anthony negotiations for KFWB has also given rise to story that if the deal goes through, NBC will either lease or buy the adjoining old Warner Bros. lot on Sunset Boulevard, and build its new headquarters. This is denied by Lenox R. Lohr, NBC New York president, and Mr. Gilman. The lot was being considered along with other property, but has been eliminated, it was said. Regardless, NBC and Anthony are interlocked in the Warner Bros. deal which would be advantageous to both.

Radio Policy Unsettled

With Martin Gosch resigning as radio director of Warner Bros., and also giving up his vice-presidency of Transamerican Artists Bureau, over what is said to be "differences of policy," and the Anthony-KFWB deal pending, the story is being circulated on the Pacific Coast that the film company contemplates retirement from the radio field. This has been denied by Maj. Nathan Levison, Warner sound department chief engineer. Along with it is an unconfirmed rumor that grows with momentum that a new transcontinental network, involving Hearst Radio Inc., and Warner Bros. is in the making.

It is well known that Warner Bros. has suffered through its 1936 controversy with ASCAP, and would be in a position to more prominently exploit its vast repository of musical compositions through a liberal network arrangement. Added impetus has been given to this rumor by the recent special affiliation between Hearst Radio Inc. and Transamerican Radio & Television Corp., which gives the latter right to sell time on the 10 Hearst stations and the California Broadcasting System to clients for whom Transamerican is producing programs [BROADCASTING, June 15].

Show Goes On

WHEN, a few hours before her 1 p. m. broadcast on WOR on June 18, Gretta Palmer, women's commentator, was rushed to the hospital for observation, Ray Lyon, recording supervisor of the station, also went to the hospital, set up his portable recording equipment alongside the bed, recorded her talk in three parts so that the commercials could be inserted by the announcer, and rushed back to the station in time for a rehearsal so that the announcer could be properly cued in. That afternoon, from her hospital bed, Miss Palmer heard herself along with her regular audience, as she did her stint for the Walker-Gordon Laboratory Co.

San Francisco C of C Files Protest Against Radio's Exodus From the City

The San Francisco Chamber of Commerce officials, who conservatively estimate that the recent moves of big shows to Hollywood has taken $10,000 from the weekly local payroll, have lodged a formal complaint with Wilbur Eickelburg, manager of KFRC, the local Don Lee-Mutual outlet. He has been asked to meet with the Chamber officials to work out a plan for the increase of the city's radio facilities, rather than their decrease. Just recently KFRC announced its intention to transfer *Morning Merrymakers* and *Feminine Fancies*, two daily variety shows, to Los Angeles after June 25.

While Chamber executives were arranging this meeting with Mutual, NBC announced that *One Man's Family*, will transfer to Hollywood Aug. 8. This means that Carlton E. Morse, the author, and 11 members of the cast will be taken out of San Francisco. Their weekly payroll alone is more than $2,000.

A few months ago KSFO, the CBS station in San Francisco, started the exodus by moving its *Western Home Hour* — a variety show, employing a large company, including an orchestra—to Hollywood.

Already one newspaper radio columnist is calling San Francisco the "radio ghost town." This writer predicted in a recent issue: "By mid-autumn San Francisco will merely be an outlet on a 'ghost-to-ghost' network—an outlet for Los Angeles airshows which formerly originated here."

The Chamber of Commerce's proposed meeting with Mr. Eickelburg was delayed owing to the fact that the KFRC manager was attending the NAB convention in Chicago.

The San Francisco Musicians' Union, Local 6, has opposed the threatened dismissal of the 12-piece studio orchestra at KFRC. With the two major studio broadcasts scheduled to be moved to Los Angeles, it was indicated there would be no further use for the orchestra.

The union stated that if the musicians, who had been employed on a two-hour daily basis, are dropped, KFRC will lose its two remotes, El Patio Ballroom and the Sir Francis Drake Hotel. The latter is closed at present due to the San Francisco hotel strike.

Recently KSFO tried to get by without a studio orchestra when its *Western Home Hour* was moved to Hollywood. However, the station management was forced to hire a group of musicians who form two ensembles, one eight-piece and the other a four-piece group.

Andrew C. Love, head of the NBC San Francisco continuity acceptance department, has been transferred to a similar post in Hollywood, the announcement being made by Don E. Gilman, NBC western division vice-president. Creation of the new Hollywood department has been brought about by the increase in program production and by growing importance of the editing phase of continuity work, Gilman stated. With Love's transfer to Hollywood, several other changes have taken place in the NBC San Francisco studios. Byron Mills, for several years on the continuity staff, has been made head of that department.

Gilman Explains Moves

Through the NBC press department in San Francisco Don Gilman, vice-president in charge of the western division, branded as erroneous the reports that the NBC is moving to Hollywood entirely.

Mr. Gilman pointed out that the reduction of the staff in San Francisco and the resultant increase in personnel in Hollywood was brought about through the adjustment of programs on the Pacific Coast. At the same time he stressed the fact that the NBC has a $2,000,000 investment in San Francisco and that operations there will be maintained. He said the move of *One Man's Family* to Hollywood was temporary and was arranged merely for the convenience of the cast.

Varady May Add Discs

VARADY OF VIENNA Inc., Chicago (cosmetics), discontinued its Sunday afternoon MBS program June 26 but will return to the air Sept. 26 using the same stations, WGN, CKLW, WGR, WGAR, WCAE, WBAL, WMCA, WHKC, WSAI, with the possibility that the transcribed rebroadcast over WOR will be continued. Meanwhile the firm is continuing its two-minute transcribed announcements broadcast two and three time daily over CKLW, WMCA, WIP and WAVE with the possibility that more may be added. Baggaley, Horton & Hoyt, Inc., Chicago, is the agency.

Long Beach Uses Discs

LONG BEACH Chamber of Commerce, Long Beach, Cal., to promote its International Water Festival, to be held in that city July 16-18, on July 10 starts a brief campaign, using six quarter-hour dramatic programs on 10 Southern California stations. Series, cut by Consolidated Transcription Library, Hollywood, has been placed on KFOX, KFWB, KMPC, KGB, KFXM, KVOE, KDB, KXO, KMJ, KGDM. Max Becker Adv. Agency, Long Beach, has account.

Biscuit Firm Plans

NATIONAL BISCUIT Co., New York (biscuits), sponsoring *Dan Harding's Wife* over WMAQ, Chicago, is considering putting the serial on a coast-to-coast NBC network this fall. Authored by Ken Robinson, NBC-Chicago continuity chief, the quarter-hour daytime show has proven successful for the biscuit firm in Chicago. McCann-Erickson Inc., Chicago, is the agency.

The Foolproof Duo–Daytime and Women

By LAWRENCE HOLCOMB
Radio Director, Fletcher & Ellis Inc.

Scientific Merchandising Gets Surprising Results From Serial Dramas—How Such Programs Are Handled

THE AIR is full of serial dramas and serial dramas are full of sales possibilities if they are handled properly. Lawrence Holcomb has handled a lot of these programs and he is on intimate terms with their kinks and quirks. As continuity editor of NBC's central division in Chicago he dwelt in serial drama headquarters, for Chicago has almost a monopoly on this form of program. Now an agency executive, Mr. Holcomb is still a serial drama booster, and he tells some tricks of the trade.

THERE is more to merchandising the five-times-a-week daytime serial drama than meets the eye. Despite the tremendous and record-breaking premium "pulls" scored by so many programs which fall into this classification, there still are failures recorded. This may, of course, be due to the low entertainment value of the program or to the fact that the premium is unattractive to the audience reached by the series. However, that is not the entire answer in many cases.



Mr. Holcomb

Only too often the program and campaign have received slipshod supervision because the agency still fails to grasp the fact that such offers can be made scientifically foolproof, given a reasonably entertaining vehicle and a normally attractive premium. The lack of understanding in such cases is basic. The agency executive obviously does not understand that the daytime dramatic program cannot be classified with any other type of radio broadcasting. It is a field unique to itself.

Any musical or variety type of program, any one time dramatic broadcast, any news or stunt program is essentially a show. Now don't gasp—a five or three times a week daytime dramatic series is *not a show* and should not be treated as such!

Radio Eavesdropping

You've no doubt noticed that in the most effective daytime women's appeal dramas the names of the actors are never announced on the air. On the other hand, all big evening shows depend almost entirely on the "name value" of stars to attract a listening audience.

Also consider this. In the half-hour, one time, dramatic broadcast, and in the dramatic section of a variety program there are frequent shifts of locale during the course of the story which are featured by short interludes of mood music or by the announcer's breaking in to re-set the scene.

In most daytime serials there is either one setting and time sequence throughout, or a change of locale or time is indicated by fading directly yet unobtrusively from one sequence to the next. This is done so the framework and mechanics of the program will not obtrude themselves on the consciousness of the listener.

What I am driving at is this. Every effort is made to make the daytime daily drama appear as a real-life happening which is being eavesdropped on by the listener. Every extreme is adopted to prevent the feeling of artificiality or "show" from obtruding itself on the consciousness or sub-consciousness of the listener.

And the peculiar part of all this is the fact that statistics prove this treatment works successfully on that most important of all persons, the American housewife. A survey of fan mail will impress on anyone the fact that the woman listener considers the characters of her favorite dramatic series as personal friends. And, as such, they are as real to her as her neighbors and hold as firm a place in her affections.

Possessive Urge

When you once realize this, you see opened up before you vast, new vistas of merchandising possibilities. The answer to the problem of most efficiently presenting a premium offer is made clear and simple. It is this: One week before the offer is to be made, start to build the premium into the script as part of the story itself. In other words, associate the article to be offered as intimately as possible with the characters. This should tend to have the same effect on a listener as going to the house of a friend and seeing an attractive article in use.

When a friend of yours has something that is attractive, you naturally would like to have it, or one like it, yourself. Your desire to possess the article is twice as strong because you have seen it being used and enjoyed. The problem of the script writer is to picture the use of the premium so vividly that the listener will see it just as clearly in her imagination as she pictures the characters and action of the broadcast. By the time the offer is made the first time the great majority of the listeners should be "simply dying" to possess the article.

It is not necessary for a writer to lower the quality of his writing during such premium build-up sequence. Good plot can be written around any point you want to turn it on. Entire new plot trends are often opened up for the writer who gives a little thought to such a problem.

For example, when Clara, Lu and Em were last featured on a regular daytime dramatic series, the sponsor decided he wished to use a can opener as a premium offer. The way that Clara, Lu and Em handled the situation was this. The husband of one of the girls had already been pictured as "broke." They now proceeded to write a script in which he invented a can opener and had it patented.

His experiences, beginning with the invention stage and continuing right through to the time he sold the rights to it for a small fortune, resulted in well over a week of intensely interesting episodes. Incidentally, having a sympathetic character actually invent the item was nothing short of genius. When the announcer finally stepped up to the mike and offered every listener a chance to have a can opener just like the one that the husband had invented, there was a perfect deluge of mail.

Another interesting example comes to mind. Last summer a cereal company designed a premium offer of sun-suits for young children to be offered on a story-telling hour which they had on the air five times a week. The same company was also sponsoring *Girl Alone*, daytime dramatic series. Almost as an afterthought, they decided to make the same premium offer on *Girl Alone* at the same time they were making it on the later afternoon story-telling hour. Frankly, they did not expect much in the way of results form the *Girl Alone* offer since the premium was designed for that program. However, Fayette Krumb, the author of *Girl Alone* wrote an interesting beach sequence into her story.

Naturally the suits were used by children on the beach in the story itself. The result of the offer astounded every one. Many times as many replies were received from the *Girl Alone* program as there were from the story-telling hour for which the program was designed.

The Local Test

About six months ago, Staley Gloss Starch Cubes decided to sponsor a local program in the Chicago area. They chose as a vehicle a script series entitled *Dan Harding's Wife*. The Staley Company proceeded to merchandise the the program by offering a clothespin apron as a premium. This was worked humorously into the script by having it given by Dona to her 16-year old twin, Dean, as a birthday present. However, the apron was featured as so attractive that the mother, Rhoda Harding, immediately tried to get Dean to turn the apron over to her.

It was made a source of great interest for well over a week. The result of the offer was that the Staley Company was able to multiply its Chicago distribution considerably. Up to then its distribution in certain sections of the Chicago area had been distinctly spotty. Shortly after the premium offer, Staley Gloss Starch Cubes had found their welcome way into every worth while grocery store in the city of Chicago.

Incidentally I have found that the surest way to sell a dramatic daytime program to a prospective sponsor is to urge a local test, which will determine whether or not it should be put on one of the national networks. This can be done with absolute assurance that the program will be successful . . . that is, it will be if the writer of the script knows his job. No other type of program is as foolproof.

EUROPE TURNS TO SPONSORSHIP

Several Countries Permit Commercial Announcements —To Finance State Radio Systems—

UNDER the duress of finding new sources of revenues to aid in armament and other governmental expenditures, some European governments are turning to the American plan of sponsoring broadcasting, according to Orrin E. Dunlap Jr., radio editor of the *New York Times*, in his leading article of June 6.

The necessity of providing additional revenue, he reports, has prompted the official broadcasting company of Austria to permit commercial spot announcements at 20 cents per word. This may help Austria raise $200,000 a year additional taxes which have been imposed upon the broadcasting company due to armament expenditures. Turkey is reported to have assigned Dr. Herzberg, former stage manager for Max Reinhardt in Berlin, as general manager of its broadcasting system, and he is said to be considering the introduction of advertising. Greece, for whom the Germans are building a new 15,000-watt station at Athens to start this summer, is considering commercial broadcasting, and a British company has leased Radio Lyon in France for commercial programs destined for the British Isles. New Zealand also has instituted four commercial stations.

It is said that the revenues from radio set taxes are now insufficient to meet the needs of the government-owned radio monopolies, these needs being (1) self-support and (2) revenues for the governmental treasuries. Latest available statistics show 30,000,000 radios in use in all of Europe, as against some 24,000,000 in the United States. Practically all radio sets in Europe are taxed.

Canadian Stations Given Additional Advertising Time

JAMES MONTAGNES

CANADIAN broadcasters will be allowed a greater leeway in advertising time starting almost immediately, Gladstone Murray, general manager of the Canadian Broadcasting Corp., told BROADCASTING in an exclusive interview. The advertising content per hour will be raised from the present non-enforced 5% per hour to an enforced 10%, or six minutes per hour.

In addition to this, spot announcements will be allotted two minutes per hour, but there will be no stopping a broadcaster putting all his spots or any amount of them at any given period. Thus a broadcaster can run his allotted time for two or more hours at once, putting all his spots in at the best time. His daily total however must not amount to more than two minutes per hour of operation.

The Canadian Broadcasting Corp. itself is definitely going after more sponsored programs, to pay for the upkeep of the five high powered transmitters to be installed within the next three years. Two Western Electric plants will be ready by Oct. 1, at Montreal and Toronto. These mean an added capital expense of $500,000, and it is estimated that the five stations together will require $900,000 in annual maintenance charges. To pay for this and the added hours of sustaining programs, which will also go into operation in October, the corporation needs extra funds above the $2,000,000 collected as license fees from listeners.

While the CBC is not going in a big way after commercial time as yet, it has been swamped with requests for time on the two new stations, General Manager Murray stated, and it has become a matter of reserving space for necessary sustaining programs. Both American and Canadian sponsored programs will be carried, with many more American advertising network programs lined up when the new stations begin operation.

New call letters will be given to the high powered regional transmitters—in Vancouver CBR, in Toronto, CBL, in Montreal, CBF, in the prairie provinces, CBK and in the maritime provinces, CBA.

Sunday advertising and beer and wine advertising will be definitely ruled on by the CBC governors at their August meeting in Quebec. It is not likely that Sunday sponsored programs will be eliminated, or that beer and wine programs will be altogether cancelled from Quebec and British Columbia stations where such advertising is allowed.

Privately-owned stations will be limited to 1,000 watts power, but they have been given a security of tenure, Murray explained. There is no likelihood of their being eliminated from the Canadian air now, but there will perhaps be some wavelength shuffling during the winter, after the Havana international wavelength conference between Canada, the United States, Mexico and Cuba. Since Canadian stations have no vested air rights it is expected the CBC will have the pick of the bands. Present private high power stations will not be made to cut their power, but they cannot raise it.

Bundt Test Campaign

BUNDT LABORATORIES, Detroit, will use radio as a part of a campaign being planned for Iodogrin, a throat ailment remedy. Radio will be tied into a national campaign which will follow a test campaign now being undertaken in newspapers. C. E. Rickerd Adv. Agency, Detroit, handles the account.

Railroad Plans Series

ILLINOIS CENTRAL Co., Chicago (railroad), is contemplating a one-hour musical variety show to be aired over a NBC-midwestern network this fall following the *RCA Magic Key* program. Caples Co., Chicago, is the agency.

College Starts Test

BOB JONES COLLEGE, Cleveland, Tenn. (religious), has appointed the Allied Advertising Agencies Inc., Los Angeles, to direct its Pacific Coast radio activities and late in June started a three-month test campaign talk. Dick Smith services the account.

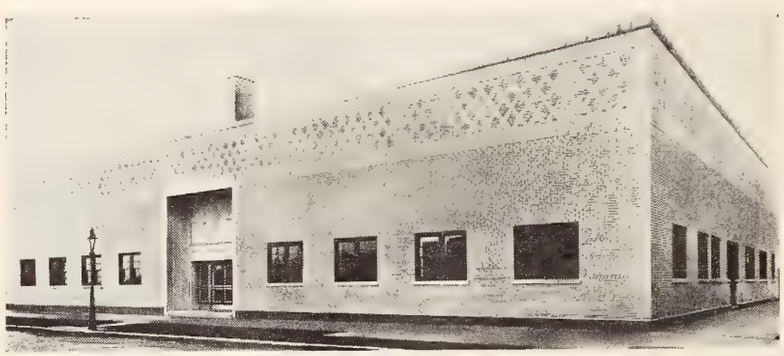
WRTD Completes Staff, Goes on Air, Joins NBC



Mr. Arnoux

ITS STAFF completed, WRTD, Richmond, new 100-watter on 1500 kc., went on the air June 24 and joined the NBC-Blue network on June 27 under the direction of Campbell Arnoux, general manager of WTAR, Norfolk. The same day WMBG went on NBC-Red while WRVA joined CBS. WRTD is licensed to the *Richmond Times Dispatch* whose owners publish the *Norfolk Virginian Pilot* and *Ledger-Dispatch*, and operate WTAR. Ovelton Maxey, recently with WBTM, Danville, Va., is resident manager of WRTD, with David Bain, formerly with WTAL, Tallahassee, Fla., chief engineer; Florence C. Thomas, program director; Bernard Dabney, continuity manager. John Carl Moran, WTAR announcer, is at WRTD for several weeks, to be relieved later by Ernest Bowman. Temporary quarters have been set up in the State Planters Bank Bldg. until mid-July when the penthouse studios and offices will be ready.

New Chicago Home of World



WBS Opens New Chicago Headquarters; Spot Promotion Cooperative Is Urged

LOCATED two blocks east of Michigan Ave. in the heart of Chicago's advertising district, the new Chicago headquarters of World Broadcasting System at 201 E. Erie St. were officially opened June 21 and were visited by many NAB conventioneers. With elaborate offices, three modern studios and complete vertical recording and processing facilities, the plant is the only one of its kind in the Middle West. Built under the supervision of New York esgineers who modernized the WBS plant at 711 Fifth Ave., New York, it embodies the latest scientific resources and sound reproduction experiences of Bell Laboratories, Western Electric and ERPI.

At an informal dinner given by Percy L. Deutsch, WBS president, the night of June 19, the organization of a possible cooperative company to create spot business was discussed by WBS executives with a dozen invited guests. Such a company would operate as a separate entity in the transcription library and processing field. The sentiment was that WBS should be encouraged in its creative work on the theory that the existing system is not ideal. No decision was reached however, on any plan and Mr. Deutsch will submit a definite proposition later.

It was generally agreed at the dinner that the library service is not sufficiently remunerative to permit an organization such as WBS, as now constituted, to engage in the widespread development of new spot business. In most cases station affiliates of WBS pay commissions of some 7½% on business originating with WBS, but other methods of remuneration were considered.

Attending the dinner, in addition to Mr. Deutsch, were A. J. Kendrick, Chicago vice-president of WBS; Reed Wight, Chicago sales manager of WBS; Martin Campbell, WFAA, Dallas; C. W. Myers, KOIN-KALE, Portland, Ore.; Lewis Allen Weiss, Don Lee Network; Joseph O. Maland, WHO, Des Moines; Arthur B. Church, KMBC, Kansas City; I. R. Lounsberry, WGR-WKBW, Buffalo, Theodore C. Streibert, WOR, Newark; Walter J. Damm, WTMJ, Milwaukee; G. Richard Shafto, WIS, Columbia, S. C.

PATTERSON SEEKS TO ACQUIRE KGGC

REV. S. H. PATTERSON, who on June 1 became manager of KGGC, San Francisco, will shortly apply to the FCC to approve his purchase of that 100-watt station at an undisclosed price from the Golden Gate Broadcasting Corp., of which the Rev. R. G. Craig of the Glad Tidings Temple is the principal stockholder. Mr. Patterson formerly owned KVOR, Colorado Springs, which he sold to the *Oklahoma City Oklahoman* interests last year for $80,000.

Mr. Patterson also has pending before the FCC an application for a new 100-watt station on 1420 kc. in Cheyenne, Wyo., in which he would hold 45% interest, with Richard Schroeder and John Arp, of Cheyenne, holding the remaining stock. Late last year Patterson also bought KIUL, Garden City, Kan., but he withdrew his application for voluntary transfer June 15. He also had an application before the FCC at one time for a new 1,000-watt station on 1570 kc. in Denver, but dropped it.

Mr. Patterson stated that plans for radical changes in KGGC equipment and studio policies are under way. A new RCA 250-watt transmitter is being installed in the Olympic Hotel in downtown San Francisco. On the roof of the hostelry will be constructed a 179-foot quarter-wave vertical radiator. At least two new studios will be built and the present ones completely renovated and modernized. Completion of the tower and new studios is expected by Sept. 1, after which KGGC will operate on a full time 24-hour basis, Mr. Patterson stated.

Canadian Board Changes

COL. WILFRED BOVEY, one of the nine members of the board of governors of the Canadian Broadcasting Corp., resigned at the end of May because of pressure of work in his post as Director of Extramural Relations at McGill University, Montreal. He was succeeded by Rev. Canon Wilfred E. Fuller, of Campbellton, N. B., which in some circles is interpreted as a move to placate the English-speaking Protestants, some of whom have objected to the inclusion on the board of the Roman Catholic priest, Prof. A. Vachon, of Laval University, Quebec.

President on Air

PRESIDENT Franklin D. Roosevelt was to exchange good neighbor greeting with Lord Tweedsmuir, Governor General of Canada, in a special international broadcast celebrating Dominion Day, July 1, 9:30-10 p.m. on NBC-Blue network. The President was to be heard for four minutes, speaking from Hyde Park, while Lord Tweedsmuir was to speak from the CBC studios in Canada in this celebration marking the 17th anniversary of the Confederation of Canada.

Gruen on NBC-Red

GRUEN WATCH Co., Cincinnati, will star Sheila Barrett of night club fame and Joe Rines and his orchestra in a half-hour Sunday evening series on NBC-Red, beginning Oct. 3. Guest stars will also be featured in the series, which was placed through the Cleveland office of McCann-Erickson Inc.

Mrs. Elliott Roosevelt Acquires Stock Control Of KFJZ, Fort Worth

MRS. ELLIOTT ROOSEVELT, daughter-in-law of President Roosevelt, who was Ruth Goggins of Fort Worth before she married the second son of the President, has purchased the majority of the stock of Fort Worth Broadcasters Inc., licensee of KFJZ, Fort Worth local on 1370 kc. The purchase was from R. S. Bishop, who owned 99.3% of the corporation's stock, and the deal is subject to FCC approval.

Elliott Roosevelt, who for nearly two years has been vice-president of Hearst Radio Inc., in charge of its Southwestern stations with headquarters in Fort Worth, stated that the purchase of KFJZ will not affect his association with Hearst Radio.

The purchase price was not disclosed by Jesse Martin, attorney who announced the deal. Mr. Bishop, it was stated, will continue to operate the station for the time being with Harry Hutchinson to be manager after the station is taken over by its new owner. Mr. Hutchinson, formerly with KOMA, Oklahoma City, and KVOO, Tulsa, is already working under Mr. Bishop. The stock will be in the name of Mrs. Ruth G. Roosevelt. Present personnel of KFJZ will be maintained for the most part. Mrs. Roosevelt is the daughter of a wealthy Texas oil operator.

KFJZ was founded in 1918 at Camp Bowie and was used by the government during the war. Later it was taken over by W. E. Branch, now a Fort Worth radio construction engineer with broadcasting interests along the Mexican border, who operated it as a 50-watter with the transmitter in a clothes closet and his living room as a studio. Other former owners of the station were the Southwestern Baptist Theological Seminary, H. C. Allison and the late H. C. Meacham. Mr. Bishop purchased the stock from the Meacham estate in 1930.

Rivals in Louisville

THIRD applicant for a new broadcasting station in Louisville is WAVE, Inc., licensee of WAVE, which has asked the FCC for a construction permit for 250 watts night and 500 watts day on 610 kc. Previously filed, and already heard by an FCC examiner, was the application of the *Louisville Courier-Journal* and *Times*, operators of WHAS, asking for 100 watts full time on 1210 kc. The other pending application, not yet heard, is that of D. E. (Plug) Kendrick, who recently sold his interest in WIRE, Indianapolis, also seeking 1210 kc. but with 250 watts day and 100 watts night.

Press Turns to Radio

PITTSBURGH'S three newspapers made a series of newscasts on WWSW and WCAE June 22 when a strike of the Wrappers and Shippers Union stopped publication of all local papers. John J. Davis and Ray Schneider handled the newscasts at regular half-hour intervals for WWSW, and Norman Twigger and James Murray broadcast on WCAE. When drivers struck in Philadelphia, June 14, the *Evening Bulletin* had a wire run from WIP, that city, and Harry Proctor gave five newscasts throughout the day.



MRS. ELLIOTT ROOSEVELT

C & O DISCONTINUES RADIO ADVERTISING

AFTER five years as a leading spot account, Cheaspeake & Ohio Railroad is discontinuing its radio advertising effective June 30 coincident with a curtailment in all other schedules.

The decision to drop its radio spots amounting to approximately $100,000 a year, follows the death of L. C. Probert, vice-president of the line and a pioneer in the use of radio for railroad promotion. Executives of the Van Sweringen road, even during Mr. Probert's tenure, were opposed to radio advertising as have been the old line heads of other roads. It was during Mr. Probert's incumbency that the controversy over the use of new media was precipitated in railroad advertising circles. In spite of the opposition Mr. Probert persisted in his use of five-minute transcriptions. Even during the depression C & O was one of the two roads in the country which never missed a dividend.

In cancelling present contracts running on nine stations, C & O is taking a short-rate on them, it is understood. Until Mr. Probert's death last February the list of stations totalled some 16 but was curtailed shortly thereafter. Lewis Edwin Ryan Advertising Agency, of Washington, has been handling the radio portion of the C & O account. Herluf Provensen, vice-president, has been the account executive.

Stations which have received the cancellation orders are WRC, WMAL, WCKY, WIRE, WAVE, KSD, WREN, KPRC and KVOO.

The decision to curtail all advertising expenditures was reached, it is reported, by W. J. Harahan, C & O president and Walter Jackson, the new advertising manager.

Wasey on NBC for Year

FOLLOWING the tested formula of broadcasting hillbilly music to sell proprietary products, Wasey Products Corp., New York, has signed a 52-week contract with NBC to sponsor the music of *Carson Robinson and His Buckaroos* in the interest of Zemo, Musterole and other products on the Blue network each Monday, Wednesday and Friday afternoon from 4 to 4:15, beginning Oct. 4. Programs are handled by Erwin, Wasey & Co. Inc., New York.

BASEBALL SOUNDS
Fool Fans on WMT Wired
Game Descriptions

BASEBALL broadcasts on WMT, Cedar Rapids, Ia., have the fans guessing as to whether telegraphic play-by-play descriptions are aired or the announcer is right behind home plate. Bert Puckett, WMT sportscaster, rigged up a small bat and sponge rubber pad.

On called strikes and balls, or when the batter misses the pitch, Puckett smacks the rubber pad and it sounds like a ball hitting the catcher's mitt. When the batter connects with one, the suspended bat is hit with a small mallet and crowd noises are used in the background build-up of exciting plays. During the broadcasts the WMT phones are busy with fans wanting to know if the game is telegraphic or play-by-play from the ball park.

WSNJ, Bridgeton, N. J., To Take the Air Aug. 1

AUTHORIZED last Jan. 27 by the FCC, the new WSNJ at Bridgeton, N. J., 100 watts daytime on 1210 kc., will go on regular schedule about Aug. 1, using RCA equipment throughout and a 180-foot Lehigh tower. Licensee of the station is Howard B. Frazier, Philadelphia consulting radio engineer, who will continue his consulting practice and act as advisory chief engineer of WSNJ. Its general manager will be Paul Alger, who started in radio as an announcer with WCAM, Camden, then went to WPEN, Philadelphia, where he conducted the famous *Lucky Dollar Club* and later served with WDAS and WBIG in the same city.

Commercial manager will be Burt P. McKinnie, director of the old McKinnie Operatic Co. and more recently circuit director and member of the board of managers of the Swarthmore Chautauqua. Studios, offices and transmitter will be housed together in a new modernistic unit occupying a four-acre tract on the outskirts of Bridgeton and designed by Silverman & Levy, Philadelphia architects. Mr. Frazier formerly was with WPEN, WRAX, WFAS, WDAS and with the old American, General and Amalgamated systems but has been in consulting work for the last two years.

Avalon on Six Stations

BROWN & WILLIAMSON TOBACCO Co., Louisville, which began sponsoring a three-a-week broadcast of sports and news on WEEI, Boston, early in June, on June 28 extended the broadcasts to include a six-station CBS hookup in New England consisting of WEEI, WLBZ, WPRO, WORC, WMAS and WDRC. Broadcasts, from 7:30 to 7:45 p. m. on Mondays, Wednesdays and Fridays, are conducted by Neal O'Hara, columnist on a Boston newspaper, and consist of a section from O'Hara's column, a sports review and a discussion of every-day events. Series advertising Avalon cigarettes was placed through BBDO, New York.

TRANSFER of control of the Plains Radio Broadcasting Co. Inc., operating KGNC, Amarillo, and KFYO, Lubbock, from the estate of Wilbur C. Hawk and Gene A. Howe to the Globe News Publishing Co. Inc., was authorized June 8 by the FCC Broadcast Division.

Wilson Is Retained As Cuban Advisor

Will Serve as Consultant to Island During Conference



Dr. Wilson

HERBERT L. WILSON, consulting radio engineer of New York, has been retained by the Republic of Cuba as engineering consultant in connection with the impending North American allocation of frequencies.

Dr. Wilson returned to the United States June 14 after three weeks in Havana, at which time arrangements for his services were completed with the Cuban Government. Dr. Juan Remos, Secretary of State for Foreign Affairs, completed the arrangements.

In his consulting capacity Dr. Wilson will handle the preliminary and preparatory work for the Cuban Government in connection with the Nov. 1 Pan American Conference which has as its objective drafting of a treaty for division of broadcasting frequencies among the nations in the Americas. He will also serve as chief technical advisor to the Cuban delegation attending the Pan American Conference.

Dr. Wilson has been acting in a consulting capacity with a number of privately-owned Cuban broadcasting stations. The nature of this work has been cleaning up of equipment and eliminating heterodyning interference and over-modulation which has resulted from the rather haphazard radio operations on the Island. He explained that his effort in this connection is to bring the Cuban broadcast structure up to a par with that existing in this country through introduction of American engineering standards and principles.

Of the 30 stations in Cuba, some eight already have revised their technical systems in accordance with specifications outlined by Dr. Wilson. Ultimately it is planned to put the entire roster of Cuban stations on a sound engineering basis.

McKesson on Net

FOLLOWING a 21-week test in New England on a three-station hookup (WTIC, WTAG, WNAC), McKesson & Robbins Inc., Bridgeport, Conn., is bringing its radio serial *Girl Interne—Joyce Jordan*, sponsored for Calox Tooth Powder, into New York on WEAF, beginning June 28. Program, a dramatic serial of hospital life, is scheduled for 52 weeks over a four-station NBC network and will be broadcast Monday through Friday from 2:45 to 3 p.m. until Oct. 8, after which the Friday broadcast will be dropped and the program continued on a four-day weekly schedule until June, 1938. Program is placed through Brown & Tarcher Inc., N. Y.

BLAIR WALLISER and Don Pontius of the WGN production department were lost June 20 for 20 hours in Lake Michigan off Kenosha, Wis., because of a heavy fog. Walliser was transporting his racing sloop *Revenge* by tow and sail from Bristol, R. I., where he had purchased it and had been joined at Milwaukee by Pontius.

Senator Robinson Offers New Bill To Shift Offices

Broad Powers for President in Revised Reorganization

PRESIDENT Roosevelt's plan to reorganize the Executive Branch of Government was embodied June 23 in a bill introduced by Senator Robinson, Democratic majority leader, which had avowed administration support. The FCC, as well as the other so-called independent agencies, would be vitally affected by passage of the Robinson Bill in its present form. In an explanation of his measure for the press, Senator Robinson said it definitely protected these agencies from abolition or emasculation by executive order.

However, in the words of the bill, the President would be authorized with certain limitations, to transfer, retransfer, regroup, coordinate, consolidate, reorganize, segregate or abolish any or all of these agencies. The limitations would prevent actual abolition of the functions of these agencies, and would require a review of the president's executive orders by Congress within 60 days of issuance.

That the administration intends to throw its full strength behind the Robinson proposal was clearly indicated June 27 by Postmaster General Farley, upon his return from the Democratic parley on Jefferson Island in Chesapeake Bay. He said the administration would prefer to see Congress remain in session until such time as the reorganization measure and the Supreme Court revision projects were finally considered.

Possible Transfer

Under the bill, certain administrative duties of the FCC might be transferred to the Department of Commerce. Under the original plan as presented to Congress several months ago, the FCC would have been absorbed bodily into the Commerce Department.

The Robinson Bill, even with its compromse provisions designed to protect the FCC, Federal Trade Commisison, Interstate Commerce Commission and other agencies, failed to appease the expressed opposition of a bloc of Senators headed by Senator Byrd (D-Va.). The Virginia Senator, himself the head of a Senate Reorganization Committee, said unofficially he preferred the substance of a report made to his committee by Brookings Institution. That report recommended enlargement, rather than restriction of the duties of the quasi-iudicial agencies, including the FCC.

In the House, Chairman Cochran of Missouri, head of the reorganization committee in that body, appointed four subcommittees to prepare legislation designed to meet the President's request. One committee would confine its activities to the plan for shifting about the independent agencies. It was headed by Rep. Lindsay Warren (D.-N. C.), and included Reps. Cochran (D.-Mo.), Vinson (D.-Ky), Kniffin, (D.-O.), Beam (R.-Ill.), and Taber (R.-N. Y.).

ELIMINATION of the tax on broadcast advertising is one of the more important changes in Missouri's new state sales tax law, which increased the rate of taxation from 1% to 2%.

KGLOmen

STANDING in a New York City drug store telephone booth, J. P. Gude of CBS station relations, perchance picked up some matches from the cigar counter, noted that the cover read "Green Mill Cafe, Mason City, Iowa" and turned back to the phone to learn that a wire had come from Lee P. Loomis, publisher of *Mason City Globe-Gazette*, operator of KGLO, asking for an appointment to discuss a CBS affiliation. When the contract had been signed, Gude gave Loomis the matches autographed by Gude and Herbert Akerburg, CBS vice-president. The matches will be placed in the cornerstone when new studios are built next year.

Connery Death Affects Capitol Radio Situation

THE SUDDEN death on June 16 of Rep. Connery (D-Mass.) is expected to have a bearing upon the radio situation at this session of Congress, according to opinion at the Capitol. Rep. Connery was the author of the House resolution H. Res. 92, providing for a sweeping investigation of alleged monopoly in radio. This investigation, which has been dormant practically since its introduction, last January, proposed setting up of a select committee of seven members which presumably would be headed by Rep. Connery, to engage in the investigation. The House Rules Committee, in spite of two hearings on a preferential rule to bring the resolution before the House, thus far has failed to give it right of way.

Rep. Connery also became a member of the House Patents committee, charged with copyright legislation, at this session. The committee, however, has had no hearings since the last session of Congress. Rep. Wigglesworth (R-Mass.), colleague of Rep. Connery, also has been active in demanding a congressional investigation of radio and it is possible he will continue the effort for the inquiry at this session. Administration leaders unofficially have indicated that there will be no such investigation as far as they are concerned.

Milk Fund to Place

THE New York State Bureau of Milk Publicity has appointed J. M. Mathes Inc., New York, in charge of its advertising for the third successive year. The $300,000 appropriation will be divided between newspapers and radio, with daily one-minute announcements on 16 stations through the state comprising the radio campaign, which will be started on Sept. 27. Wilfred S. King, radio director of the agency, said that the station list has not been completely made up yet.

FOR THE third successive season Sherwin-Williams Co., Cleveland pain manufacturer, will sponsor the *Metropolitan Opera Auditions of the Air* for a Sunday evening half-hour on NBC-Blue. Beginning Oct. 3 the series will continue until March 27, 1938, with Edward Johnson as master of ceremonies. Program was placed through Cecil, Warwick & Legler Inc., New York.

New Engineering Firm



Dr. George Brown and Paul Godley

G. H. Brown and Godley Form Engineering Firm

FORMATION of the consulting engineering firm of Godley & Brown was announced June 18 by Paul F. Godley, consulting engineer of Montclair, N. J.

Dr. George H. Brown, prominent radio scientist and for the last four years with the research division of RCA Manufacturing Co., Camden, on July 1 will join the firm with the resultant change in name, Mr. Godley declared.

A graduate of the University of Wisconsin where he received his P.H.D. and where he also served as a research fellow, Dr. Brown has been identified with development of television, ultra-high frequency and conventional broadcast antennas and with coverage and wave propagation research. He participated in the installation of the RCA experimental television station atop the Empire State Building and also did much work in connection with the development of the new CBS television station to be located in the Chrysler Building. Dr. Brown devised the miniature antenna method of determining effective types and shapes of antennas for RCA.

NBC Promotes Boyd

MAURICE M. BOYD, of the national spot division of NBC's Eastern sales department, has been appointed manager of the division, effective July 1, succeeding F. E. Spencer Jr., who has resigned to become vice-president of Craig & Hollingberry Inc., station representatives, in charge of its New York division. Boyd has been with NBC since January, 1933, and previously was associated with Westinghouse stations WBZ-WBZA, Boston-Springfield, and with R. H. Macy & Co.

United Farmers Contest

CONTEST series sponsored by United Farmers Cooperative Creamery Assn. Inc., Charleston, Mass., was completed on WORL, Boston, June 30. Children were urged to write letters telling why they liked the sponsor's products and proof of purchase was required. Five first prizes of $5 were given. United Farmers will begin another transcription series early in September over radio facilities yet to be obtained. Louis Glaser Inc., Boston, is agency.

Awards for Radio Plays Planned Semi-Annually By Radio Script Group

A SERIES of semi-annual awards for the best radio plays produced by American radio stations has been announced by the Radio Script Foundation, 535 Fifth Ave., New York, a non-profit endowment organized to award outstanding ability in the writing of radio plays and to secure for the radio playwright the same recognition that similar prize awards have given the theatrical playwright. Station owners are invited to submit to the Foundation's committee scripts of plays actually broadcast over their stations within the six-month periods starting Sept. 1 and March 1 of each year, roughly the winter and summer seasons. Nominations for the first awards will be accepted beginning Sept. 1.

For the best plays submitted, judged on the basis of the fullest use of the broadcasting medium, the Foundation will award a first prize of $100, second and third prizes of $50 each, and a fourth award of $25. A special award will be given to the director of the first prize radio play and a commemorative plaque to the station on which it was broadcast.

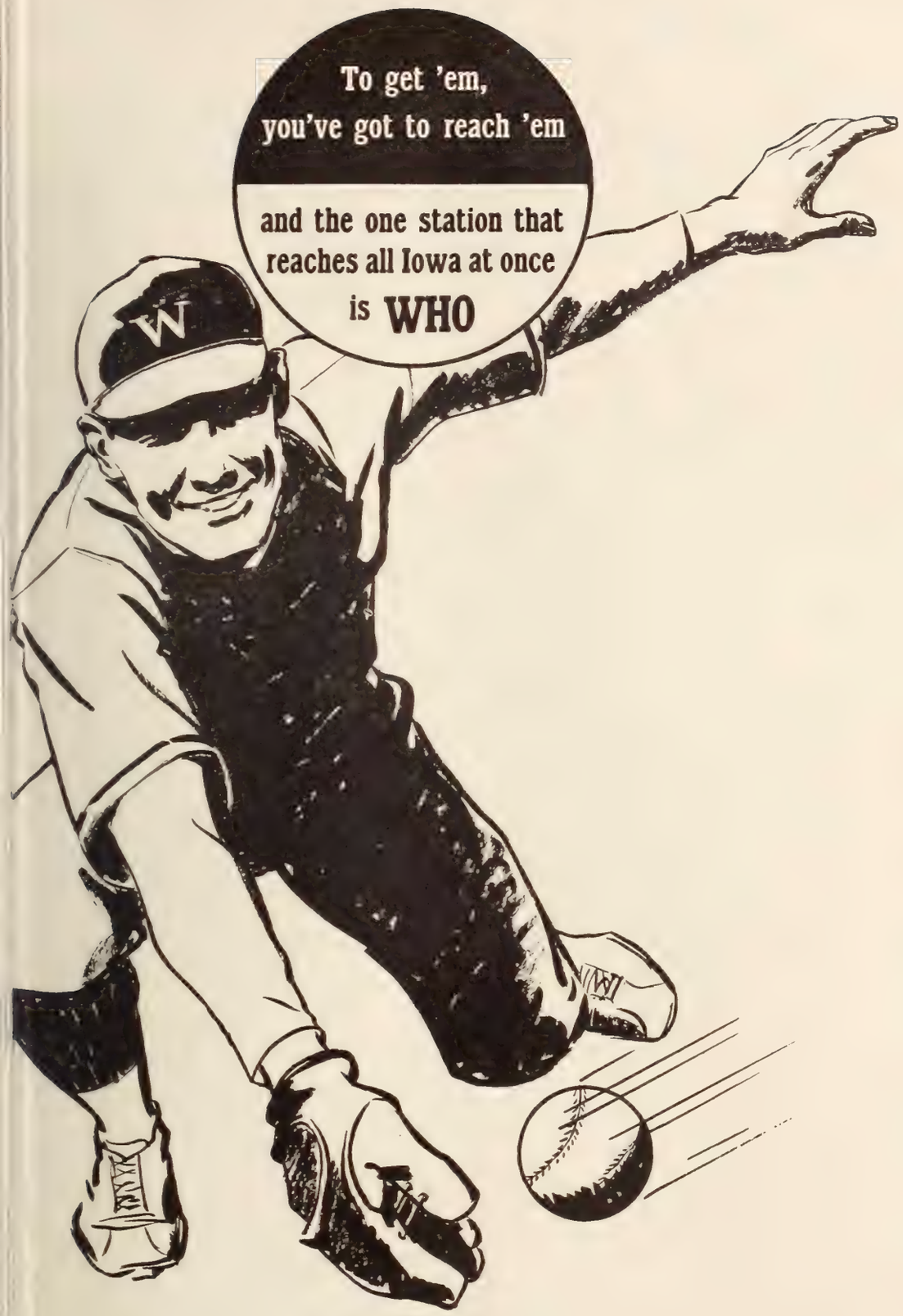
Judges for the first awards, covering the period from Sept. 1, 1937 to Feb. 28, 1938, are: Alfred J. McCosker, president WOR, representing broadcasting; Brock Pemberton, Broadway producer, representing the legitimate theatre; Ben Gross, radio critic of the *New York Daily News*, representing the radio critics; William Burnham, advertising manager, Bigelow-Sanford Carpet Co. Inc., representing sponsors; Antony Sanford, radio director, J. Walter Thompson Co., New York, representing agency production men; Selena Royle, actress, representing actors; Carl Reed, president, Elizabeth Marbury Inc., representing playwrights; Dr. O. H. Caldwell, former federal radio commissioner, representing technicians; Paul S. Ellison, Hygrade Sylvania Corp., representing the radio industry; and, for the committee, Georgia Backus, chairman of the board, Radio Events Inc., Joseph M. Koehler, president, Radio Events Inc., and Lloyd Jacquet, executive secretary of the Foundation.

Empire State Series

THE Committee of 1,000,000, an institution whose avowed purpose is "to combat the subversive influences undermining the traditional American form of living," is sponsoring a series of broadcasts over the New York State Broadcasting System, featuring Gerald L. K. Smith, well-known public speaker. Programs are broadcast for a half-hour on Friday evenings.

From South Africa

RENE F. CAPRARA, managing director of the South African Broadcasting Corp., will visit New York for 10 days starting July 10 on a tour of inspection of American broadcasting. Arrangements for visits to the NBC and CBS plants have been made. He may be contacted through the New York office of the Bureau of Foreign & Domestic Commerce, Department of Commerce, 743 Customhouse.



CENTRAL BROADCASTING CO., Des Moines
J. O. MALAND, Manager Phone --3-7147
National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago Los Angeles San Francisco

WHO-Des Moines-Full Time-Clear Channel-50,000 watts

Chips

from the station log

Program Amplifier Boosts Signal

WHO is the first radio station to use the new Western Electric 110A Program Amplifier, completing installation on February 26, 1937.

The result is that the WHO signal has been intensified to the same extent as if the carrier power had been increased to 100,000 watts with the previous equipment.

To the advertiser, this means an increase in the effective coverage of WHO and also a much better signal in the primary coverage areas, both day and night.

To us, this means that with alert progressive engineering work, WHO has the equivalent of an increase in power to 100,000 watts—that's some power for a territory where conditions are unusually favorable for radio transmission.

Every Period Has Paid Out

"Our expenditure on WHO during April was approximately $2,000. In return for this expenditure you produced 6,075 one-dollar orders for our stock. This means that WHO brought in dollar-bills, for our offer, at a cost of less than 33c per dollar . . . Furthermore, our records show that regardless of what time we schedule our programs on WHO, they paid out in a big way."

There you have a few excerpts from a letter we recently received from a well-known mail order house. When this advertiser started his spring schedule on WHO, 10:30 to 10:45 p. m. was the only available time. Later the broadcasts were moved to 11:15 a. m. Mondays through Friday. Still later this advertiser took quarter hours on the WHO Barn Dance—and remember, this client states that every period "paid out in a big way."

Iowa Payrolls up 16%

The most recent report from Frank Wenig, Iowa Labor Commissioner, covering the month of May, 1937, showed the following gains:

In employment, a 6% gain over 1936.

In dollar-volume of payrolls, a 16% gain over 1936.

These gains were not brought about by striking changes in any one or two districts, but by increases registered throughout the state. The state-wide nature of these increases gives fresh significance to the fact that Iowa is a big market BECAUSE it is a big collection of smaller markets. No single city dominates Iowa. Its largest city, Des Moines, has less than 6% of the state's population. Iowa's commercial acitivity flows through more than a score of important trading centers.

Some of these trading centers have smaller radio stations. Some do not. One station, and only one, reaches all Iowa at once. That station is WHO.

Twestionnaire Twazy : Watts the Use

There's No Place Like Ohm When an Agency Sets Out To Do Some Serious Questionnairing of Stations

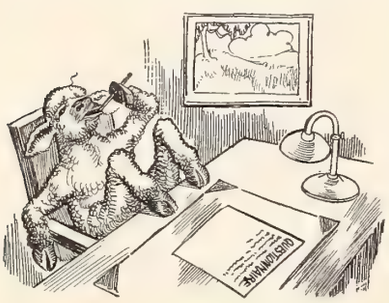
THIS thing may be funny to some folks, but it's a deadly serious message that an unknown midwestern contributor has submitted. He is anonymous. He is so anonymous that not even the editor knows who he is. Consequently he doesn't bother pulling his punches, and through his whimsical frothings there is an obvious gritting of teeth and gory growl of delight as he aims for the button and hits it. The subject of this tender morsel of verbal manipulation is: Questionnaires.

By HALF MILLIWIT

THE 1937 epidemic of Spring Fever was not unlike any that had gone before in the advertising business, or "game", except in the radio departments of some agencies. Do you think we'd bite the hand that feeds us? Not unless we were hungry—we know which side our bread is buttered on.

In some agency radio departments, a new crop of spring lambs got turned out to play, and made business for the aspirin people. Maybe they were lepreschauns. No, that can't be right. They weren't lepreschauns, and they weren't elves. They must have been lambs, frolicking around in a wonderful new world, nibbling at a tid-bit of green research here and there, sniffing around at a lush patch of market data, and shying away wide-eyed now and then from a forbidding file of miscellaneous information.

These little lambs meant no harm, but what a bother their cute



little antics turned out to be. For this spring, to use the only kind of language I can conceive these lambs of understanding, the itsy-bitsy lambikins in the dway bids waydio departments went tompwetely Twestionnaire Twazy.

Boxtops Buried

Radio stations were deluged, overrun, flooded, inundated, drenched, barraged, bombarded, and shot to pieces with questionnaires. What kind? Every kind, with every question. One station's mail report showed questionnaires out-numbering box-top mail by 20%.

These questionnaires, although their questions ranged in subject matter from zero to infinity, had a few things in common. They were mimeographed or multigraphed. The questions were neatly numbered. The numbering of the questions had nothing to do, however, with sequence of subject matter desired . . . an answer to question six would often involve complete restatement of the answer to question two, if the questionnaire hadn't already been consigned to the waste-basket.

Yes, I'll admit they looked appealing, all dressed up on a letterhead, and signed. Some of them were so cleverly done we had to get the envelopes clear open before we could detect that awful blow to the ego, the form-letter feel.

But after these few common features the questionnaires began to show a quaint originality that ought to make any Mama and Papa Sheep mighty proud of their little offsprings. One question that I remember in particular was a stumper. "What type of program gets the best results?" It's a question anyone has a right to ask, little lambikins. And it's a question we've been asking, too. The only answer we've used so far has been an adaptation of one which was first given about two generations after Adam: "They're all good; some's better'n others."

I can't even look at them any more. But after successfully playing shortstop to my waste-basket's first base for three weeks, I finally muffed one, and since I was already charged with an error I decided to fondle the little lambikins' slow roller a while. Because it was so typical I became intrigued with a desire to answer it, and I herewith humbly submit both questions and answers. I reasoned, however, that if the questions were drawn out of a hat, the answers might as well be, too.

So I earnestly wrote out big numbers corresponding to the questions, leaving plenty of space for the answers. Then I earnestly wrote the answers. Then I put slips with numbers corresponding



to the questions and/or answers into a hat I was fortunate enough to borrow, shook them up, and drew them out, slowly, with care. The answer for the first number drawn went down on the questionnaire as answer to question No. 1, the answer for the second number drawn went down as the answer to question No. 2. And so on.

When I finally had played my little game the questionnaire lined up like this:

Q. 1—How many watts does your station have?



A—.05 millivolts.

Q. 2—What are your rates for one quarter-hour: a. Evening, b. Afternoon, c. Morning.

A—We provide mailings to dealers on our letterheads, and assistance in point of purchase display and other advertisings at cost.

Q. 3—What signal strength limit in millivolts most nearly coincides with what you call your primary area?

A—42.

Q. 4—What are your hours of station operation?

A—We feel we have no "leading" male star — we have many that are good.

Q. 5—What merchandising facilities do you offer an advertiser?

A—50,000 watts.

Q. 6—How many spot campaigns do you carry on your station?

A—6:30 a. m. to 2 a. m.

Q. 7 — What results have the sponsors of your spot campaign received?

A—There are 1,272,000 radio sets in our primary area.

Q. 8—What type of program appeals most to the rural audience?

A—We feel we have no "leading" female star — they are all good.

Q. 9—Who is the leading female star on your station?

A—a. Evening, $120; b. Afternoon, $65; c. Morning, $45.

Q. 10—The leading male star?

A—Almost all of them have attained extremely good results. A personal conference is necessary to produce specific examples.

Q. 11—How many radio sets in your primary area?

A—Any type seems to appeal, as long as it is designed for the rural audience.

All this makes me think of you, little lambikins. The next time you want to know something for some reason, you can get it. But don't let any underhanded combine seduce you into putting out any more Twazy Twestionnaires.

By the way, lambikins, what have you done with all that information?

REACHING THE NEGRO AUDIENCE

WDAS Learns Value of Planning Programs for Racial Groups—Sponsors Interested

ONE of the first stations to realize the commercial possibilities of programs designed especially for negroes is WDAS, Philadelphia. With the 1930 census showing over 250,000 colored people in and near Philadelphia, WDAS began to plan programs for negro listeners.

It soon learned that few negro businessmen could afford radio sponsorship, but that colored customers would almost exclusively patronize sponsors who presented shows featuring negro announcers, artists and music.

Finding no negro sponsor, WDAS began its experiment with sustaining programs featuring colored artists and the fan mail poured in, obviously from negro listeners. Classical music was found to be taboo and the music that got most listener response was "ultra-swing" and "torchy". A negro announcer whose voice and mannerisms were unmistakably negroid used informal announcements.

The next problem was how to meet the demand for more negro church programs and retain white sponsorship. WDAS solved this problem by starting a series titled *Negro Spiritual Hour* which combined the features of a church broadcast and studio program, and at the same time kept commercial sponsorship. Each week a representative colored church sent its choir and soloists to the studio and the editor of the local negro paper broadcast news items of particular interest to colored listeners. The response to these appeals to racial and civic loyalty was great. This program is presently sponsored by a chain department store located in the downtown white business district which estimates that its colored business has increased 65% as a result of the series. Other white sponsors urged WDAS to devise negro programs of a different type and a *Negro Swing Parade* was inaugurated. Along with the recordings of colored artists, WDAS announced the activities of various negro social organizations. Most negroes are joiners, and WDAS found its fan mail increasing. Wires were installed in negro night clubs and cafes and colored announcers spoke in the negro idiom.

From this experimentation come these facts: Negroes have a racial loyalty that makes them constant listeners to their own programs. They will patronize almost exclusively those sponsors who present shows designed for them. To be successful, colored programs must be as distinct and characteristic of the negro as are foreign language programs characteristic of their audiences.

These features were found to be most successful and they are listed in the order of preference shown by listener response: 1. Religious or semi-religious programs. 2. Recorded shows of colored artists. 3. Live negro bands and vocalists. 4. Negro choral groups and quartettes. No. 1 is possibly the most important from a commercial angle, but it must be handled as a dignified studio program and not as a religious service.



WKY GIVES ME MORE GALLONS PER MINUTE

• The man who sells for you in Oklahoma is most sold on the station that sells most for HIM! Oklahoma dealers in every line agree that WKY is the station that puts pep and action in sluggish movers . . . gives sales a quick start and a fast get-away. Oklahoma dealers have FELT this selling power of WKY from behind the counter. They know what they're talking about when they tell you to use WKY to get places in Oklahoma.

WKY OKLAHOMA CITY

• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

CBS Race Exclusive

CBS has acquired exclusive broadcasting rights of all races of the New York State Racing Association for an unannounced number of years beginning with the 1938 season. Contract, signed for CBS June 25 by Lawrence W. Lowman, calls for a minimum of 25 broadcasts during the season, which includes a month's races at each of the following tracks: Aqueduct, Belmont, Empire, Jamaica and Saratoga. Bryan Field, racing editor of the *New York Times*, currently covering the 1937 New York racing meets for WOR-Mutual, will broadcast for CBS next year.

RESULTS of the third annual selection of radio stars made by *Radio Guide* give the following ratings: 1, Jack Benny; 2, Nelson Eddy; 3, Lanny Ross; 4, Frances Langford; 5, Lulu Belle; 6, Bing Crosby; 7, Rudy Vallee, 8, Eddie Cantor; 9, Joan Blain; 10, Jessica Dragonette; 11, Fred Allen; 12, Don Ameche.

NETWORKS' SHAKESPEARE RIVALRY

CBS and NBC Dramatic Series Originate in Hollywood

—Featuring Movie Stars—

SHIFTING from the sports arena to the field of serious drama, NBC-CBS rivalry, which had hitherto confined itself to purchasing exclusive broadcasting rights to sporting events or to circumventing the other network's exclusive, entered a new phase the middle of June when NBC met Columbia's announcement of a Shakespearean series by announcing its own series of the bard's works starring John Barrymore. Columbia had scheduled its eight broadcasts for Monday evenings, from 9 to 10 p.m. (EDST), beginning July 12, in the time vacated by the *Lux Radio Theatre*. NBC-Blue scheduled its series for Mondays also, from 9:30 to 10:15 p.m., thus making it impossible for listeners to hear both networks' broadcasts, and further got the jump on its competitor by starting on June 21.

CBS came back with a list of 93 stations to carry its Shakespeare programs, largest stations lineup ever scheduled for a sustaining series, and followed up with an imposing list of stars, including Burgess Meredith as *Hamlet*, Leslie Howard as Benedick in *Much Ado About Nothing*, Edward G. Robinson as Petruchio in *Taming of the Shrew*, Walter Huston as *Henry IV* in the play of that name, with Brian Aherne as Prince Hal and Walter Connolly as Falstaff in the same production. NBC retaliated by announcing four plays by Eugene O'Neill to follow its six Shakespearean dramas, thus competing with Columbia's Shakespearean lineup right through the summer.

Meanwhile, on the sports front, CBS had obtained exclusive rights to broadcast the Poughkeepsie Regatta on June 22 from the Judges' boat and the observation train, choice vantage points. Refusing to be kept out, NBC stationed announcers along the river banks, on two bridges, in a coast guard cutter and then topped it off by chartering a plane from which Royal Brougham, sports editor of the *Seattle Post-Intelligencer* and loyal Washington rooter, broadcast his home crew's victorious finish. That same night, both NBC networks broadcast the Louis-Braddock fight, sponsored by Buick.

Feud Goes Abroad

Continuing their sporting feud, both networks have sent special announcers to England to cover the Wimbledon tennis matches, Bill Tilden doing the honors for CBS and John R. Tunis for NBC. Tilden will do a daily quarter-hour summary of the preliminary matches and a play-by-play report of the finals. Tunis is scheduled to broadcast only the last five days of the meet, which lasts from June 21 to July 3. July 3 also marks two NBC exclusive sports broadcasts, of the A.A.U. field and track championships at Milwaukee, and of the Vanderbilt Cup auto races.

The All-Star baseball game to be played in Washington on July 7 will be broadcast by CBS, MBS and both NBC networks. All will likewise cover the America's Cup races beginning July 31. NBC has engaged Kenneth S. M. Davidson, yachting authority, as commentator for the series; MBS has secured another yachting expert, Cameron King, while CBS has assigned Ted Husing to direct its coverage.

* * *

HOLLYWOOD—CBS will spend more than $60,000 in its elaborate experimentation with Shakespearean drama during July and August. William Lewis, CBS New York vice-president in charge of programs, now in Hollywood to lay the groundwork for the series, predicted that they would establish Shakespeare and other classics for regular yearly cycles. Plays will be presented at the CBS Music Box Theatre before a studio audience whose reactions toegther with those of listeners will be carefully checked. There will be no scenery or costumes.

Producer will be Leonard Hole of the CBS New York production staff, with Harry Ommerle associate producer. Brewster Morgan, former Rhodes scholar from University of Kansas and an outstanding Shakespearean director, with experience in England's Oxford Theatre and legitimate productions on Broadway is to direct. Orchestra of 20 pieces will be used.

NBC sustaining cycle of six 45-minute programs, termed "streamlined Shakespeare," which started June 21 from Hollywood on the Blue network, is heard with John Barrymore starred and narrating. John Swallow directs and Marvin Young, NBC Hollywood production manager, is producer. Forrest Barnes, who wrote the KECA, Los Angeles, Shakespearean series last year, is writer of the cycle, which has a modern touch. Will Prior conducts the orchestra. Series is said to cost NBC approximately $30,000.

TO THE $1,100,000 earned by NBC concert artists during the past year, $206,184 has been added from radio appearances, according to a report issued recently by George Engles, managing director of NBC Artists Service.



NEWS for EVERYONE



It's news for everyone when the WLS news editor, Julian Bentley, broadcasts. Listeners enjoy the unbiased, accurate news comments presented by this crack news reporter.

Julian Bentley, prominently mentioned in many popularity polls, was chosen by readers of RADIO GUIDE, in 1936, as the most popular *non-network* news reporter.

In this year's poll Bentley again ranks among the ten leading news broadcasters. Most notable is the fact that his popularity comes solely from daytime broadcasts.

Julian Bentley is not only popular with listeners, he's also popular with sales managers. So naturally, it's news for everyone when time is available following or preceding one of these WLS newscasts.

Use the desirable WLS news periods that are now available to sell your merchandise to the loyal WLS audience.

JULIAN BENTLEY BROADCASTS NEWS AT THE FOLLOWING TIMES

7:00-7:10 A. M., CDST 8:15-8:30 A. M., CDST
11:10-11:15 A. M., CDST 12:40-12:45 P. M., CDST
1:55-2:00 P. M., CDST

WLS The Prairie Farmer Station
CHICAGO

BURRIDGE D. BUTLER, Pres. GLENN SNYDER, Mgr.

KOY - WITH THE NEWS . . . . .

KOY—1000 watts full time—broadcasts news reports at regular intervals from early morning till late night. KOY keeps listeners in Phoenix informed of latest world-wide news. There are some desirable periods available now! Write or wire.

KOY THE VOICE of ARIZONA
Now 1000 Watts
DAY and NIGHT
1390 KILOCYCLES
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

JOHN BLAIR & COMPANY, National Representatives



OLD M
WENT

And when she got there the cupboard was bar
Hubbard had been able to follow her usual habit
told her what to buy for the dog, what foods were
products to always have on hand. ● For Ol
other American women who depend upon thes
radio entertainment. ● You can keep the c
stocked with your product by using the spot br

)THER HUBBARD
D THE CUPBOARD

This would never have happened if Mrs. daily radio listening. Her favorite programs ost healthful and delicious, what household lother Hubbard is much like millions of ations for product information as well as oards in these millions of homes well casting facilities of these popular stations.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

HATS IN THE RADIO RING

Chain of 300 Stores Devotes Half of Its Budget To Airing of Sports--A Success Story

"OUR HAT'S in the ring" might well be adopted as the slogan of Adam Hat Stores Inc., New York. This chain of some 300 retail hat stores, located throughout Greater New York and in a number of other cities that extend the Adam territory as far north as Boston, west to Detroit, and south to New Orleans, is on the air every night except Thursday and Sunday with a blow-by-blow description of the major boxing bout at one of New York's arenas, broadcast over WHN, New York. These ringside broadcasts are given by Sam Taub, well known sports announcer who also conducts a Sunday program *The Hour of Champions*, during which he interviews celebrities from the sports world on WHN for Adam Hats.



Mr. Taub

Other major sporting events are also broadcast by this sponsor from time to time as they occur, including football, basketball, hockey, in fact, almost every kind of sport from tennis to wrestling. Frequently, when local interest warrants it, these special events are broadcast in other cities than New York by special wire hookups. At present the Wednesday night fights from the Hippodrome and the Friday night card at Madison Square Garden are also heard in Boston, on WAAB, as well as on WHN.

This concentration on sports and especially on boxing bouts as an effective means of reaching prospective purchasers of Adam's one-price ($2.95) hats did not generate spontaneously in the mind of the sponsor. Rather, it came about through a process of evolution, developing as a result of long years of radio experience. The company first began testing radio advertising about eight years ago, using a wide variety of programs on an equally wide range of stations. At one time or another Adam has been on almost every station in New York, sponsoring musical programs, variety shows, news dramatizations, and other features, one of which was a program called *Now and Then*, which dramatically contrasted the major sports events and personalities of today with those of the past.

The success of this feature awakened the sponsor to the popularity of this type of program with the masculine audience, and about five years ago the firm began specializing in its sports broadcasts, which for nearly three years now have been an almost daily feature on WHN. But the sponsor has not overlooked the fact that some people are not interested in sports and for this audience Adam sponsors an entirely different kind of a program, *The Bowery Mission*, a full hour feature broadcast every Sunday afternoon from this famous institution, where the down-and-outers are given a chance to tell their stories to the radio audience, frequently resulting in opportunities for rehabilitation. Adam also sponsors frequent special broadcasts of the annual benefit shows put on by various theatrical organizations for their charities and presenting many celebrities and other similar newsworthy events that are likely to attract large audiences.

Half the Budget

Leon S. Goldberg, advertising manager of Adam Hat Stores Inc., told BROADCASTING that to his company radio is as important as any other major advertising medium and that it now takes up approximately 50% of his advertising appropriation. "While we can not tell with any degree of accuracy what the results of our broadcasts are in direct retail sales, we are confident that our radio activities are extremely profitable," he stated. "Many customers who come into our stores tell us that they have come to us as a gesture of appreciation for the hours of enjoyment we have given them."

"We get lots of fan mail," he continued, "which indicates that many listeners think that we actually control the sporting events we broadcast. An exceptionally exciting match always results in a flood of complimentary letters, and a poor event brings a similar flood of mail berating us for staging such an uninteresting program. The mail from our *Bowery Mission* broadcasts is of an entirely different sort, mostly from socially minded individuals who want to express their appreciation.

"Last fall," Mr. Goldberg stated, "we made one of our few attempts to check our radio audience. We conducted a series of 15 weekly contests on our WHN sports broadcasts, asking our listeners to forecast the outcome of a major sporting event of the coming week and offering 10 radio receiving sets for the closest answers each week. To enter the contest it was necessary for the listener to obtain an entry blank from one of our stores. No purchase was required, but he did have to go into the store to get the blank. More than 337,000 entries were received during the contest period, which we believe is a pretty good indication that our programs are successful both in attracting sizeable audiences and in stimulating them to action."

The current Adam schedule on WHN includes: Boxing bouts from St. Nicholas Palace, Mondays, 9:30 to 10:45 p. m.; from the Coliseum, Tuesdays, 9:45 to 11 p. m.; from the Hippodrome approximately every other Wednesday, 9:45 to 11 p. m.; and from Madison Square Garden approximately every other Friday, 9:45 to 11 p. m. (these Wednesday and Friday bouts are also broadcast on WAAB, Boston); and from Ridgewood Grove, Saturdays, 9:45 to 11 p. m.; Sam Taub's *Hour of Champions'* Sundays, 1 to 1:30 p. m.; and *The Bowery Mission*, Sundays, 3 to 4 p. m. Most of the broadcasts are placed directly by the sponsor, but the WAAB broadcasts and other special programs from time to time are placed through Glicksman Adv. Co. Inc., New York.



Cool Colorado



. . . where your advertising will mingle with an extra million of the "best people" this summer!

● A record influx of vacationists this summer is drawing off the top cream of buying power from middle and southwestern markets and collecting it in the cool, colorful mountain playgrounds of Colorado.

Majority of Colorado's summer sojourners are the kind known as the "best people" back in their home towns . . . the people that make the best prospects and the best customers. They're the kind of people you eagerly and constantly strive to have your advertising meet . . . a million of them, all in one place.

KLZ will introduce your advertising and your product to these people this summer . . . and to the substantial, year-'round Colorado market, now booming and bustling at top speed with the extra push given by tourist spending at the rate of $1,000,000 a day.

KLZ Denver

CBS

Management Affiliated with WKY and the Oklahoma Publishing Co.

Representative — E. Katz Special Adv. Agency

Courses in Broadcasting Being Added by Colleges

IN ADDITION to the resumption of New York University's radio workshop course beginning July 6, Teachers College, Columbia University, on July 12 will start a course in visual and auditory instructional aids covering studies of the movies and radio. The NYU course runs for six weeks and covers continuity writing, play producing, program planning, acting before the microphone and musical broadcasting. It is primarily for teachers and is offered in connection with the Federal Educational Radio Workshop Project.

Summer courses in some phases of radio education, according to reports reaching BROADCASTING, are being offered also by University of Florida, Northwestern, Butler, Purdue, Wichita, Michigan, Montana, Ohio State, Texas, Southern Methodist, Baylor, Washington, West Virginia, Wyoming and Waynesburg College.

KGHL SAVES LIVES
Billings Roused as Sudden Flood Hits City

KGHL, Billings, Mont., was credited with saving scores of lives in June as the result of service rendered to listeners in the flood that swept the Montana city, wreaking $1,000,000 in damage. The station managed to keep its transmitter on the air despite 28 feet of water which swept through the section seven miles west of Billings. C. O. Campbell, station president, and Jeff Kiichli, chief engineer, managed to close all ventilating louvres and other openings in the building by using several hundred pounds of putty and rags.

The station awoke city officials and through its broadcast aroused most of the citizens of the city before the torrent entered the residential district. The flood, without parallel in the city's history, was caused by cloudbursts in the hills north and west of Billings. The flood was further aggravated by bursting irrigation ditches above the city. No lives were lost and no serious injuries resulted from the flood which inundated the city's business district to a depth of three or four feet for about 12 hours.

I Love You, I Hate . . .

IT TAKES two sponsors to keep things even in the radio love lives of Dorothy Lowell and Carleton Young, actors at CBS. In *Trouble House*, dramatic serial that is part of the Monday, Wednesday and Friday broadcasts of the *Heinz Magazine of the Air* (11-11:30 a. m.), Dorothy loves Carleton but Carleton can't stand Dorothy. An hour later (12:45 to 1 p. m., Monday through Wednesday) in *Our Gal Sunday*, sponsored by American Home Products Co. for Anacin, the situation is reversed and Dorothy has the opportunity of jilting Carleton.

LIQUOR PROGRAMS LIMITED IN OREGON

ADVERTISING of beer and wine by radio between the hours of 10 p. m. and 1 a. m. is authorized in new regulations of the Oregon Liquor Control Commission which became effective this month.

Placing severe restrictions upon all types of liquor advertising. the regulations also prohibit hard liquor advertising over the air. Church organizations, farm groups and other bodies opposed to liquor waged a vigorous battle against advertising of any character, it is reported. Newspapers, billboards and neon signs were definitely affected and the radio group in Oregon feels it won a moral victory by procuring authority to advertise beer and wines after 10 p. m.

The regulations, as to radio advertising, prescribe that no announcement advertising alcoholic liquor shall conflict with descriptive matter on the label; that no announcement shall suggest the absence of harmful affect or the presence of helpful or therapeutic effects; that no announcement shall include or make any reference to any form of contest or prize award; that there shall be no radio advertising of these beverages on Sundays; that no announcement shall contain any recipe or formula for using alcoholic liquor; that no announcement shall connect the product with home or family life; that no announcement shall refer to public or religious holidays or festivals; and that no radio announcement advertising alcoholic liquor shall be used which the Commission considers objectionable or contrary to public interest.

Wayne U Exchange

WAYNE UNIVERSITY's Division of Radio played host in June at an appreciation luncheon to Detroit radio men who had aided the new radio courses during the past academic year. Those attending were: H. A. Carlborg from CBS' Detroit office; Program Director Wynn Wright, Production Director Alex Gruenberg, and Education Director, Myron Golden from WWJ; Program Director Russ Neff, Technical Supervisor Lynn Smeby, Publicity Director Felix Holt, and Transcription Director Al Hodge from WXYZ; Program Director Arthur Sutton from CKLW; Education Committee Head Harry Breitenbach, of the Adcraft Club, Wayne Speech Department Chairman Preston H. Scott and Division of Radio Director Garnet R. Garrison. It is planned to make the affair an annual event and a medium of exchange of new technique in radio research, production and planning for those in the Detroit radio circles under auspices of the Wayne Division of Radio.

FCC Fund Voted

THE U. S. House of Representatives on June 18 completed Congressional action on the appropriation bill for independent Government agencies, including the FCC. The measure, which went to the White House for the President's signature provided $1,629,000 for the FCC during the fiscal year commencing July 1. The Independent Offices Bill passed the House some weeks ago, but was delayed in conference because of Senate Amendments affecting the Social Security Board.



● To HOUSEHOLDERS it means dependable electric conveniences.

To public untilities it means power plant engineering of the highest technical perfection.

To medical science it means research and development of the all important X-ray tubes and equipment.

To the radio industry it means the originator of broadcasting as we know it today, and the last word in transmitting and receiving equipment.

To radio *advertisers* it means WOWO—The Hoosier Station—which is Westinghouse owned and operated. Into the programming and management of WOWO have gone the full measure of Westinghouse experience and ability, insuring Hoosier audiences the best in programs and guaranteeing national advertisers the most in audience interest.

J-99486



WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc.—Fort Wayne, Ind.—10,000 Watts—NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

KSD IN ST. LOUIS

32—RADIO *Editor & Publisher for June 5, 1937*

RADIO AND THE NEWSPAPERS

By FRANK A. ARNOLD

Cooperation the Secret of Success

FEW, outside of the interested parties, realize how closely knit together are the interests of many radio stations and the newspapers with which they are associated. I have selected a half dozen from the nearly 200 in the United States as case examples and fairly representative of the larger number.

With a single exception, I have at one time or another visited all of these stations and have talked with their owners about their problems and plans for future development. This serves to add a personal touch to what otherwise might seem to be a purely academic discussion of the subject. by in evidence as these reports are compiled and sent out direct from the

* * *

KSD Holds Strategic Position

ONE always thinks of station KSD in terms of the *St. Louis Post-Dispatch*. It is today the oldest broadcasting station in Missouri and holds the distinction of being one of the first stations in the United States having broadcast its first program on March 9, 1922, under its present call letters "KSD." Throughout the daily programs one finds abundant evidence of the spirit of cooperation existing between the radio station and the newspaper. This applies not only to special events, but also to regular programming as apparently the facilities of the newspaper as they relate to feature articles and other editorial material is always at the disposal of the program manager of KSD.

In 1934 KSD replaced its old transmitter and was authorized by the FCC to increase its power to 5,000 watts in the day time and 1,000 watts at night. As one of the affiliates of NBC from the very beginning, it has held a strategic position, especially in its early years, in being able to give its audience all the leading programs initiated in the New York studios. Today, KSD easily ranks as one of the outstanding case examples of complete and satisfactory cooperation between the radio and the newspaper.

* * *

"It has held a strategic position"

One of the Outstanding Examples

NBC RED NETWORK

Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

WNAX

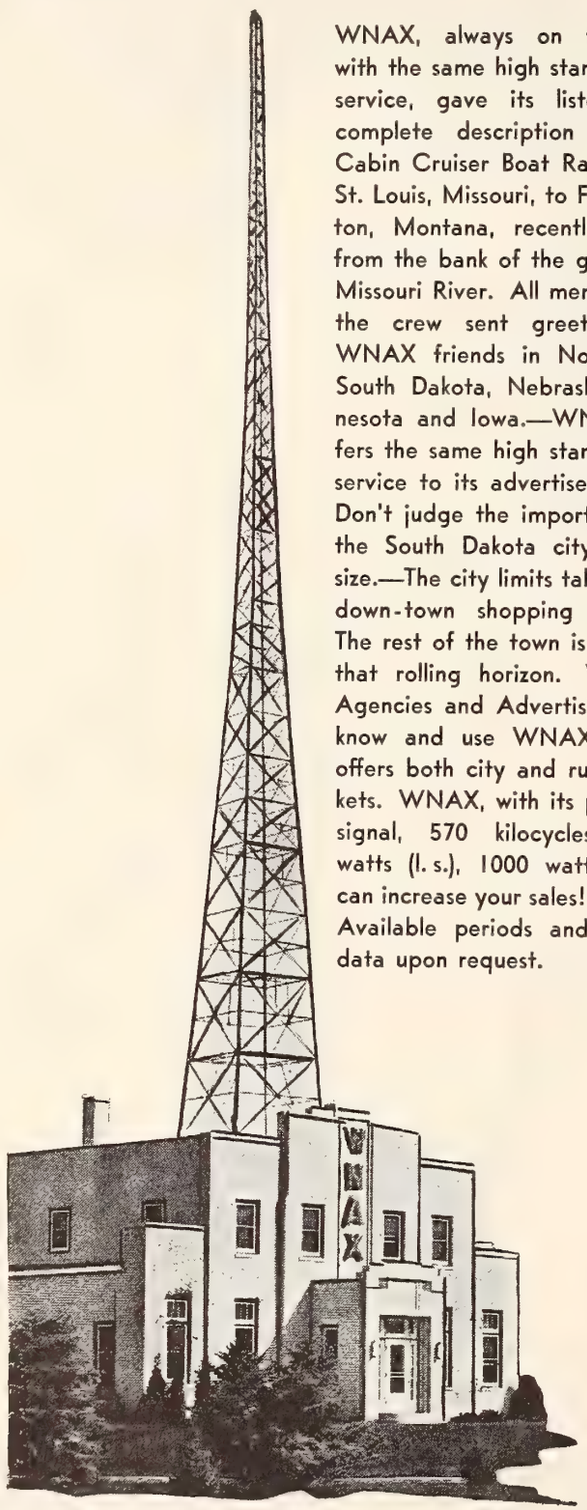
5000 Watts (L.S.) 1000 Watts Night

570 Kilocycles • Yankton, S. Dakota

WNAX, always on the job with the same high standard of service, gave its listeners a complete description of the Cabin Cruiser Boat Race from St. Louis, Missouri, to Fort Benton, Montana, recently, right from the bank of the good old Missouri River. All members of the crew sent greetings to WNAX friends in North and South Dakota, Nebraska, Minnesota and Iowa.—WNAX offers the same high standard of service to its advertisers.

Don't judge the importance of the South Dakota city by its size.—The city limits take in the down-town shopping district. The rest of the town is beyond that rolling horizon. Western Agencies and Advertising men know and use WNAX, which offers both city and rural markets. WNAX, with its powerful signal, 570 kilocycles, 5000 watts (l. s.), 1000 watts night, can increase your sales!

Available periods and station data upon request.



Representatives

WILSON - ROBERTSON

Kansas City • Chicago • New Work

Campus Program, Series for Women Selling for Pontiac

Auto Sponsor Returns in Fall With *Varsity Show* Feature

By F. A. BEREND

Advertising Manager, Pontiac Div. General Motors Corp.

PONTIAC always has been radio minded but has insisted upon programs with a definite appeal. Our *Varsity Shows* broadcast direct from the campuses of seventeen of the foremost universities each Friday from Jan. 22 to May 14 over NBC-Red network and the Kathryn Cravens *News Through a Woman's Eyes* — a CBS coast-to-coast feature three times a week—both have a very definite appeal.



Mr. Berend

Varsity Show will be resumed in the fall as soon as the colleges reopen. This special program was designed to appeal to a very select audience . . . the college and university alumni body of America of which there are some eight million or more members, and their friends and families. *Varsity Show* has frequently been called a tailor-made show for a ready-made audience.

Varsity Shows started Jan. 22 with the first broadcast coming direct from Hill Auditorium on the campus of the University of Michigan. From then on the broadcasts traveled from university to university and from coast-to-coast and included in the following order, Chicago, Ohio State, Columbia, Pennsylvania, Dartmouth, Notre Dame, Iowa, Louisiana State, Denver, Texas, Vanderbilt, Southern California, Oklahoma, Washington, Nebraska and Cornell.

Varsity Shows have many so-called by-products in the form of various promotional activities which add greatly to their value and go a long way toward guaranteeing a listening audience.

College Promotion

In connection with each broadcast we carried a page advertisement in the alumni magazine of the school and a series of advertisements in the student newspaper. Both papers in each school gave us splendid editorial support.

A special postal card was mailed to every alumnus of each university. Pontiac paid for the cards and the mailing. One school required 85,000 cards and the total mailing was 574,500 cards. The card described the program briefly, listed the stations and invited the alumnus to listen in.

Alumni secretaries did excellent work in organizing alumni club meetings all over the country. These took the form of smokers, dinners, dances, etc. In one instance more than a hundred such clubs held special meetings to hear the broadcast direct from the campus of their own alma mater.

Varsity Shows brought thousands of old grads into direct contact with their campus through the medium of radio for the first time since they graduated, which in many cases was 20, 30 or 40 years.

Hundreds of the finest fan letters were received by Pontiac, practically all of them written on high grade business or professional stationery. Probably no other program ever put on the air has touched such a responsive chord as *Varsity Show*. And what counts most is the high type of individual making up this vast alumni group.

Every *Varsity Show* was different . . . new talent . . . new location and new story to tell. Talent was excellent. Bands and glee clubs were the best in the country. Skits were original. On at least eight programs catchy song hits were sung by the student composers themselves. There were solos of almost every kind, including the roar of a real jungle tiger to the tune of "Tiger Rag" played by the varsity band, and a solo played on a bonaphone, which is a xylophone made of the petrified bones of prehistoric rhinoceros estimated to have lain on the plains for ten million years. And there was the young coed from down south who the experts say will soon be heard in Grand Opera.

Varsity Shows were a publicity natural. There was something new to write about each week. And plenty of features. With the lineage still to be accounted for from the last three programs, clipping bureaus have sent us over 13,000 column inches that have appeared in newspapers and magazines. That is more than 180,000 agate lines. Based on the publicity already received, the final figure should go over the 16,000 column inch mark.

Mechanically, technically and from a directing standpoint *Varsity Shows* were difficult to handle. A show producer from New York met with the show committee of each school at least four weeks ahead of broadcast. Then the director for the show arrived two weeks ahead and lived on the campus, holding auditions, conducting rehearsals, writing the continuity and actually putting on the show. Several days before the broadcast a crew of NBC and A. T. & T. technicians and engineers arrived on the scene with their remote pick-up equipment.

The response we have received from Pontiac dealers and the listening public alone would almost compel us to continue the *Varsity Show* series when school opens in the fall. But on top of that we have applications from 30 schools that want to be included when the series is made up.

So as long as we can keep two such distinctive radio programs before the public as *Varsity Shows* and *Kathryn Cravens*, Pontiac doubtless will be a leader in the use of chain broadcast facilities.

Via Pigeon

TO THE broadcaster's ordinary means of obtaining information, long and short wave broadcasts, telegraph, telephone and letter, Bob Edge, hunting and fishing commentator on WOR, Newark, has added a new one, carrier pigeon. For his regular Thursday night broadcast on June 17 Bob received information on conditions of wind, sky, sea, barometer and fishing course, sent by W. G. Schauffler, pilot of a fishing cruiser, the *Babe II*, 73 miles out at sea. Schauffler dispatched the data by carrier pigeon to the U. S. Naval Air Station at Lakehurst, N. J., whence it was phoned to Edge at WOR.



THE CLINCHING CLUE

It took a full week of research work on the part of the Ross Federal Research Bureau to discover this important clue to the WTIC market—a clue which is of vital significance to advertisers who want to thoroughly cover the rich Southern New England area.

Between February 28th and March 6th, thousands of telephone calls were made to analyze the listening habits of the people of this market. Here are the results:

60.72% were tuned to **WTIC.**
24.37% were tuned to the next most popular station.
6.54% were tuned to the third most popular station.
2.28% were tuned to the fourth most popular station.
6.09% were tuned to all other stations.

100.00% Total Calls

WTIC not only blankets Connecticut, but also large sections of western Massachusetts and eastern New York, as well as New Hampshire and Vermont. In WTIC's primary coverage area is a rich audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436.

Write today for the brochure containing full facts on the Ross Federal Survey.

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
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National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK

'The Other Americas'

FOR the fifth consecutive year, NBC has resumed its series titled *The Other Americas*, featuring Edward Tomlinson, expert on Latin America, in weekly programs dealing with Central and South America. Series started in June and is being heard on the NBC-Blue Tuesdays, 10-10:30 p. m. (EDST). Tomlinson last year covered the Buenos Aires peace conference via shortwave for NBC. The programs are in line with the plans of both NBC and CBS to expand their broadcasts to and from Latin America, CBS on June 30 starting a Sunday, 5-5:30 p. m., series of shortwave programs via W2XE to Central and South America.

STATE Progress Commission has been selected by the state of Washington to administer the $250,000 state advertising fund recently appropriated. The commission, none of whose members is an advertising man, comprises E. B. McGovern and Leo Weisfield, Seattle; Eric Johnston and James C. Cluskey, Spokane; Chapin D. Foster and Charles Larrabee, Bellingham, and Frederick Mercy, Yakima.

NAB Convention Resolutions

(*Continued from page 20*)

industry continues to grow in size, it becomes more and more apparent that if broadcasters are to handle their state, regional and national programs intelligently, they must be organized in state, regional and national units, as such organizations will serve to keep the rank and file better informed and give the numerous broadcasters more of a voice in the affairs of the industry.

Now therefore be it resolved, the board of directors of the NAB be and are hereby instructed to bend every effort during the year 1936-1937 to foster such organizations as chapters of the NAB.

And Whereas, one year has elapsed since that date and no effective action has been taken to carry out the purposes of that resolution, and

Whereas, the problems of radio are greater and more numerous than ever before, and

Whereas, the radio broadcasting industry is threatened with unjust legislation, racketeering, taxes and program difficulties both locally and nationally, and

Whereas, the need for the radio broadcasting industry to reorganize in keeping with the suggestions contained in the resolution adopted unanimously at the convention one year ago is greater today than ever,

Now therefore be it resolved, that it is the sense of this Convention that the NAB be recognized in such a manner and to such an extent as to encourage the growth and functioning of local and state-wide chapters.

Be it further resolved, that to expedite such reorganization, it is hereby ordered that a reorganization committee consisting of seven members be and is hereby appointed in the following manner:

The delegates present at this convention from each of the five radio regions as set up under the old Radio Act shall elect one of their number to represent their region on this committee. These five to in turn elect two additional members from among the delegates present, one of whom must be the president of the NAB and the other when elected shall serve as chairman of this committee.

Be it further resolved, that to finance this work a fund of $5,000 be set aside to defray the actual expenses of this committee and its work, and the committee is hereby instructed to proceed at the earliest possible moment to work out the details of a reorganization plan in keeping with the following suggestions:

1. Local chapters are to be organized or chartered wherever a sufficient number of radio stations are grouped geographically in such a manner as to make a local chapter feasible. Example, northern California, southern California, Oregon, western Washington and eastern Washington.

2. Local chapters to be chartered only by the NAB and each local chapter to be allowed one director in the National Association for each five stations or major fraction thereof plus one delegate for each station member, which delegate shall have all the rights and powers of a director save the right to vote and introduce motions.

3. The national organization to be divided into five or more regional organizations, which organizations shall be made up of the regular directors and delegates to the national organization from chapters in that particular region. These directors and delegates to have the same rights and powers in the regional organization as in the national association.

4. Each regional organization to be presided over by a regional director, who shall be elected from and by the directors from that particular region present at the annual meeting of the NAB.

5. The executive committee of the national association shall have charge of the affairs of the national association in the same manner and to the same extent as does the present board of directors, and shall consist of the regional directors plus the president-elect and the past-president of the national association.

Be it further resolved, that as soon as the committee has prepared such a plan in sufficient detail the committee shall submit it to the membership by mail and when a majority have approved it by mail, then the committee is hereby empowered to put said plan into operation to the end that the NAB may be able to function under such plan of reorganization when it meets in annual convention in 1938.

Local Committee Thanked

Resolved, That the NAB hereby extends its appreciation to Glenn Snyder, H. Leslie Atlass, Ralph L. Atlass, H. C. Crowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Stanford, Niles Trammel and Clinton R. White of the Local Convention Committee for their services in helping to make the 15th annual convention a success.

NBC at NEA Meeting

DR. FRANKLIN DUNHAM, NBC educational director; Ernest LaPrade, NBC director of music research; Judith Waller, NBC director of education for the central division, and George Jennings, student at NBC under a Rockefeller fellowship, represented the network at the 75th annual convention of the National Education Association in Detroit, June 27 to July 1. Talks on *Music on the Air for Secondary Schools* and *Radio Education in the United States* were made by Mr. LaPrade and Dr. Dunham. An exhibit of its educational activities was shown by NBC, which broadcast seven programs from the convention.

THE SCRIPT LIBRARY, division of Radio Events, is inaugurating a campaign to awaken Little Theatre Groups to the possibilities of radio. Pointing out that these groups could supply actors, directors and writers for radio as they do for the stage, although most Little Theatres do not yet realize the fact, The Script Library says that it is entirely possible that the long announced new radio theatre idea will originate with the advent, on a large scale of Little Theatres on the air.



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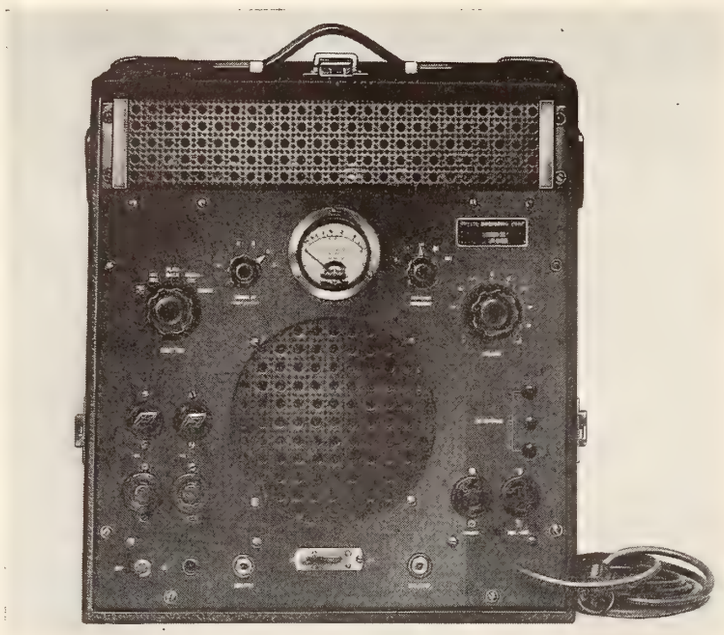
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TOPS IN SPOT

Your local campaign is headed for a lively and responsive market when KDKA joins your sales force. Here's a station perfectly fitted to the wide area it serves—with a record for preference among advertisers and audiences. Broadcasting pioneer, KDKA provides a special finesse for reaching the entire Tri-State market.

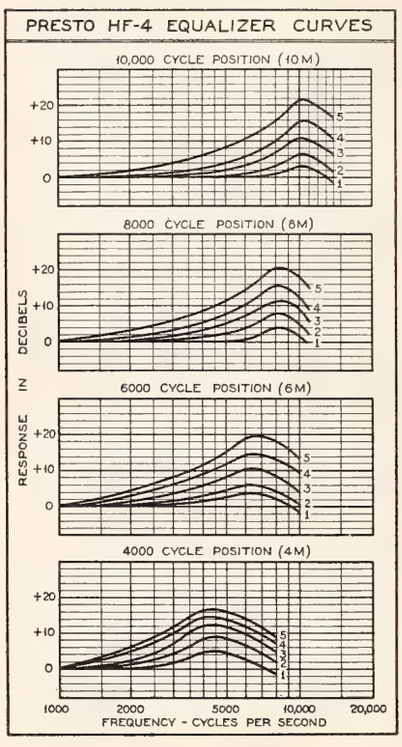
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in the CONTROL ROOM

J. R. POPPELE, chief engineer of WOR, Newark, spoke on "Broadcasting Studio Operating Equipment and Technique" at the monthly meeting of the Radio Club of America in the studios of WOR. Members of the club include Charles Horn, director of research and development at NBC; A. B. Chamberlain, chief engineer of CBS; Prof. E. H. Armstrong of Columbia U. and Prof. Louis Hazeltine of Stevens Institute.

JAMES V. THUNELL, formerly of Western Electric, has joined the engineering staff of KYW, Philadelphia.

GLEN R. THAYER has joined the engineering staff of WOWO and WGL, Fort Wayne. A graduate of Massachusetts Radio School, he was chief operator of WLNH, Laconia, N. H., and before that was with WJIM, Lansing.

A. C. GOODNOW, Westinghouse field engineer, has been transferred from Fort Wayne to Westinghouse radio headquarters at Chicopee Falls. He was in Fort Wayne eight months constructing equipment for the new WOWO and WGL studios and at Chicopee Falls he will work on new studio equipment for KYW in Philadelphia.

RICHARD W. BULLERS, transmitter operator of WJEJ, Hagerstown, Md., has returned to work, having recovered from a fractured shoulder sustained in a motorcycle accident.

H. C. REDMAN, formerly of KMTR, Hollywood, has joined the staff of KFAC, Los Angeles, as transmitter technician. He replaces Bob Adams, who resigned to take a similar position with KFVD, Los Angeles, for the summer.

ROBERT WALLACE, chief engineer of WSPA, Spartanburg, S. C., married Bernice Highsmith on June 26. They met in Rocky Mount, N. C., where Mr. Wallace was chief engineer of WEED and Miss Highsmith was a studio artist.

JAMES K. BROWN, formerly on the technical staff of KHJ, Los Angeles, has joined KFVD, that city as transmitter engineer, working under James H. Brown, chief engineer.

HOWARD HAYES, formerly of WKRC, Cincinnati, has joined the engineering staff of WBNS, Columbus.

WALTER PREE, formerly of WEMP, Milwaukee, has joined the engineering staff of WMT, Cedar Rapids, Ia.

WALTER A. GRAHAM, control supervisor at WOV-WBIL, New York, is the father of a baby girl.

DANIEL WILLIAMS, formerly chief engineer of Northern California Radio System (KJBS-KQW) has joined the NBC technical staff in San Francisco.

E. J. MILLER, formerly with Rockefeller Center Inc., has been made a maintenance engineer on NBC's Radio City staff.

RAY HARLOW, operator of WWSW, Pittsburgh, married Miss Martha Rhea on June 27.

GEORGE CASKEY has been named control operator of WSPD, Toledo, O.

DANIEL BARLOW, formerly with the Philco Radio Corp., has joined the technical staff of WIP, Philadelphia.

CLIFFORD C. HARRIS, technical supervisor of WIP, Philadelphia, has announced the appointments of Martin Oebbecke as assistant technical supervisor and James Peterson as equipment supervisor.

JACK LOVELL, chief engineer of WKY, Oklahoma City, is the father of a baby boy born recently.

W. E. DOWNEY, until 1933 assistant chief of the Radio Division, Department of Commerce, and one of radio's pioneers, who for the last four years has been an official of WPA in Portland, Ore., recently joined the Chicago field staff of the FCC under Harold (Had) Hays, supervisor.

JAMES WOOD, NBC engineer at Radio City, left for a European vacation on June 29.

RUSS PERSON, remote control engineer of WCCO, Minneapolis, received no injuries when his plane cracked up June 13. With 50 solo hours to his credit this was his first unhappy landing.

JAMES WARREN WALLACE, chief engineer of KVI, Tacoma, is the father of a 7-pound son born recently.

LLOYD CREEKMORE, KNX, Hollywood, sound effects director, was married to Lucille Brothers, in Santa Monica, Cal., June 14.

KEITH WEBSTER, control operator of WDBJ, Roanoke, recently suffered a broken jawbone and loss of several teeth in an airplane crash in the mountains near Roanoke.

DE WITT C. SHULTIS and Milton W. Kitchen have been promoted from staff positions in NBC's New York engineering department to fill the newly-created posts of maintenance relief supervisor and studio relief supervisor respectively.

MONTE WILSON, operator of KSL, Salt Lake City, and Caroline Woodmansee, KSL dramatic artist, were married in early June.

PALMER GREER of the engineering staff of WHIO, Dayton, has joined the engineering staff of WKRC, Cincinnati.

KENNETH TAYLOR has been added to the technical staff of KDB, Santa Barbara, Cal., under Chief Engineer Robert Moody.

PAUL C. O'HARRA, KNX, Hollywood engineer, has been elected president of Hollywood Local, Associated Columbia Broadcasting Technicians. He succeeds the late Kenneth G. Ormiston, who was KNX chief transmitter engineer.

DONALD EWERT, formerly chief engineer of WMFJ, Daytona Beach, Fla., has joined the technical staff of NBC, New York. Webster Ellenwood, chief operator of WMFJ, has been promoted to fill the vacancy and Don Fitch has been named operator.

TODD SLOAN, engineering supervisor of KYW, Philadelphia, sailed June 21 for a vacation in the West Indies.

EARL SORENSEN has joined the NBC Hollywood technical staff.

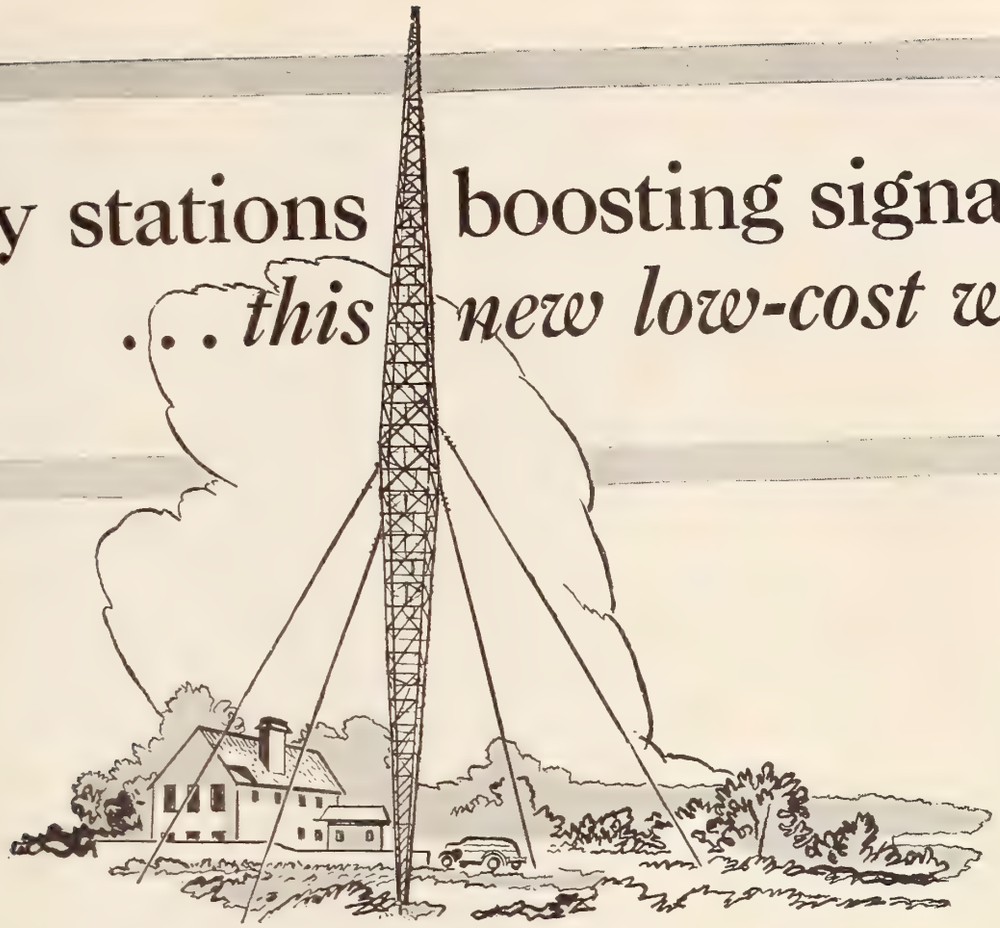
JACK WORMSER, formerly of the NBC Hollywood maintenance staff, has been promoted to sound effects.

J. A. MILLER, formerly Navy chief operator, has been added to the engineering staff of the transmitting station of WEAF, New York, located at Bellmore, L. I.

NBC Chicago Engineers

SEVEN men have been added to the NBC-Chicago engineering staff. They are: Andrew Schomaker, Hugh T. White, Arthur L. Hockin, L. E. Dutton, Thomas E. Gootee, A. D. Aldred and Homer Courchene. Schomaker, formerly of Automatic Electric Co., Chicago, and White, of Butow Electric Co., Chicago, are on the maintenance engineering staff. Hockin, formerly with the defunct ABC network, is on the studio engineering staff. Dutton, as studio engineer, comes from WIOD, Miami. Gootee, a member of the field staff, was with the RCA foreign engineering division. Aldred, of WGES, Chicago and Courchene, of KOY, Phoenix, are with the WMAQ and WENR transmitter crews, respectively.

Many stations boosting signal ... *this new low-cost way!*



PROGRAM AMPLIFIER DOUBLES DELIVERED AUDIO SIGNAL

... *with no increase in carrier power*

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The program amplifier is a variable loss network inserted in your program circuit. The loss introduced is controlled directly by the program level.

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KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
COLORADO	
KFEL	Denver
KFKA	Greeley
KGHF	Pueblo
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WTFI	Athens
WGST	Atlanta
WMAZ	Macon
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MAINE	
WCSH	Portland
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
WEBC	Duluth
WROC	Rochester
KSTP	St. Paul
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
WAIR	Winston-Salem
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown



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WBS

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KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ St. Johns
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
2 ZB Wellington

France
Radio-Toulouse Paris

Mexico
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An Awakening

NAB's membership, which still comprises the bulk of the broadcasting industry, for some time has been headed for a rude awakening. It came—at least, so we hope—at the convention in Chicago a few days ago.

For some time we have tried in these columns to impress upon the industry the fact that, although business is good and things appear superficially to be going fine, the bone and sinew of the industry were being threatened by cancerous growths. Symptoms have been plentiful, but no one seems to have been hurt—yet.

We referred to unanswered attacks upon the industry; uncombatted efforts to lure the government into broadcast operation; uncultivated contacts with an administration and a Congress inclined to be well-disposed toward radio but incredibly ill-informed about it; unsung songs about the industry's great accomplishments in times of flood and stress; unspoken speeches about the industry's honest and honorable aims and purposes.

All these we felt to be our journalistic duty to point out, but direct action we felt and still feel must be part and parcel of the functioning of the NAB. We believe these things must be done in addition to, being even more important than, such projects as the copyright library, radio audit bureau and the miscellany of lesser projects which have occupied the NAB executives for several years past, almost to the exclusion of all else.

The Chicago convention was probably the least impressive or exciting of the annual meetings of the last five years, yet it served an enormously useful purpose. It brought the basic problem of struggle for existence forcefully to the attention of the delegates. It created (we hope) an awareness among broadcasters of the fact that the dollar earned today isn't the only important thing. We think it should shake them out of their lethargy and make them realize that theirs is a peculiarly vulnerable industry, partaking as it does of public service factors and requiring short-term franchises and being susceptible to every whim and caprice of politics and reform. Hence a strong central organization is absolutely essential, and the fact that the convention voted to strengthen it is all to the good.

We have confidence in the new NAB high command. The alacrity with which the board bent to the task of bolstering the industry's forces, and the beginning of a campaign of aggression against the gnawing adversaries of the American system, are most heartening. In John Elmer we believe the industry made a splendid choice of leader for the important year ahead. He is an independent thinker and, best of all, a worker. From his long publishing and radio experience, he knows public relations as well as business. He is close enough to Washington, as a Baltimore resident, to jump into the breach on short notice. He should be an ideal guiding and steadying force, given the proper cooperation of his board and his committees and his managing director.

While history wasn't made at the Chicago convention, we feel it may be made as a *result* of it during the coming year. If the proper kind of cooperative effort and support is not forthcoming, we may all be moaning under the pain of sackcloth and ashes when the convention is called a year hence.

Right now we want to urge that large cities should be avoided, at least in alternate years, for NAB conventions. There are too many distractions to expect clear thinking and maximum attendance. The 1937 convention proved it again. A resort town and evening sessions, we think, might well be considered once more for next year.

Program Evolution

PROGRAM development should be radio's next stride. That was emphasized by the two principal speakers at the NAB convention, speaking from different points of view. Both Chairman Sykes of the FCC Broadcast Division and Arthur Pryor Jr., New York agency executive, admonished the conventioneers to keep improving programs, labelling it as the panacea of most ills and the surest safeguard of the integrity of the American system.

With Mr. Pryor's remarks, reported elsewhere in this issue, we go along in the main, although we do feel he put too much emphasis upon the broadcasters' failure to enforce a more rigid control over program commercials and station-break announcements. It is one thing to advise stations to reject agency commercials if they do not measure up to the station's self-imposed minimum standards, and another to get the agency to alter its copy. From past experience we know the agency's stock answer to be that the advertiser demands results and that copy must be geared accordingly. And then comes the usual clincher line —that the station either take the copy or watch it go across the street to a competitor.

As for station-break announcements, stations will take them as long as the advertisers, through their agencies, insist on them and until adequate spot program placements offset the loss in chain-break revenue. We do agree they constitute a growing evil from the program standpoint, and we think the listener is becoming all too weary as their numbers increase.

Broadcasters, some of them rather slowly, are beginning to learn that the agency is not so exalted and that it will make the best buy it can, as it should, for its client. It is elementary, therefore, that the Utopian condition envisioned by Mr. Pryor can only come when the industry as a unit agrees to and abides by a predetermined set of ethical and commercial standards. That means rate-adherence and sensible copy. It means fair and clean competition. It means a limitation on merchandising service so it won't result in the equivalent of a rate-cut.

"The minute you get hard to buy," said Mr. Pryor, "you are going to sell lots more programs". We say Amen.

"Only 270 More"

BEST of the stories we have heard about Congressional pressure exerted on behalf of constituent applicants for radio facilities before the FCC, is one that shows how lightly the political mind regards radio regulation. We recount it, without mentioning names or the actual frequencies involved, because it emphasizes again the need for stricter regulation and a stiffer backbone for the regulators which we hope the new appointee to the Commission will bring to it soon.

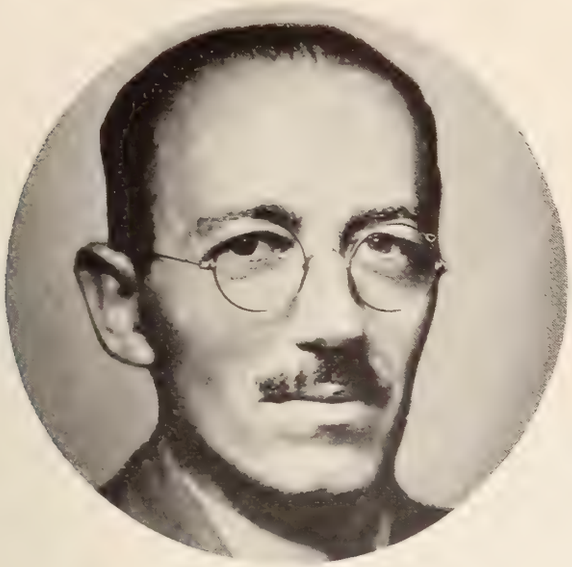
A broadcaster asked his Senator to support his application for a shift in frequency from 1000 to 1270 kc. (frequencies are fictitious lest they reveal identities). The Senator, pondering a moment, said: "You want to change from 1000 to 1270 kilocycles? Let me see, that's only 270 kilocycles more, isn't it? Well, that ought to be easy; we'll see what we can do about it." The broadcaster hasn't gotten his "270 kilocycles" yet, but he has hopes.

The RADIO BOOK SHELF

SUPPLEMENT No. 1 to the *Script Catalog* published last January by the Federal Educational Radio Project of the U. S. Office of Education has just been released, containing 47 educational radio scripts to add to the 53 contained in the original catalog. It is obtainable without cost from the Office of Education, Washington, as part of the script library service recently instituted to make available to educators and radio stations model scripts for broadcast purposes.

ARCHIBALD MacLEASH, the Pulitzer prize-winner poet who wrote *The Fall of the City* specially for radio and presented over CBS in April, has published his epic poem (Farrar & Rinehart, New York, 50 cents). The *New York Times*, in an enthusiastic review, asserts that "in it literature at last shows some hope of catching up with music at the dial's point," and urges that it be broadcast again.

We Pay Our Respects To —



JOHN ELMER

FOR 15 YEARS the NAB has been the recognized trade association of the broadcasting industry. Its membership has been made up of all classes of stations—clear channel, regional and local. This year, for the first time in that span, the operator of a "100-watter" stands at the helm of the NAB, duly elected as its president.

That "100-watter" is John Elmer, president and directing head of WCBM, Baltimore local. He was elevated from the first vice-presidency as the successor to Charles W. Myers, of KOIN, Portland, a regional station operator.

The seat of NAB activity is in Washington. That is because Uncle Sam's operations are centered there, and radio, unlike any other advertising medium, must gear its functions to the tempo of governmental regulation. The new NAB president resides just 35 miles airline from the Capitol City. In less than an hour he can leave his desk in Baltimore and be at NAB headquarters in Washington. Thus, it is likely that a new record for presidential activity in NAB affairs will be established during the 1937-38 year.

It was just seven years ago that John Elmer entered the radio field after a long and successful career in journalism. If there are two men in the broadcasting field who happen to fit an almost identical pattern in background and experience, they are the retiring NAB president and his successor. Both began their careers in the circulation departments of newspapers—but on opposite sides of the country. Both were graduated to the advertising departments and then to the business managements. "Chuck" Myers branched into radio ahead of John Elmer. Each in his own time saw radio as a projection of journalism, and got into the field.

From the moment John Elmer stepped into radio as the manager of the then nondescript little WCBM, he became interested in the affairs of the industry. During the NRA days of three years ago he served as vice-chairman of the Code Authority for the broadcasting industry. He has been an official of National Independent Broadcasters, representing local stations, since its creation two years ago. He was instrumental in the organization of the General Broadcasting System, which embraces stations in New York, Philadelphia, Washington, Wilmington and Baltimore, forming a segment of the Inter-City Network keyed from WMCA, New York. He has been in the thick of NAB activity since he first qualified as a broadcaster in 1930. He is also a member of the Federal Radio Education Committee appointed two years ago by the FCC.

John Elmer loves a fight. He feels the broadcasting industry has a fight in building new prestige and in warding off the fire of anti-radio groups, particularly along the Washington front. While he heads WCBM, most of the management details are left to his son-in-law, George H. Roeder, while John himself contacts the accounts in Baltimore, the agencies in New York and tends to his industry duties.

There isn't a cop on any beat or even a cab driver who knows his Baltimore any better than John Elmer. He was born there Aug. 5, 1885, and has never lived in any other city. He was a lad of ten—an orphan—when he began shifting for himself. That probably accounts for his deep interest in practically every juvenile institution in Baltimore. Picnics during the summer for six or seven of these institutions under the Elmer aegis, are regularly scheduled events.

John Elmer went through Baltimore grammer schools while working at odd jobs. In 1904, a lad of 16, he really began his newspaper career. He joined the old *Baltimore World* as a subscription solicitor. He shifted to the *Baltimore American* in 1906, and took his first fling at advertising. He was assigned to the classified department, but soon became a star "space" saleman. In 1912 he was made advertising manager. When Frank A. Munsey purchased the *American* from Gen. Felix Agnus in 1921, he continued with the newspaper, while top executives in other departments went elsewhere. He became its assistant general manager and advertising director. In 1923, William Randolph Hearst purchased the *American*. Elmer was asked to remain, which he did for one year.

After this long career in the newspaper field, Mr. Elmer decided to enter business for himself, and opened a local advertising agency. The business prospered. But late in 1926, Mr. Hearst again sought his services, and he returned to the *American* as its publisher. He turned the agency business over to a partner. In September, 1929, Mr. Elmer resigned that post, and the following year reopened an agency and advertising counsellor service. In the latter capacity, he was called in to see what could be done with WCBM, then in the doldrums. That was in April, 1930. By July, he became president and part-owner of the station. He had the "radio bug," as he expresses it, and dropped all other operations to devote his full time to it. The station, as a purely local unit, has prospered under his direction.

John Elmer was married in 1906 to Arabia Crouse of Baltimore. They have four daughters, Mrs. Dorothy E. Roeder, wife of the WCBM manager; Mrs. David E. Tydings; Miss Jeanne, who conducts a very successful dancing studio in Baltimore, and Betty Lee, aged 12. There are three grandchildren—two daughters and a son.

Mr. Elmer is a 32nd degree Mason, a Shriner and an Elk. Other organizations in which he is interested are the Merchants Club of Baltimore; the Baltimore Civic Association, of which he is vice-president; the Children's Fresh Air Society, of which he is vice-president; Goodwill Industries; Baltimore Safety Council; Salvation Army, and Children's Playground Group, being a director in the last four. He attends the Episcopal Church.

PERSONAL NOTES

JOHN IRACI, president of International Broadcasting Corp., and general manager of WOV-WBIL, New York, and WRAX and WPEN, Philadelphia, left June 26 on the *Rex* for a trip to Italy and France, where he will study European broadcasting technique and look into the possibility of securing European talent for his stations. During his absence Miss Hyla Kiczales will act as general manager of the stations.

NORMAN S. McGEE, for several months a member of the sales staff of WQXR, New York, has been appointed sales manager of the station, following the resignation of Alfred S. Moss, who left to become an account executive with A. W. Lewin Co. Inc., Newark. Mr. McGee will assist in the production of commercial programs as well as direct the sales staff.

FRED J. HART, general manager of KGMB, Honolulu, accompanied by Mrs. Hart and their daughter Margaret, will sail for Europe July 24 aboard the *Saturnia* for a four-month sojourn. They plan to tour most of the Continent, returning to New York Oct. 25.

G. WILLIAM ANDERSON, until recently in charge of toilet goods advertising of the *New York Herald-Tribune* and previously advertising manager of *Toilet Requisites Magazine* and general manager of *Perfumers Journal* has joined the sales staff of the New York Broadcasting System.

A. L. ASHBY, vice-president and general attorney of NBC, is sailing with his wife, daughter and son July 7 on the *Hansa* for a trip to Europe. They will return Sept. 2.

EDWARD W. BUCKALEW, who recently joined the CBS Hollywood sales promotion staff has been made Pacific Coast manager of the department for the network and is headquartered at KNX, that city. Bob Reichenbach, formerly in charge of CBS northern California sales promotion, San Francisco, has been transferred to Hollywood. Staff also includes George McCaughna who has been with KNX sales promotion department more than three years.

ED KIRBY, sales promotion manager of the National Life and Accident Insurance Co., which operates WSM, Nashville, has resigned effective July 15, to become sales promotion manager of the *Southern Agriculturalist*, published in Nashville. He was with the WSM organization for five years.

DONALD FLAMM, president of WMCA, New York, sailed for Europe in mid-June for a tour of continental radio and musical centers.

LENOX R. LOHR, president of NBC, has invited all the network's personnel in New York to attend a fireworks display July 5 at his home in Tarrytown.

CARROL HAUSER, chief engineer of KMTR, Hollywood, has been made station manager succeeding Tex Rickard, resigned.

JANET MacRORIE, NBC's continuity acceptance editor, left New York June 24 for a West Indies cruise.

EARL H. GAMMONS, general manager of WCCO, Minneapolis, was recently elected chairman of the board of the local Better Business Bureau.

HERBERT J. TILY, member of the board of WFIL, Philadelphia, was given a Doctor of Music degree at Pennsylvania U commencement.

ELLIS ATTEBERRY, general manager of KCKN, Kansas City, Kan., published an article called "Radio Broadcasting" in the June issue of *The Blue Diamond*, a periodical of the Kansas City Athletic Club.

ALLEN FRANKLIN, formerly of KVOO, Tulsa, has joined the sales staff of WFIL, Philadelphia.

E. L. COLBURN has been transferred to the sales staff of WKY, Oklahoma City, from the advertising staff of the *Daily Oklahoman & Times*. L. C. Stokely, formerly of KANS, Wichita, has joined the WKY sales staff.

MEL WOOLENS, of the local sales department of NBC-Chicago, on July 3 joins WCFL, Chicago, as commercial manager, succeeding C. P. McAssey. Mr. Woolens had been on the sales staff of WCFL before joining NBC.

ED SIMS, commercial manager and sports announcer of WMFJ, Daytona Beach, Fla., has been appointed commissioner of the Florida Semi-pro Baseball Tournament to be played in that city July 12.

JOHN A HOLMAN, general manager of WBZ-WBZA, Boston-Springfield, was recently elected to the board of directors of the Boston Advertising Club and named honorary vice-president of the Scituate Players.

LOUISE WASMER, owner of KHQ, Spokane, was saluted recently during the *Romance of Achievement* program sponsored by the First National Bank, that city, a program series during which tributes are made to the bank's depositors.

JOHN F. McNAMARA, program-manager of WBZ-WBZA, Boston-Springfield, is vacationing in Europe, and will return about August 1.

GEORGE BIGGAR, promotional director of WLS, Chicago, was recently elected president of the Chicago Alumni Association of South Dakota U.

NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE....

Saves from 20% to 75% and more depending upon distance and length of message

● With staggering economies that claim the attention of every executive the new Postal Telegraph Night Letter Service has gone into operation (within the United States), as the most important communication development in years.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents...two cents a word!

Take full advantage of the economies the new Postal Telegraph Night Letter Service offers. Use it for business and social messages. Make it a part of your daily correspondence routine. Get an assured next-morning reading of your message. Open the way for an immediate telegraph reply. Call Postal Telegraph for further information.

* **NOTE:** *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

Postal Telegraph

HENRY STANLEY, formerly with R. U. McIntosh & Associates, Los Angeles transcription firm, and Harry Gale, display advertising salesman for Chicago papers, have been added to the sales staff of WJJD, Chicago.

KEN MARSH, formerly of KFDM, Beaumont, Tex., has joined the sales and promotion staff of WJEJ, Hagerstown, Md.

WILLIAM K. DORMAN, manager of John H. Perry Associates, operator of WCOA, Pensacola, Fla., is leaving New York July 2 for a ten day business visit to Cincinnati and Louisville. He will visit advertisers and agency executives.

D. J. POYNOR, manager of WMBH, Joplin, Mo., was recently called to the state capital to attend a conference of 28 men who were to help in an advisory capacity in the formation of the state's policy in relation to wild life.

MRS. VIVIEN RUE is the new assistant manager at WMBH, Joplin, Mo. Mrs. Stella Lukens is the new program director.

BERNARD LEVINE, formerly with KGDM, Stockton, Cal., has been named to the sales promotion staff of KYOS, Merced, Cal.

GENE CLARK, for the past five years a member of the Northern California Radio System, resigned his position as assistant manager of KQW, San Jose, recently to become director of publicity for the San Jose Chamber of Commerce.

CHARLES MORIN, member of the CBS sales staff in San Francisco, is vacationing in Yellowstone National Park.

VOLNEY T. JAMES who formerly headed his own Los Angeles advertising agency, has joined KMTR, Hollywood, as account executive.

M. E. (BOB) ROBERTS, manager of KYA, San Francisco recently purchased a mountain cabin in the Santa Cruz Mountains, California and has been spending his week-ends there collecting a sun-tan.

JAMES FORD, formerly associated with radio in Iowa and Nebraska, has joined the sales staff of Consolidated Transcription Library, Hollywood.

ALLEN FRANKLIN, formerly of KVOO, Tulsa, has joined the sales staff of WFIL, Philadelphia.

BERNARD LEVINE, formerly of KGDM, Stockton, Cal., has joined the sales promotion department of KYOS, Merced, Cal.

M. J. MARA has been added to the sales staff of KJBS, San Francisco.

R. L. HAMMOND, formerly associated with Goodyear Tire & Rubber Co., Los Angeles, has joined KFAC, that city, as account executive.

ADRIEL FRIED, formerly with the Robert Young Adv. Agency, San Francisco, and prior to that with the Sidney Garfinkel Adv. Agency, that city, has joined KYOS, Merced, Cal., as account executive. He replaces Wayne Wooldridge who resigned to go to Los Angeles.

Marcellus D. Smith

MARCELLUS D. SMITH, chief owner of WBRC, Birmingham regional, and president of the Birmingham Awning & Tent Works, died June 9 in a local hospital following a brief illness. He was 45 years old. Mr. Smith purchased control of WBRC in 1928. K. G. Marshall, vice-president of the Birmingham Terminal Restaurant, manager of the station, and J. C. Bell, chief engineer, are minority stockholders in the Birmingham Broadcasting Co. Inc., each owning 2 2-9 shares of stock to Mr. Smith's 5 5-9. Mr. Smith is survived by his widow, a daughter and a son.

BEHIND THE MICROPHONE

LEON GOLDSTEIN, for two years publicity director of WBNX, New York, and formerly engaged in bank publicity, has resigned to take a similar position at WMCA, New York, on July 1. Frank Johnson, studio director of WBNX, will take over the publicity duties as well. At WMCA Goldstein is succeeding Larry Nixon, who will devote the rest of the summer to completing a novel which he has contracted to have ready for fall publication. Nixon joined the WMCA staff as publicity director and news editor about two years ago, and was formerly with Hirshon-Garfield Inc.

LLOYD E. YODER, Western publicity director of NBC, has been named general chairman of the eighth annual Radio Day at the Salinas, Calif., Rodeo on Friday, July 16. A representative group of radio executives and artists from all the San Francisco bay area broadcasting stations will attend the Rodeo on Radio Day. Mr. Yoder also has been named chairman of Radio Day at the annual California State Fair, to be held in Sacramento next September.

VIRGIL IRWIN, formerly of KMAC. San Antonio, is the new continuity editor at WAAF, Chicago, succeeding Jack Odell, recently promoted to program director.

WILLIAM FIFIELD, formerly with KUJ, Walla Walla, Wash., and Jay Sims of KFWB, Hollywood, have been added to the WBBM announcing staff, Chicago.

KARL BARRON, announcer, formerly with WIP, Philadelphia, has been added to the announcing staff of KYA. San Francisco.

HAL BURNETT, director of publicity of WBBM, Chicago, has been named a director of Sigma Delta Chi, national professional journalistic fraternity, and Julian Bentley, news commentator of WLS, that city, has been made an associate member of the fraternity.

GLEN LAW, formerly of WBOW, Terre Haute, Ind., has joined the announcing staff of KSO-KRNT, Des Moines.

DICK RUPPERT a member of the traffic department of WKRC, Cincinnati, married Doris McCormack on June 26.

FEY ROGERS, formerly of WSVA, Harrisonburg, Va., has joined the announcing staff of WOPI, Bristol, Tenn.

TOM KELLY, formerly of WTCN, Minneapolis, has joined the announcing staff of WIBW, Topeka, Kan.

BILL BALDWIN and Willard Klinger have been added to the announcing staff of WGN, Chicago. Baldwin was formerly with WOW, Omaha, while Klinger comes from WSAZ, Huntington, W. Va.

CHESTER J. GRUBER, (Pooschem-up Tony Cabooch) of WHO, Des Moines, suffered a painful leg injury June 22 when a revolver he was cleaning was accidentally discharged. A line was intalled in his home and his programs were continued without interruption.

W. N. McGILL, station manager and Luther Putnam, news commentator of KGGC, San Francisco, have resigned. Gordon Willis and Harry Leroy have joined the news casting staff of KGGC and Les Malloy, publicity director, is doing part-time announcing.

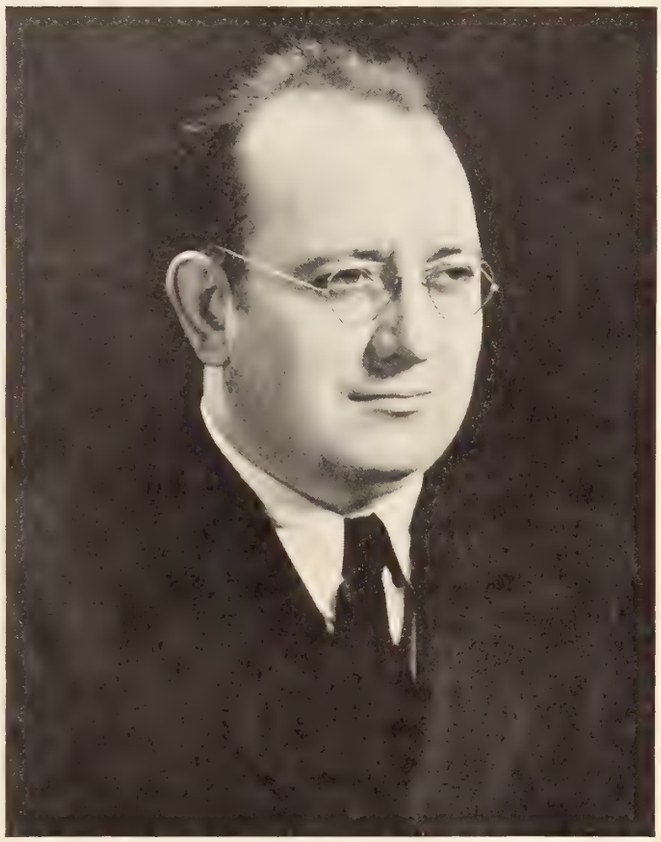
LEWIS CHARLES, formerly chief announcer at WINS, New York, and Kennedy Ludham, formerly with WNAC, Boston, have been added to the announcing staff of WOV-WBIL, New York.

Announcement

●

Paul Godley

Announces His Association With



Dr. George H. Brown

Formerly of the Research Division
RCA Manufacturing Co., Camden, N. J.

In The Firm

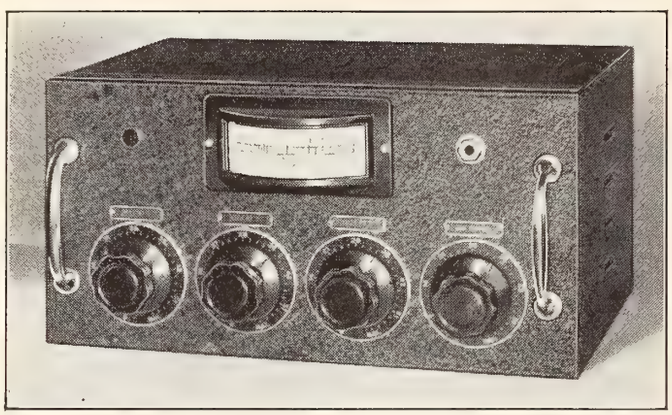
GODLEY & BROWN

Consulting Radio Engineers

Montclair, N. J. ● Telephone Montclair 2-7859

IF ITS PERFORMANCE, APPEARANCE, QUALITY, COMPACTNESS AND FLEXIBILITY YOU DEMAND OF A REMOTE ITS---

The Gates "DYNAMOTE"



Here is a new Gates remote equipment that broadcasters can depend upon to provide studio type quality and completeness in handling facilities and yet offer more compactness and ease of carrying than has ever before been possible with remote equipment.

The Dynamote weighs slightly over 30 pounds and is 20" by 12" by 10" including power supply and packed in carrying case yet three mixing positions, a high gain battery or A. C. amplifier, our 5" edgewise V. I. meter, master gain, head set jack, locking type microphone connectors and complete power supply are standard equipment with room left in the case for three microphones, head phones and banquet or desk stands. Though only four weeks old the Dynamote is being proclaimed by broadcasters from Los Angeles to New York as a creator of a new era in remote control apparatus. Do you have bulletin 71 on this newest Gates 15th Anniversary release?

DYNAMOTE FEATURES

1—Three position wiping contact mixing system (30 or 200 ohms)

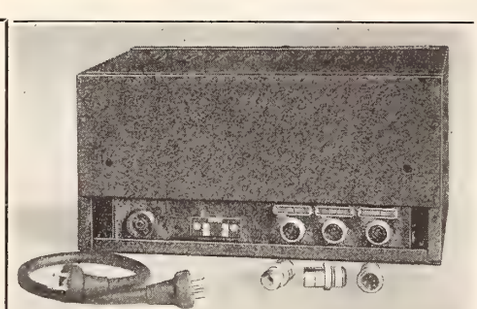
2—5" edgewise scale output meter

3—Four stage high gain amplifier

4—Battery or light socket operation

5—The price complete, amplifier, power supply and carrying case, is only $148.50

See the Dynamote as well as many other Gates remote, speech input and accessory equipments, or write for full particulars.



Mfgd. By

GATES RADIO & SUPPLY CO.

Manufacturing Engineers Since 1922

Quincy, Ill., U.S.A.

Cable address Gatesradio

MARTIN VIALE and Pinto Tameirao have been added to the announcing staff of NBC's South American program department, which broadcasts daily on a short-wave station W3XAL, Bound Brook, N. J., programs for the South American audience. Vaile, from the Argentine, is a lawyer, journalist and commentator who will present a daily broadcast of Press Radio News in Spanish. Tameirao, a Brazilian who will announce the Thursday evening *American Composers* program in Portuguese, was formerly editor of *A Fazenda*, a farm paper circulated in Brazil.

JERRY BURNS has been named to the staff of KXBY, Kansas City, as newscaster and special events announcer and Frank E. Bailey, formerly head of the production department, has been appointed merchandise and publicity manager of KXBY.

FREDERIC B. COLE, formerly of KHJ, Los Angeles, has joined the announcing staff of WBZ, Boston.

TOM HUSSEY, announcer of the Yankee and Colonial networks, married Miss Margaret Hutchinson of Marblehead, Mass., June 12.

FRAN COUGHLIN, continuity writer of WGN, Chicago, spoke June 14 before the Rotary Club of Freeport, Ill., on "Writing in Radio."

IVAN STREED, production manager of WHBF, Rock Island, Ill., is making a circle tour of Canada, New England, and the South.

STOCKTON HELFRICH, assistant manager, NBC script division, vacations to Puerto Rico on July 3.

RICHARD LEONARD, member of NBC's New York production staff, is the father of a boy born June 11.

LEWIS TEE GARDEN, recently appointed chief announcer of KEHE, Los Angeles, has been made production manager, succeeding Ray Appleby, resigned. Al Poska, has been elevated to chief announcer and Clinton Jones, news rewrite man, has been transferred to the continuity department.

FRANK GILL, Jr., writer on the CBS *Texaco Town* program sponsored by Texas Co., from Hollywood, is the father of a baby girl born June 14.

RALPH RICHARDS, staff pianist at NBC studios, San Francisco has been awarded a year's scholarship with Rudolph Ganz. He will take a leave of absence while he studies in the East.

RICHARD DEASY, formerly of KSFO, San Francisco, has moved to KYA, that city.

HERB ALLEN, announcer, collapsed recently while describing a baseball game in Oakland, Calif., over KROW. Allen is a staff anouncer at KFRC when not sportscasting. Ernie Smith, of KYA and Ernie Eikenberger substituted for Allen during his illness.

GRAVES TAYLOR, promotion manager of WGAR, Cleveland, and Mrs. Taylor on June 14 became the parents of a 7¾ lb. son, William Graves.

MARJORIE GIBSON, WLS, Chicago, actress, and John N. Thornburn, Chicago lawyer, were married June 15 in Flora, Ill., Dr. John W. Holland, pastor of the *Little Brown Church of the Air*, performed the ceremony.

BILL REX, formerly of WAYX, Waycross, Ga., has joined the announcing staff of WJEJ, Hagerstown, Md. Francis Koonce has also been named to the WJEJ announcing staff.

WARREN CHAMPLIN has resigned and James Hennessey has been added to the announcing staff of WTMV, E. St. Louis.

HERBERT PLAMBECK, farm editor of WHO, Des Moines, married Miss Frances Hahn on June 23.

JOHN PHILLIP SOUSA III has joined the mail room staff of NBC in New York. He is the grandson of the illustrious band leader.



ANNOUNCERS' CONTEST—Thelma Lang, the winner of a contest called *Microphobians* on KYA, San Francisco, receives the award offered by a local jewelry concern from Leon Churchon, KYA program director.

IRVING S. STROUSE, former publicity director of J. P. Mueller Adv. Co., New York, has been placed in charge of publicity for Artists Management Inc., and the Paul Whiteman interests, with offices at 17 E. 45th St.

ASHTON DUNN, for six years with R. H. MACY & Co., has joined NBC's New York personnel division.

GEORGE HAYES, formerly of NBC's night program manager's staff, and Arthur Gabarini, formerly in the guest relations department, have been graduated from the network's announcing school as full-fledged NBC announcers.

NORMAN CLOUTIER, former musical director of WTIC, Hartford, has joined NBC's New York music division as a conductor.

HORACE CAPPS, recently of WLW, Cincinnati, has resigned as head of the Clinton County (O) school music department to join WBOW, Terre Haute, Ind., as program and production head. Wendell Siler, formerly of WSVA, Harrisonburg, Va., has joined the WBOW staff. Wilfred MacDill has been named head of the merchandising department.

DORIS RILEY, of the continuity staff of CFAC, Calgary, Alb., has been transferred to CJAT, Trail.

DICK WYNNE, announcer-producer at KJBS, San Francisco, has tendered his resignation. He plans to go to Southern California.

MEL VENTER, Bob Bence and Bill Davidson, announcers at KFRC, San Francisco, have been ordered transferred to the Mutual-Don Lee studios at KHJ, Los Angeles. Their transfer is in connection with the removal of two feature broadcasts from San Francisco to Los Angeles.

LEE STRAHORN, formerly with Lord & Thomas, has joined the NBC press department at San Francisco.

MAX KNEPPER, new to radio, has been made publicity director of KFVD, Los Angeles, succeeding Celia Brady, who has been named office manager.

G. A. PALMER, continuity director of 3DB, Melbourne, Australia, was in Hollywood late in June, on a tour of the United States, studying American radio methods.

CHARLES SMITH of the NBC Hollywood Artists Bureau, recently spent two weeks in New York conferring with network officials.

DOUG DOAN, publicity director of KRBC, Abilene, Tex., has been named program director to succeed Gene Herd, resigned. Forrest W. Clough, formerly of the KRBC announcing staff, has returned to Dallas to do publicity and continuity work.

15 YEARS OF BROADCASTING



HOYT B. WOOTEN
President and Owner, WREC



Some Outstanding Accomplishments During WREC's 15th Year Broadcasting

☐ WREC's new 5-kw wide-range, high-fidelity transmitter was completed and put into operation, giving radio listeners a quality of reception hitherto unknown in Memphis and Mid-South, and practically doubled WREC's coverage area.

☐ WREC voted overwhelming choice of Memphis and Mid-South Radio Listeners (2 to 1 favorite over 2nd station) in an authoritative survey made, September-October, 1936, by Oliver P. Cobb Company, certified public accountants, Memphis. Listener preference: WREC 64.60%; WMC 32.57%; WNBR 1.99%; WHBQ .84%. Sworn copy of survey available upon request.

☐ Local Memphis Advertisers buying WREC more than 2¼ to 1. During April, 1937, Memphis business men bought and ran 2¼ times as many commercial programs on WREC as they did on Memphis' second station—282 to 124 programs. Proven results! That's the answer . . . and you can get the same answer!



NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

HECTOR CHEVIGNY, CBS Pacific Coast continuity editor in Hollywood, has resigned to join the production department of F. Wallis Armstrong Co., that city. He has been assigned to the writing staff of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co., working under Bill Bacher, producer.

DON BERNARD, formerly KHJ, Los Angeles production manager, has joined the CBS Hollywood production staff. CBS has assigned William Lawrence to take over production of *New Horizon*, weekly half hour KNX, Hollywood, musical program, sponsored by Bullock's, Los Angeles department store. Glenhall Taylor who recently resigned to join the Young & Rubicam Inc., Hollywood production staff, formerly produced the program.

JIM BANNON, formerly of KMOX, St. Louis, and prior to that on the announcing staff of WABC, New York, has joined KEHE, Los Angeles in a similar capacity and has changed his name to Todd Forsythe. He will specialize in sports announcing.

VAN C. NEWKIRK, well known in Pacific Coast radio, has been appointed program director of KMPC, Beverly Hills, Cal., station recently acquired by G. A. Richards. Newkirk was from 1925 to 1933 on the staff of KHJ, Los Angeles, in various capacities.

BERNIE MILLIGAN, *Los Angeles Examiner* radio editor, has been signed by KMTR, Hollywood, to announce the Friday night fights from Hollywood Legion Stadium.

DON WILSON, NBC Hollywood announcer, has been signed by Condor Pictures Inc., that city, to do the narration on a series of 13 outdor sport shorts which will be released through RKO.

KATHRYN CRAVEN, New York commentator, will originate her thrice weekly quarter hour CBS *News Through a Woman's Eyes* program, under sponsorship of Pontiac Motor Co., from Hollywood for four weeks starting July 5. She arrives in Hollywood July 2 and is to include film celebrity interviews in her broadcasts.

FRANK MANOFF, announcer-technician at KROW, Oakland, Cal., recently resigned to take a similar position with KLS, Oakland.

ANDY POTTER, manager of KOH, Reno, was a recent San Francisco visitor during a vacation trip.

ERNIE SMITH, KYA sportscaster, has recovered from a touch of whooping cough, contracted from his children. Dwight Newton, who conducts children's programs for KYA, was absent for nearly three weeks with a case of chicken pox.

LEON KAPNER, manager of WCAE, Pittsburgh, Pa., was a recent visitor in San Francisco.

CARL KALASH, director of the NBC Beau Arts Trio, San Francisco, recently became the father of an eight pound son.

LEE HOAGLAND, announcer at KROW, Oakland has resigned and plans to leave for Los Angeles as soon as a successor is found.

BOB STANLEY, announcer-producer at KYA, San Francisco, sailed aboard the steamer *Malolo* on June 19 for Honolulu where he joined the production staff at station KGMB in the island city. Stanley came to San Francisco eight months ago from Philadelphia and before that was announcer at WLEU, Erie, Pa. He was succeeded at KYA by Wallace Ford, formerly of WLEU.

SCOTT WEAKLEY, production manager at KROW, Oakland, Cal., has added to his duties the production of the *Johnny Jump-Up* program, due to the recent resignation of Norman Loebl.

BERT BUZZINI, announcer at KYA, San Francisco, is vacationing in New York City until July 12.

Quest, Request

WFAA, Dallas, has been running a series of programs known as *Quest for Talent* which turned out to be a quest for announcers when the program of KFRO, Longview, Tex., was placed upon that Station. WFAA, after hearing Chief Announcer Earl Kalusche announce from KFRO on its *Quest for Talent* program, invited Kalusche to join its announcing staff. Kalusche joined WFAA early last month.

OTTIS ROUSH, formerly of WTJS, Jackson, Tenn., has joined the announcing staff of WLBC, Muncie, Ind., replacing Jack Bush, who has gone to New York.

MISS LOUISE HAMPTON has been named by Kasper-Gordon Studios Inc., Boston, to direct its children's program division. L. H. McCracken has been named to aid in department store broadcasting service.

JIMMY RAYLE, student at Greensboro High School, working part-time with WBIG, Greensboro, upon his graduation June 4 was given a permanent position with the station.

DAVID BANKS, formerly of KARK, Little Rock, and KBTM, Jonesboro, Ark., has joined WTJS, Jackson, Tenn., as publicity director and announcer. Banks was a former journalism student at Arkansas State College. Leslie Brooks, WTJS announcer, has been promoted to studio director.

BETTY LOU BLOUNT, president of Blount-Laemmle Productions Inc., Hollywood transcription and program producers, has announced her engagement to Al E. Kelly, vice-president and sales manager of the organization.

JERRY MOHR, formerly of the New York Theater Guild and Eve La Gallienne's Civic Reportory Theatre, that city, has joined the KHJ, Los Angeles, announcing staff.

ESTHER DURKIN, formerly of the program department of WIP, Philadelphia, has just assumed her new position as secretary to James Begley, program director of KYW, Philadelphia.

MISS MARIAN BLACK, of the program staff of WIP, Philadelphia, will be married in October to Granville Klink Jr., engineer at WDAS, Philadelphia.

ROBERT INGHAM, announcer and sports reporter for WADC, Akron, Ohio, was married to Erma Lee Wood, Cuyahoga Falls, Ohio, June 26.

DURWARD KIRBY, announcer for WLW, Cincinnati, left June 12 to join the NBC staff at Chicago.

STUART FINLEY has left WIBX, Utica, N. Y., to become announcer for WCPO, Cincinnati.

PHIL SUTTERFIELD has joined the announcing staff of WGRC, New Albany, Ind.

DURWARD KIRBY, formerly of WLW, Cincinnati, has joined the NBC-Chicago announcing staff.

WILBUR EDWARDS, former Davidson college student in charge of campus remotes, has joined the announcing staff of WBT, Charlotte.

AL METCALF has joined the staff of WCOA, Pensacola, Fla., as announcer and production manager.

PAUL CORBIN, formerly of KWSC, Pullman, Wash., has joined the announcing staff of KHQ-KGA, Spokane.

KENNETH YEEND, formerly of KWSC, Pullman, Wash., has joined the continuity department of KVI, Tacoma.



GOLFERS—Don Forker (left), Lord & Thomas account executive, squints over the fairway but George Engles, NBC vice-president in charge of artists service uses a hat. John F. Royal, NBC vice-president in charge of programs, is at the right in this June 9 scene at the NBC Athletic Association golf tournament.

Twice Thrilled

BOB ELSON, WGN announcer, broadcasting a *Man on the Street* program in front of the Chicago Theatre, was recently quizzing passer-bys about their greatest thrill. "I haven't had my greatest thrill yet," said one of the male passer-bys interviewed. "It's going to be tonight when I broadcast over WLS". He turned out to be a member of the Kewanee, Ill., choral group in town that day to broadcast a program over the Prairie Farmer station.

BILL DAVIES, former production manager of WLBC, Muncie, Ind., has joined the staff of WOWO, Fort Wayne. Ottis Roush has been promoted to production manager and chief announcer of WLBC. Henry Marks and Bob Ebert, who was formerly with WPAR, Parkersburg, W. Va., have joined the WLBC announcing staff.

DOROTHY ROBERLARD of the secretarial staff of WQAM, Miami, was married June 30.

DON FORBES, chief announcer of KNX, Hollywood, has been assigned to announce the new CBS Hal Kemp-Alice Faye show, sponsored by Liggett & Myers Tobacco Co. (Chesterfield), which will originate from that city beginning July 2.

REINALD WERRENRATH JR., of NBC's guest relations staff in New York will marry Elizabeth Imbrie of Newburg, N. Y., on July 31.

CHARLES KRAATZ has been added to the staff of WNEW, New York, as assistant to Earl Harper, sports commentator.

BILL BALDWIN, formerly of WOW, Omaha, and Willard Klinger, formerly of WSAZ, Huntington, W. Va., have joined the announcing staff of WGN, Chicago.

VERNON CRAWFORD, announcer of WFIL, Philadelphia, is vacationing in New England.

HELEN KILEY, a member of the press department of WIP, Philadelphia, recently underwent an appendectomy.

ART KIRKHAM, chief announcer of KOIN, Portland, Ore., for the past eight years, has been named director of public relations and special events. Stan Church has been promoted to chief announcer. Mr. Kirkham is presently making a tour of Eastern stations to study production and programming.

GEORGE JESSE, University of Kentucky student announcer, has joined the staff of WAVE, Louisville, for the summer.

JOE GARRETT, formerely of WIP, Philadelphia, has joined the staff of WNEW, New York, as assistant production director.

GLEN PARKER, formerly of WIP Philadelphia, has joined the announcing staff of WLW, Cincinnati.

FRANKLIN (Whitey) LEWIS, for nine years baseball and boxing writer of the *Cleveland Press*, who joined WGAR, Cleveland, April 1, has been signed by Axton & Fisher, Louisville (tobacco) for a new series of six 15-minute sports reviews weekly to promote Twenty Grand Cigarettes over WGAR.

DAVID EBEY, of the promotion department of WLS, Chicago, has changed his name to David Wilburn.

EDWIN ROWLAND, formerly on the announcing staff of various Mexican and Cuban stations, has joined KGFJ, Los Angeles, in a similar capacity.

JERRY O'CONNOR, public relations and special events director of KFWB, Hollywood, has returned to his desk after three weeks in Panama.

LEONARD LAKE, formerly of KFI and KGFJ, Los Angeles, has joined KFWB, Hollywood, as announcer.

HARRY HALL, chief announcer of KFWB, Hollywood, and Frances Sawyer, station traffic manager, were married in that city June 21.

RALPH NELSON has resigned as chief announcer of KDB, Santa Barbara, Cal., and has gone to Chicago to join his wife Celeste Holm, well known Shakespearean actress.

MAYFIELD KAYLOR, KEHE, Los Angeles, program director, on six weeks leave of absence because of ill health, resumes his duties July 1.

VIC HURLEY, well known western writer, has joined the continuity staff of KOMO-KJR, Seattle, according to an announcement by W. W. Warren, program director.

VIRGINIA GOLDENBURG has been named to the continuity staff of WCKY, Cincinnati, but will continue her dramatic work with WLW, that city.

OLLIE O'TOOLE, announcer of WWSW, Pittsburgh, married Millie Preskar, June 24 and Ray Harlow, WWSW engineer, married Martha Rhea, June 26.

GARDNER SMITH, formerly of WSYR, Syracuse, N. Y., has joined the announcing staff of WJTN, Jamestown, N. Y. Harriet Stem has been named women's program director of WJTN.

CLAUDE MAIN, former New York actor, has joined the announcing staff of KGNO, Dodge City, Kan., and will assist in dramatic productions in addition to announcing.

VIC HURLEY, Seattle author, has joined the continuity staff of KOMO-KJR, that city.

DAVID VAILE, recently promoted from announcer to studio supervisor at KYA, San Francisco is the father of a baby boy, born June 16.

RICHARD DEASY, formerly an operator-announcer at KSFO, San Francisco, has been added to the announcing staff of KYA, that city.

MORTON GOULD, conductor of the *Music for Today* programs on MBS, has been appointed director of the educational department of Mills Music Inc., New York.



The Trail Blazer . . .



AXE IN HAND, the hardy pioneer hewed his way through the wilderness . . . . white wood glistening through slashed bark blazed a trail for those who followed. ☆ Today modern planes follow similar trails, flashing in minutes over routes the pioneers took weeks to conquer. Over mountains—prairies—through calm or storm-torn skies BENDIX Radio Range Beacons blaze the way—providing a sky road for all who fly. ☆ The Bendix Radio Corporation is dedicated to the advancement of aviation. Its goal is the development of navigational aids as dependable as the modern highway marker and communication equipment as convenient as the modern telephone.

● *Bendix Radio Range Beacon catalogs are available to executives upon request.*

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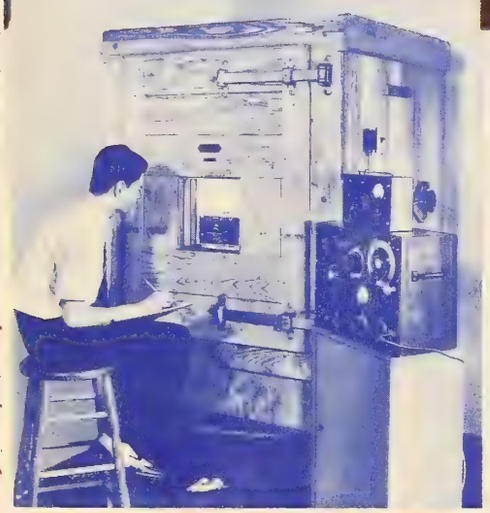
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RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND

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BENDIX

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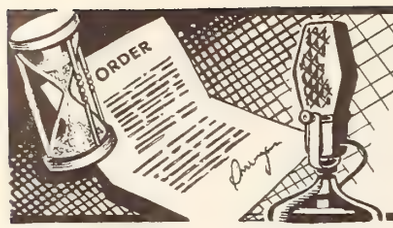


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KGO doesn't beat about the bush in selling the San Francisco market. With its great popularity, it gives advertisers a direct line into 642,300 homes in an area whose per capita spending power is the highest in the country.

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A Pacific Coast Blue Network Station
Programmed and Represented by NBC



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBZ-WBZA, Boston-Springfield

Williamson Candy Co., Chicago, 260 *ta*, thru John B. Dunham Co., Chicago.
Whittemore Bros. Corp., Cambridge, Mass. (shoe polish), 40 *sa*, thru Stoddard-Sampson Co., Boston.
L. C. Prime Co., Boston (Yorkshire Relish), 4 *sa*, thru Bennett & Snow, Inc., Boston.
Refrigeration & Air Conditioning Institute, Chicago, 4 *t*, thru Critchfield & Co., Chicago.
Scholl Mfg. Co., New York (Dr. Scholl's Corn Pads), 10 *sa*, thru Donahue & Co. Inc., N. Y.
Agfa Ansco Corp., Binghampton, N. Y. (films, photo equipment), 91 *sa*, thru Young & Rubicam Inc., N. Y.
Leopold Morse Co., Boston (men's clothing), *sa*, placed thru Ingalls-Adv., Boston.
Morse Shoe Stores, Boston, 10 *sa*, thru Salinger & Publicover, Boston.
La Touraine Coffee Co., Boston, (Toastmaster), 4 *t*, thru Ingalls-Adv., Boston.
Albany Carpet Cleaning Co., Boston, 24 *sa*, thru Dickie-Raymond Inc., Boston.
Baker Extract Company, Springfield, Mass. (flavoring extracts), *sa*, thru William B. Remington Inc., Springfield, Mass.
Kendall Mfg. Co., Cambridge, Mass., (Soapine), 312 *t*, thru Dowd & Ostreicher Inc., Boston.
Association of Pacific Fisheries, Seattle, *sa*, thru J. Walter Thompson Co., San Francisco.
Morse Shoe Stores, Boston, 10 *sa*, thru Salinger & Publicover, Boston.

WOR, Newark

Refrigeration & Air Conditioning Training Corp., Youngstown (trade school), weekly *sp*, thru National Classified Adv. Agency, Youngstown.
Crown Overall Mfg. Co., Cincinnati (overalls and work shirts), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
General Foods Corp., New York (Diamond Crystal Salt), 2 weekly, *t*, thru Benton & Bowles Inc., N. Y.
Drums Inc., Detroit (cleaning fluid), 1 *sp*, 2 *sa* weekly, thru C. C. Winningham Inc., Detroit.
Chevrolet Motor Co., Detroit (automobiles), 3 weekly *t*, thru Campbell-Ewald Co. Inc., Detroit.
Post Institute Inc., New York (Ultrasol), weekly *sp*, thru Hirshon, Garfield Inc., N. Y.

WKBZ, Muskegon, Mich.

Indianapolis Brewing Co., Indianapolis (Burlomaster beer), 7 weekly *sa*, direct.
Black Eagle Oil Co., Milwaukee, daily *sa*, thru Morrison Adv. Agency, Milwaukee.
Texas Co., New York (Texaco), 3 weekly *t*, thru Buchanan Co. Inc., Chicago.

WIP, Philadelphia

Peter Paul Inc., Naugatuck, Conn. (Mounds, Dreams candy), 5 weekly *sp*, thru Platt-Forbes Inc., N. Y.
Varady of Vienna, Chicago (cosmetics), 18 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

WGRC, New Albany, Ind.

Kiley Brewing Co., Louisville (Patrick Henry beer), 6 weekly *sp*, direct.

KGO, San Francisco

Best Foods Inc., New York (mayonnaise), 4 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Darical), 6 weekly *sa*, thru J. Walter Thompson, Co., Chicago.
Allis-Chalmers Mfg. Co., Milwaukee (All-Crop harvester), weekly *t*, thru Bert S. Gittens Adv., Milwaukee.
Bulova Watch Co., New York (watches), 35 weekly *sa*, thru Biow Co. Inc., N. Y.
Interstate Co., San Francisco (summer resort), weekly *sp*, thru Drury Co., San Francisco.
Diesel Power-United Engineering Schools, San Francisco, 6 weekly *sa*, direct.
Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly *sa*, thru Ridgway Co., St. Louis.
Table Products Inc., Los Angeles (Nu-Made mayonnaise), 21 weekly *sa*, thru Lord & Thomas, Los Angeles.

WBNX, New York

Sun Oil Co., Philadelphia (Sunoco fuels), 6 weekly *sa*, thru Roche, Williams & Cunnyngham, Chicago.
Western Sausage & Provision Co., New York (meats), 3 weekly *sa*, direct.
Pollyanna Shops Inc., New York, (chain hosiery stores), 3 weekly *sa*, direct.

WLS, Chicago

Allis-Chalmers Mfg. Co., Milwaukee (tractors), 3 weekly *t*, thru Bert S. Gittens Adv., Milwaukee.
Household Magazine, Topeka, 3 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
J. W. McCormack Co. Inc., Chicago (real estate), 3 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.

WPTF, Raleigh, N. C.

American Oil Co., Baltimore (New Value gas), 64 *ta*, thru Joseph Katz Co., Baltimore.

WMCA, New York

Christian Science Radio Committee of Greater New York, New York, 2 weekly *sp*, direct.
Unity School of Christianity, Kansas City, Mo. (religious talks), 6 weekly *sp*, direct.
Madison Personal Loan Inc., New York (finance company), 3 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Grace Donahue Inc., New York (beauty preparations), weekly *sp*, thru Redfield-Johnstone Inc., N. Y.
Trutonophone Inc., New York (hearing aid), 3 weekly *sp*, thru Klinger Adv. Corp., N. Y.
Victor H. Lindlahr, New York (Journal of Living), 6 weekly *sp*, thru Schillin Adv. Corp., N. Y.

KYA, San Francisco

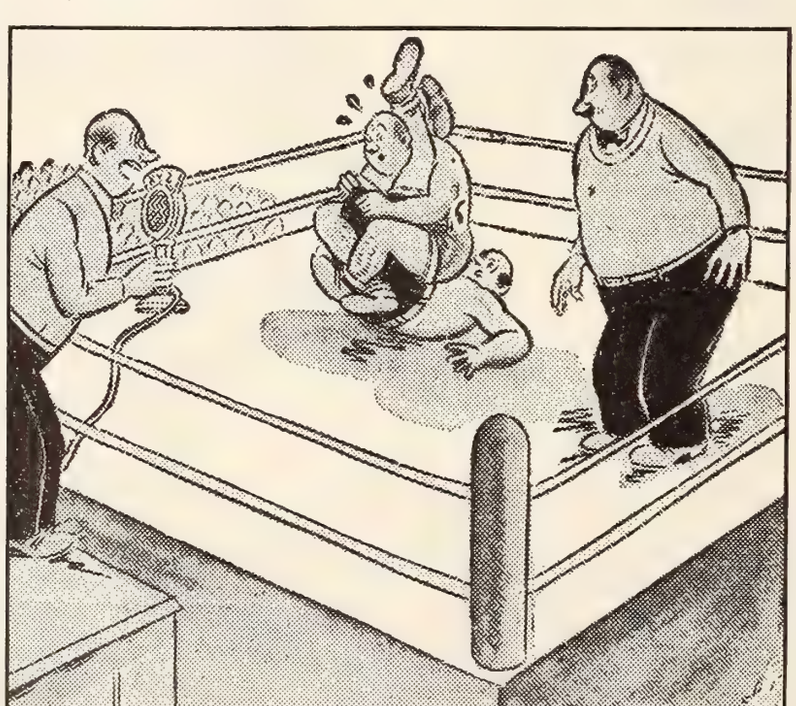
Guaranty Union Life Insurance Co., Los Angeles, 3 weekly *sp*, thru Stodel Adv. Service, Los Angeles.
Bireley's Orangeade, Los Angeles (beverage), *bicycle races*, thru Allied Adv. Agency, Los Angeles.
Star Outfitting Co., Los Angeles (clothing), 6 weekly *sp*, thru Allied Adv. Agency, Los Angeles.
Painless Parker, San Francisco (dentist), 5 weekly *sp*, direct.
Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste) 1 weekly *sp*, thru Wm. A. Ingoldsby Co., Los Angeles

WNAC, Boston

Procter & Gamble Co., Cincinnati, Ohio (Lava soap) five weekly, *t*, placed thru Compton Advertising Co., New York.
American Oil Company, Baltimore, Maryland (Amoco gasoline), *sa*, thru Joseph Katz Co., Baltimore.
Sterling Products Inc., Wheeling, (drug products), 18 *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WAAB, Boston

Sea Breeze Cafe, Nantasket, Mass., 12 *sp*, thru Harry M. Frost Co. Inc., Boston.
Haywood Wine & Liquor Company, Boston, *sa*, thru David Malkiel, Boston.



New York Post

"Hold it a minute, boys, while we hear a word from our sponsor!"

KNX, Hollywood

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), 6 weekly *sp*, thru Jefferson Kaye Wood Adv., Los Angeles.
Manhattan Soap Sales Corp., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.
Kellogg Co., Battle Creek, Mich. (cereals), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Johnson, Carvell & Murphy, Los Angeles, (Kellogg's ant paste), 5 weekly *sp*, thru William A. Ingoldsby Co., Los Angeles.
Sutliff Co., San Francisco (tobacco), 7 weekly *sa*, thru Chas. R. Stuart Inc., San Francisco.

WDOD, Chattanooga

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Ivory soap); 5 weekly *t*, thru Compton Adv. Inc., N. Y.
Dodge Motor Co., Detroit (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Chattanooga Medicine Co., Chattanooga (Black Draught), 3 weekly *sp*, thru Purse Co., Chattanooga.

WJJD, Chicago

Evans Fur Co., Chicago (retail furriers), 6 weekly *sp*, thru Auspitz & Lee, Chicago.
Logan Appliance Co., Chicago (electrical appliances), 3 weekly *sp*, thru Malcolm-Howard, Chicago.
Sears, Roebuck & Co., Chicago (retail), 6 weekly *sa*, thru Dade B. Epstein Adv. Agency, Chicago.

KPO, San Francisco

Standard Oil Co. of Calif., San Francisco, 35 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Joseph Magnin Co. Inc., San Francisco (department store), weekly *sp*. through Sidney Garfinkel Adv. Agency, San Francisco.
Pacquin Laboratories Inc., New York (hand cream), 1 weekly *sp*, thru William Esty Inc., New York.

WMAQ, Chicago

Refrigeration & Air Conditioning Institute, Chicago (correspondence course), 3 weekly *t*, thru Critchfield & Co., Chicago.
DeBarry & Williams Agency, Chicago (insurance), weekly *sp*, thru Critchfield & Co., Chicago.

WHK, Cleveland

Refrigeration & Air Conditioning Institute, Chicago (instruction), 9 *sp*, thru Critchfield & Co., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WOAI, San Antonio

Baldwin Laboratories, Sagertown, Pa. (insecticide), 3 weekly *sp*, thru Yount Co., Erie, Pa.
Greater Texas Pan-American Exposition, Dallas, announcements, thru Tracy-Locke-Dawson Inc., Dallas.

WCKY, Cincinnati

McCormick Sales Co., (McCormick's tea), 20 *sa*, thru Van Sant, Dugdale & Co., Baltimore.
RCA Manufacturing Co., New York, (RCA tubes), 13 *sa*, direct.

KDKA, Pittsburgh

Chevrolet Motor Co., Detroit, 26 *t*, thru Campbell-Ewald Co. Inc., Detroit.
Dodge Brothers Corp., Detroit, 13 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WEAN, Providence

Procter & Gamble Co., Cincinnati (Crisco), 130 *sa*, thru Compton Advertising Co., New York.
Raytex Clothes, Providence, 122 *sa*, placed direct.

KFEL, Denver

Storz Brewing Co., Omaha, *sa*, thru Buchanan-Thomas Adv. Agency, Omaha.

KFRC, San Francisco

Bekins Van & Storage Co., San Francisco, 7 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.
Postal Telegraph Co., San Francisco, 4 weekly *sa*, direct.
20-Grand Cigarettes, New York, 7 weekly *sa*, thru McCann-Erickson, New York.
Morris Plan, San Francisco (loans), 30 *sa*, thru Leon Livingston Adv. Agency, San Francisco.
Dodge Bros. Corp., New York (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Zinke Rebottoming Shoe Co. Inc., Los Angeles, (shoe repairing) 8 *sp*, thru Allied Adv. Agencies Inc., Los Angeles.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Zinke Rebottoming Shoe Co. Inc., Los Angeles (shoe repairing), 10 *sp*, thru Allied Adv. Agencies Inc., Los Angeles.
Haas-Baruch & Co., Los Angeles (Iris coffee), weekly *sp*, thru Dan B. Miner Co., Los Angeles.

WNEW, New York

Lake Hiawatha, New Jersey, (summer resort), 6 weekly *sa*,, thru Radio & Film Methods Corp., N. Y.
Crystal Lake Corp., West Orange, N. J. (summer resort), 8 weekly, *sa*, direct.

KECA, Los Angeles

Power Seal Co., Los Angeles (cylinder remedy), 2 weekly *sa*, thru Jefferson Kaye Wood, Los Angeles.
Wonder Made Products Co., Los Angeles (Thrifty mayonnaise), weekly *sp*, thru Chas. H. Mayne Co., Los Angeles.



DAY DREAMING—Is no fun for Orville Foster, *Day Dreamer* of the Iowa Network, as he starts sending out 35,000 poems and 3,000 scrapbook covers to fans whose requests last week totalled 77,700 labels from bottles of Maher's 7-Up. Poems are mailed for one label, covers cost 24.

KFWB, Hollywood

Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrott shoes), 6 weekly *sp*, thru Grace Glasser Adv. Agency, Los Angeles.
W. H. Crawford Stores Inc., Los Augeles (chain markets), 6 weekly *sp*, direct.

WJAY, Cleveland

Rush Mfg. Co., Reading, Pa. (cigars), weekly *sp*, direct.
Snugfit Sales Co., Los Angeles (dentifrice), 52 *t*, thru Records Adv. Agency, Los Angeles.

WEEI, Boston

T. Noonan & Sons Company, Boston (barber supplies), 51 time signals, thru Doremus & Company, Boston.
Nantasket-Boston Steamboat Co., Boston, 24 *sa*, placed direct.
Howard D. Johnson Co., Quincy, Mass., (restaurant, ice cream stand chain), 13 weeks (78) weather forecasts, thru Harry M. Frost Co. Inc., Boston.
Gould Oil Burner Corporation, Cambridge, Mass., 312 temperature reports, placed direct.
Cape Cod Steamboat Company, Boston, 36 *sa*, thru The Greenleaf Co., Boston.
Albany Carpet Cleaning Co., Cambridge, Mass., 156 *sa*, thru Dickie-Raymond, Boston.

KFI, Los Angeles

Beaumont Laboratories, St. Louis, (cold tablets), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Beaumont Laboratories, St. Louis, (cold tablets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Sears, Roebuck & Co., Los Angeles, (retail stores), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.
General Brewing Corp., San Francisco (Lucky Lager beer), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Mentholatum Co., Wilmington, Del., (Mentholatum), 7 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta. Ga.
Goodal Worsted Co., Sanford, Me., (Palm Beach clothes), 2 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Baldwin Laboratories Inc., Sagertown, Pa. (Dwin), 5 weekly *sp*, thru The Yount Co., Erie, Pa.
Woolwine-Norris Co., Los Angeles (electrical ranges), weekly *sp* thru McCarty Co., Los Angeles.

WBT, Charlotte, N. C.

Miller Brewing Co., Milwaukee (High-Life beer), 7 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Cleveland.
Gulf Oil Corp., Pittsburgh (Gulfspray), 3 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Piedmont Distributors Inc., Greensboro, N. C. (Grunow refrigerators), 3 weekly *sp*, direct.

KECA, Los Angeles

Firestone Tire & Rubber Co., Akron, Ohio (tires & tubes), 2 weekly *sa*, thru Sweeney & James Co., Cleveland.
Sears, Roebuck & Co., Los Angeles (retail stores), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Guaranty Union Life Ins. Co., Beverly Hills, Cal., (insurance) 6 weekly *sp*, thru Stodel Adv. Co., Los Angeles.

KMTR, Hollywood

Mentholatum Co., Wilmington, Del. (mentholatum), 6 weekly *sa*, thru Dillard-Jacobs Adv. Agency, Atlanta, Ga.

KFAC, Los Angeles

Superior Macaroni Co., Los Angeles, weekly *sp*, thru Adv. Arts Agency, Los Angeles.

KEHE, Los Angeles

Power Seal Co., Los Angeles (cylinder remedy), weekly *sa*, thru Jefferson Kaye Wood, Los Angeles.



There's no PAY-OFF for just Coming Close!



When your turn comes to step up and "bat" you've got to make a "hit" if you want to collect, because there's no pay-off for just coming close. That's the principle KWK always keeps in mind when taking on a job of increasing an advertiser's sales. Just equaling, or coming close, to the advertisers present amount of sales, is falling down on the job. To be sure of getting the increase in sales you pay for, call KWK. With us there is always a "Pay-Off".

KWK



THOMAS PATRICK INC.
HOTEL CHASE, ST. LOUIS
REPRESENTATIVE-PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

KFPY

CBS

SPOKANE

WASHINGTON

(Established 1922)

RADIO ADVERTISERS

GOLDENROD ICE CREAM Co., Chicago, on June 28 started a quarter-hour children's program on WGN, Chicago, titled *European Travel Tour* and broadcast Mondays, Wednesdays and Fridays at 5:30 p.m. Salem N. Baskin Adv. Agency, Chicago, handles the account.

CALIFORNIA ANIMAL PRODUCTS Co., San Francisco (Calo dog food) has signed for 26 five-minute announcements, twice daily on WGY, Schenectady, through Emil Brisacher & Staff, San Francisco.

CARLIN PRODUTS Inc., Staten Island, New York, is running a test campaign in Washington on Neozol, an athlete's foot remedy. Radio and newspaper schedules are being released through Henry J. Kaufman, Advertising, Washington.

SOCONY-VACUUM OIL Co. Inc., New York (Mobilgas and Mobiloil), has added broadcasts of all home games of the Burlington, Vt., baseball team to its schedule of summer sports broadcasts. Games are reported by Holland Smith and Lawrence Killick on WCAX, Burlington. Socony broadcasts of Burlington games began June 17 and will continue throughout the summer. J. Sterling Getchell Inc., New York, is the agency.

H. D. LEE MERCANTILE Co., Kansas City, has named Ferry-Hanly Co. Inc., Kansas City, to service its account.

RIESER Co., New York (hair nets,, etc.), has appointed E. T. Howard Co., New York, as agency.

ORANGE CRUSH Co., Chicago (beverages), making up lists in September, is contemplating radio among other media. J. Walter Thompson Co., Chicago, Kenneth Hinks, account executive, places Orange Crush advertising. Young & Rubicam Inc., Chicago, Marvin Harms, account executive, places the Old Colony Beverages account.

RED TOP STEEL POST Co., Chicago, makes up lists, including radio, in August. Agency is Buchen Co., Chicago, Kenneth Barber, account executive.

REMINGTON RAND Inc., Buffalo (office equipment), a radio user, makes up lists in July. Agency is BBDO, Buffalo. Stanly Irvin is account executive.

CHICAGO ROOSEVELT STEAMSHIP Co., Chicago (lake trips), began a quarter-hour recorded program *Steamboat Party* on WGN June 28, six times weekly. The steamship firm also recently began minute spots over WJJD, Chicago. W. W. Garrison Co., Chicago, is the agency.

OCCIDENTAL LIFE Insurance Co. of California, after more than two years on the air, affiliate of the Bank of America & Transamerica Corp., wound up its *Winning the West* dramas on NBC-Pacific Red network with the June broadcast. The banking firm plans to concentrate on Newscaster Sam Hayes, who is now being heard on the CBS outlets in California, KNX and KSFO, nightly at 10 o'clock. The Bank of America's program *House of Melody* which features Meredith Wilson's Orchestra and John Nesbitt, commentator, heard on the California NBC-Blue network, will sign off at the expiration of its present contract on July 19.

The Richfield Oil Company, former sponsor of Sam Hayes' news periods, is now sponsoring Olsen and Johnson on a program over the NBC-Red network from Hollywood.

ROBERTS, JOHNSON & RAND, St. Louis, branch of International Shoe Co., announces that its *News for Children* series on KFWB, Hollywood, is placed by Grace Glasser Adv. Agency but that the agency is not handling the company's other western radio activity.

TIDEWATER ASSOCIATED OIL Co., New York (Tydol and Veedol), has renewed its news broadcasts on WFIL, Philadelphia, for another year. Company sponsors three five-minute news periods in the daytime and one quarter-hour newscast in the evening daily except Sunday, making it the largest national advertiser on the station. Program is placed by Lennen & Mitchell Inc., New York.

HARVARD BREWING Co., Lowell, Mass., has placed its account with Louis Glaser Inc., Boston.

NORTHEASTERN LABORATORIES Inc., Boston (Lady Lillian cosmetics), has placed its account with Louis Glaser Inc., that city, and plans to begin a series of studio programs.

CONTINENTAL FOOD Corp., Los Angeles, packers of Brown Crock Baked Beans, to introduce the product to the consumer market, on June 1 started a 13 weeks test campaign on KFOX, Long Beach, Cal. and KEHE, Los Angeles,, using 6 weekly one minute dramatised transcription announcements, cut by Radio Recorders Inc., Hollywood. It's the sponsors first radio and so successful has it proven that an extensive Pacific Coast fall campaign is being planned. List is now being made up. Scholts Adv. Service, Los Angeles, has account.

LOG CABIN BREAD Co., Los Angeles, wholesale baking company which has distribution through grocery stores, on June 20 started for 52 weeks, using 6 weekly spot announcements on 7 southern California stations. List includes KFAC, KEHE, KRKD, KGFJ, KMTR, KFOX, KIEV. Agency is Scholts Adv. Service, Los Angeles.

3 major northwestern markets available with but a single contract thru 3 proved stations

KXL

BORDEN'S FARM PRODUCTS Co. Inc., New York, (cheese, milk, chocolate drinks) has placed its account with Erwin, Wasey & Co. Inc., that city. Stella Unger is writing the script and Jack Adams is producing *Borden's Special Edition for Women Only*, 1:30-2 p.m., Fridays, on WEAF, New York, for the agency.

JAMES W. McCORMACK Co., Chicago (real estate) has started sponsorship of Homer Griffith, known as *The Friendly Philosopher*, over WLS and WBBM, Chicago. On Saturdays the McCormack Co. is on WLS at 9:30-9:45 a.m. and Sundays on WBBM 10-10:15 a.m. Presba, Fellers & Presba Inc., Chicago, is agency.

PACQUIN LABORATORIES Inc. New York (hand cream) has signed Clinton (Buddy) Twiss of the NBC Hollywood announcing staff to do a weekly quarter hour program of radio chatter entitled: *Behind the Microphone*, over KPO, San Francisco. Program will be broadcast on Sunday nights. William Esty Inc., New York, is agency.

PAINLESS PARKER, San Francisco (dentist) is sponsoring five quarter-hour commentary type programs a week over KYA, San Francisco. The commentator is Dr. Seth Maker, known on the air as "The Philistine," who has been doing this type of microphone work for the Parker system for eight or nine years. Account placed direct.

AMERICAN LEGION of Los Angeles, is using a series of one-minute transcribed announcements on local stations to call attention to the patriotic entertainment in the Coliseum, that city, on July 4th. Associated Cinema Studios, Hollywood transcription producers, cut the series which was placed through Howard Esary of Allied Adv. Agencies Inc., Los Angeles.

SNUGFIT SALES Co., Los Angeles, manufacturers and distributors of Snugfit dental plate relining material, which has been using a five minute weekly transcription serial on KVI, Tacoma, and WJAY, Cleveland, for the past several months, is planning an extensive national fall campaign. Record Adv. Agency, Los Angeles, has account.

SOBOL BROS. Service Stations Inc., New York City chain of service stations, is sponsoring a series of sports reviews on WMCA, New York, 6:30 to 6:45 p. m. on weekdays and 7:15 to 7:30 p. m. Sundays. Dick Fishell, chief sports announcer, handles the summaries of the day's sports, which advertise batteries, tires, auto radios and other automobile accessories and services. Agency is J. Stirling Getchell Inc., New York.

DIESEL POWER-UNITED ENGINEERING SCHOOLS, San Francisco has signed a 26 week contract with KGO, San Francisco, for six weekly weather reports. Accounts placed direct.

Another First

FOR THE first time in history an advertiser is sponsoring a program not for the radio audience but for the people who have come to see his program and have to wait in line 30 to 90 minutes before the show actually begins. Morris B. C. Sachs, Chicago clothier, has a small NBC orchestra playing request tunes for the studio audience who come to see his 5-6 Sunday *Amateur Hour* over WENR while they are waiting in the lobby of the Merchandise Mart to go up in the elevators. Schwimmer & Scott, Chicago, is the Sachs agency.

General Foods Entering Hollywood Radio Colony

GENERAL FOODS Inc., is moving into Hollywood broadcasting area, doubling the number of its originations from that city and setting up a general radio advertising department subsidiary to its New York head office. John W. Nicholson, assistant to F. C. Hawkins, Southern California general sales manager, Los Angeles, has been made special advertising representative in charge of radio on the Pacific Coast, a newly created post. He will act as sponsor liaison with advertising agencies producing General Foods radio shows in Hollywood. Sponsor will add three new transcontinental programs to its present Hollywood setup between July 8 and fall, necessitating the creation of this special department. Mr. Nicholson joined General Foods eight years ago. He had previously been in the theatrical business.

Major broadcasts now under Mr. Nicholson's supervisory wing are two NBC shows, Jack Benny for Jello and Burns & Allen for Grapenuts; Satina's *House Divided*, dramatic serial, on Mutual-Don Lee network, and three new programs. These are the NBC *Maxwell Show Boat*, starting July 8, the *Log Cabin Syrup* program being prepared for September, and the forthcoming Kate Smith program which will start in fall for Calumet and Swansdown.

KGIR

NBC

BUTTE

MONTANA

(Established 1929)

National representative
Joseph H. McGillvra
366 Madison Ave.
N.Y. City
Palmolive Bldg., Chicago

PORTLAND

OREGON

(Established 1926)

WMCA
NEW YORK'S OWN STATION
leads in PROGRAM PLANNING



BRIDGE ROUND TABLE
with the 4 Aces IN PERSON
8:30 P.M. TUESDAY

AGENCIES AND REPRESENTATIVES

WWL, New Orleans, has appointed E. Katz Special Advertising Agency as its exclusive national representatives, it was learned June 23. Vincent F. Callahan, recently named general manager of WWL, consummated arrangements with Eugene Katz, manager of the firm's New York office.

GEORGE H. INCLEDON, a member of the sales staff of WJJD, Chicago, has joined Selviair Broadcasting System Inc., Chicago advertising agency, as account executive.

DAVID F. CROSIER, formerly radio director of Pedlar & Ryan Inc., and onetime Eastern sales manager of the old ABC regional network, has joined the New York sales staff of Hearst Radio Inc.

ROBERT HOWARD, on June 21 joined the staff of Hearst Radio Inc., working out of the Chicago office. Howard was formerly partner of Roesler & Howard Inc., and prior to that was radio director of Campbell-Ewald Co. Inc., Detroit.

ROLAND MARTINI, since 1933 radio director of Gardner Adv. Co., New York, has been elected vice-president of that agency.

C. S. YARNELL, former vice-president of the Minnesota State Life Ins. Co., has joined the Chas. A. Mason Adv. Agency, Detroit.

ALFRED S. MOSS, former sales manager of WQXR, Long Island City, N. Y., has joined A. W. Lewin Co. Inc., Newark, as account executive.

HOWARD C. CALDWELL, president of the Caldwell-Baker Adv. Co., Indianapolis, has been named president of the Alumni Association of Butler University.

WNEW, New York, June 23 signed a long-term contract with William G. Rambeau Co., station representatives, for exclusive national representation. Only the New York metropolitan area was excluded. The arrangement was consumated by Mr. Rambeau with H. M. Bess, vice-president in charge of sales of the New York station. Rambeau formerly represented WOR, Newark, which now has its own branch office representation.

FOUR Canadian stations, CJKL, Kirkland Lake, CFCH, North Bay, CJCS, Startford, and CKGB, Timmins, all in Ontario, have appointed Weed & Co. as their American representatives. The stations are operated by the Northern Broadcasting Co. of Toronto and Timmins. These additions bring Weed's Canadian list to a total of 13 stations.

JOSEPH J. WEED, head of Weed & Co., station representatives, left New York June 19 accompanied by Mrs. Weed for an extensive tour of Canadian stations. He stopped at the NAB Convention en route. He plans to return to his office Aug. 1.

KIDO, Boise, Ida., has appointed John Blair & Co. as exclusive national representatives.

DAVID M. BOTSFORD, president of Botsford, Constantine & Gardner, Portland, Ore., has been elected member-at-large of the executive board of the AAAA for one year, to fill the vacancy caused by the resignation of Don Francisco, executive vice-president of Lord & Thomas, Los Angeles.

JEANETTE BOYER, formerly radio talent representative of Milo M. Marchetti Theatrical Agency, Hollywood, has joined Ted Rogers Agency, that city, in a similar capacity. Rogers who is head of Republic Investment Corp., recently added talent representation to his activities.

TALBOT JOHNS has been appointed publicity director of BBDO, New York, following the resignation of Douglas Connah, whom Johns formerly assisted.

YOUNG & RUBICAM Inc., has doubled its Hollywood headquarters in the Equitable Bldg., because of the increase of radio production and has added Glenhall Taylor to its staff. He was formerly on the production staff of KNX, that city. Walter Johnson, in charge of talent and also a producer for the agency, has resigned to free lance in radio.

THE William Morris office in Chicago will move in August from present quarters at 32 W. Randolph St. to larger quarters closer to "radio row" at 64 E. Lake St. near Michigan Blvd.

HUGH WOODS, for the past 12 years in the Los Angeles direct mail and merchandising field, has entered the agency business, and established offices in the Knickerbocker Building, that city, under the firm name of Hugh Woods Adv. Agency, servicing radio along with other accounts.

HARRY W. HIXON Jr., associated with Sterling J. Getchell Inc., New York, was married to Betty Timmons, Atlanta, Ga., June 7.

R. H. CROOKER, executive vice-president of Campbell-Ewald Co. Inc., Detroit, has been appointed acting president of the company, because of the continued illness of Henry Ewald, president.

LEONARD T. BUSH, secretary-treasurer of Compton Adv. Inc., New York, and account executive for most of the Procter & Gamble products, is on the Pacific Coast for a month's sojourn in the interests of radio aspects of his agency's accounts.

ROBERT H. SCOTT, vice-president of Eastman, Scott & Co. Inc., Atlanta, was the guest speaker at the weekly luncheon of the Atlanta Advertising Club June 9. His firm was recently awarded the contract for the $250,000 North Carolina state advertising campaign. Gov. Hoey, of North Carolina, on July 2 will outline the campaign over a statewide network. S. W. McArthur, account executive, will have offices in the state capitol at Raleigh.

J. RAYMOND MINITER has been appointed executive vice-president of Ingalls-Advertising, Boston. Miniter has been with the firm six years, and was in charge of radio affairs.

WILLIAM G. RAMBEAU Co., New York, has been appointed exclusive national representative of WIP, Philadelphia, according to a recent announcement by Benedict Gimbel Jr., president of WIP.

L. WARD WHEELOCK, president of F. Wallis Armstrong Co., Philadelphia, while in Hollywood, scouted reports that Bill Bacher would resign as producer of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co.

WILSON-ROBERTSON has been appointed national sales representative of KGNF, North Platte, Neb.

AUSTIN PETERSEN, on the Hollywood production staff of Young & Rubicam Inc., will be transferred to the agency's New York office after returning from his vacation about July 10.

BAXTER PICKERING, formerly president of Kelsey-Pickering Co. Inc., New York, has started an advertising agency under his own name at 30 Rockefeller Plaza, that city, to serve small high-class account.

ARTHUR MENADIER, formerly of John Donnelly & Sons Outdoor Adv. Agency, Boston, has joined Louis Glaser Inc., that city.

FRED W. BLUMENSCHEIN, formerly with Kelly, Nason & Winsten, New York, and previously in charge of continuities for the Geyer Co., Dayton, has joined the radio department of Blackett-Sample-Hummert Inc., New York, as a commercial continuity writer.

HELEN STRAUSS, publicity director of Benton & Bowles Inc., New York, is spending several weeks in **Hollywood, where the agency has recently opened an office**, preparing for the first of the new *Show Boat* series.

EDWARD L. SEDGWICK Co., Peoria Ill., has opened its new Chicago office at 58 E. Washington Street, under the direction of Mr. W. Howard Schendorf formerly of Lord & Thomas and advertising director of The Brunswick-Balke Collender Co. Mr. Edward L. Sedgwick who has conducted his agency successfully in the Peoria area for the past fifteen years divides his time between the two offices.

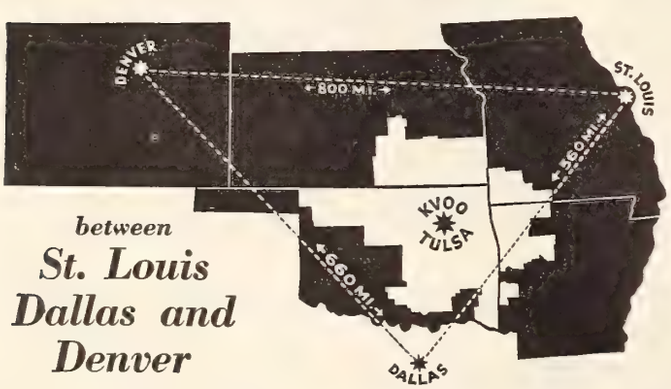
RUFUS RHOADES & Co., San Francisco advertising agency, announces the formation of a complete radio production unit to augment its service to its clients. The agency is offering its clients complete radio service—counsel, production, writing and merchandising. A. W. Scott has been named head of the new unit. He is a seasoned radio and sales executive and at present is producing *Romance of the Highways* over one of the western networks. Associated with Scott is Richard Holman, veteran microphone producer.

NORMAN ROSS Inc., Chicago, radio consulting firm, is installing RCA speech input and Presto recording equipment in its audition studio for a service to agencies and advertisers for the building of radio programs.

LOUIS GLASER, president of Louis Glaser Inc., Boston, was recently elected president of the Boston Advertising Club.

ROBERT L. YOUNG and M. O. Hopkins, account executives of the Albert Kircher Co., Chicago agency, were recently elected vice-presidents.

THE MOST POWERFUL STATION



between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

ALLAN M. WILSON, recently production manager of Tempo Radio Productions, Los Angeles, and for many years engaged in writing and producing radio programs with stations and agencies on the West Coast, has joined Conquest Alliance Co. Inc., New York, as assistant to the president, C. H. Venner, Jr. Mr. Wilson will develop programs for use in America by stations and advertisers for Conquest, which has hitherto specialized in foreign broadcasting. He is starting to build a staff of writers and artists and will have charge of writing, producing, directing and selling these American programs.

FRANK P. NEWTON, eastern advertising man formerly with Blackman Advertising Inc., in New York, has joined the staff of Gerth-Knollin Adv. Agency, San Francisco, as account executive.

JACK CHAILLE, formerly of the sales division of General Mills in Minneapolis, has joined the Chicago sales staff of Furgason & Aston Inc.

H. K. CONOVER Co., Chicago, and its associate, Niles-Richman, New York, started representation of WGRC, New Albany, Ind., and CHWK, Chilliwack, B. C., in June.

WOR Supplemental Ads

SUPPLEMENTAL radio advertising is the theme of the new series of advertisements being used by WOR, Newark. Pointing out the fact that all listeners don't like the same kind of radio entertainment, the series advocates the use of more than one station in a market for complete coverage, especially emphasizing the desirability of using WOR to supplement other programs in the New York metropolitan market. "Though most of the nation's leading buyers of radio time have been using supplemental radio programs in strategic markets in addition to their network programs for many years," said Theodore C. Streibert, vice-president of WOR, "we feel that the supplemental radio idea can be more widely accepted."

Longines Autumn Spots

LONGINES-WITTNAUER WATCH Co. Inc., New York, will make extensive use of radio in a fall campaign for its clocks and watches, which will be handled by Arthur Rosenburg Co., New York. Plans for the campaign are now being discussed and will probably be settled within the month.

Livingston to Hearst



Mr. Livingston

JOHN LIVINGSTON, formerly west coast manager of Free & Peters Inc., San Francisco, has been appointed Pacific Coast representative of Hearst Radio Inc., national sales organization, and of the California Radio System, with headquarters at KEHE, Los Angeles. Livingston was Chicago sales promotion manager of Free & Peters Inc. before going to the West Coast. Prior to that he was in the New York office of the organization, then known as Free & Sleininger.

Pryor Spanks Radio

(*Continued from page 11*)

pressed a wish that a committee of station people might meet with agency representatives to determine which features require clarification. One suggestion, advanced from the floor, was that all rates be printed in exact dollars and cents, and never in terms of discounts.

In a discussion of local department store advertising, during which a principal speaker was Marvin Oreck, head of Oreck's Inc., Duluth department store, Lew Avery, WGR, advised that the National Retail Dry Goods Association has a quantity of research data on department store radio advertising, including department stores that are buyers of time. He said this information is available to broadcasters, together with a book of radio advertising compiled by that group. It was suggested that the National Retail Dry Goods Association, at its next convention to be held in New York, be urged to include a panel discussion of radio on its program.

Mr. Carpenter commented on the success of the Sales Managers' Division of the Commercial Section, and expressed a hope that a Program Directors Division might be formed to exchange program ideas that might assist especially in local sale of time.

SPONSORED by the Mercantile National Bank of Dallas, Chauncey Parsons has begun a series of broadcasts on WFAA, that city, titled *Your Singing Neighbor*.

SPOONS FOR FLOUR
McKenzie to Return in Fall; Gets Good Results

McKENZIE MILLING Co., Quincy., Mich., is so convinced that radio advertising brings results for its pancake flour that it has just signed up for an additional 13 weeks on WLS, Chicago to start Oct. 18. The agency is Rogers & Smith, Chicago. The program last autumn was an informal mixture of jokes, songs, and music played on a purposely "wheezy" organ. Commercials were very short, but both characters used the word "McKenzie" frequently in the conversation and jokes. Point was for listeners to count the number of times MeKenzie was spoken in each program. Each listener, who sent in the correct count accompanied by product's box-top, received a set of six plated teaspoons.

Giveaways aggregated approximately 47,000, which was a little more than 20% of the entries received. Greatest number, 46%, of the entries came from Indiana, with the remainder pretty well scattered over WLS territory.

McKenzie pancake flour is distributed throught all grocery chains except National Tea. No other advertising medium was used.

In giving order for the new pregram, McKenzie has specified the same time as used last year—1:15 to 1:30 p. m., and is planning on using the same talent.

MOXIE Co., Roxbury, Mass., makers of the beverage Moxie, is placing advertising through Harry M. Frost Co. Inc., Boston.

New Hollywood Agency

BENTON & BOWLES Inc., has opened a Hollywood office in the Equitable Bldg., to handle production of its West Coast shows, chief of which is the *Maxwell House Show Boat* which will be moved to Hollywood with the broadcast of July 8. Herschel V. Williams, Jr., will have charge of producing the agency's Hollywood programs, while Chester V. MacCracken, formerly business manager of the New York radio department, will look after contracts with talent and other business in connection with the new Coast office. Burns Lee, of the New York publicity staff, has been transferred to Hollywood in charge of publicity.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York



G. A. RICHARDS, President

The Station of the Stars

LEO B. TYSON, Vice-Pres. & Gen. Mgr.

New Policies • New Equipment • New Features

LEO FITZPATRICK, Vice-Pres.

KMPC

Beverly Hills, Calif.

JOHN PATT, Vice-Pres.

Murray Hill 8-9933

AMERICA'S most publicized telephone number is Murray Hill 8-9933, according to the statistical staff of Major Bowes, who say that listeners to the Major's *Amateur Hour* have heard it mentioned 18 billion times. Here's how they arrive at that figure: The average number of listeners to the program each week (25,000,000) multiplied by the number of times (6) he gives the number on each broadcast equals the number of times the number is heard each week (150,000,000). This total multiplied by the number of broadcasts to date (120) equals 18,000,000,000 and that, say the statisticians, makes Murray Hill 8-9933 the best known phone number in the country.

Processing News for the Radio Waves

Comment-Free Service, Straight Reporting Are Advised

NEWS, once left to a recently graduated office boy, now gets serious attention from station staff, sponsor, agency and listener. The art of broadcasting news has developed rapidly in the last three years. H. R. Gross, news editor of WHO, Des Moines, told journalism students at the University of Missouri recently how that station handles news. Mr. Gross was the first radio newsman ever to be invited to speak before the annual Missouri journalism gatherings. After a roving newspaper life he joined United Press and was head of the Des Moines bureau before he landed at WHO. Here is the portion of his address dealing with radio news.

By H. R. GROSS
News Editor
WHO, Des Mones

WE try at WHO to balance our news broadcasts with international, national, state anl local news, always striving to bring in all the elements of stories concerning education, religion and of course the human interest stories of everyday life. But above all else we try to apply the yardstick of providing the news that is of the greatest interest to the greatest number of people.

There are two fixed rules in our news room: That every story be complete in its essential details, yet stripped of all padding and window dressing, and that all editorial comment be eliminated.

In striving for brevity that does not mean that any story be held to a maximum wordage or time. On such news events as the abdication of King Edward, the Ohio Valley floods or the New London, Texas, school explosion we will devote five minutes or more of a 15-minute broadcast if the essential details of a completely rounded-out story require that time. We would be compelled, of course, in a five-minute broadcast to chop away some of the details, but we believe the public is simply being kidded and will not long listen to incomplete news items when complete stories are available. It is a good rule never to underestimate the intelligence of the public.

In the matter of editorial comment, permit me to say that I have some very definite ideas on this subject.

I cannot believe that radio news commentators have any more license to pour out upon the public their editorial opinions than have the newspapers which use their news columns for the same purpose.

Without for one moment attempting to take away any of the prestige of the several able news commentators, I insist that where they do indulge in offering their opinions, under the guise of news broadcasts, they are mislabeling their programs. There is a vast difference between the commentator who writes and presents a well-written, smooth story, with unbiased, unprejudiced background, and the commentator who labels his broadcast as news and throws a verbal barrage of opinion at some individual or group.

The business of commenting on the news has two drawbacks as compared with straight news reporting. First, regardless of how hard the commentator tries he is very likely to get on one side of the fence or the other in his attempts to interpret the news.

In the second place, commenting on the news comes under the general heading of feature story writing and you all know that a straight news story can be written, 99 out of 100 times, in far less words than a feature story. And never lose sight of the fact that words on the air mean time and with commercial schedules as they are, the radio news man who is sincerely attempting to keep up with the volume from a press wire, with only a limited amount of time in which to present his material, is going to cut most of the embroidery. Well written, colorful, and ably presented news stories are entertaining.

Of that there is no doubt, but it does not take a mathematician to prove that general news coverage suffers when long stories in a 15-minute broadcast are the rule rather than the exception. As far as the news is concerned I can say that we at WHO will attempt to provide the public with the greatest number of complete, straight news stories, and I believe I am safe in saying that when and if we establish editorial policies, such policies will be set aside in special broadcast periods and announced as such.

No Wasted Words

I believe the proof that straight news reporting is the best radio policy is borne out by the fact that for the past winter alone seven of our eight news broadcasts were sponsored straight across the boards six days each week, with one on a seven-day basis. That was 75 minutes of sponsored news each day and our advertising rates to the sponsors are not the lowest in the country.

I might add here that there is no place in our news broadcasts for chatty, conversational stuff. We have had stories with leads: "This really happened," and "Here is a joke that everyone ought to appreciate" to say nothing of dozens of other similarly foolish usages such as the describing of the marchers in an American legion parade, with their "chins out and tummies in."

Tell the story and let the public decide whether it really happened, and whether it is a joke they can appreciate. There is no place in radio news for plain prattle. We try to close all our broadcasts with a little humorous incident, productive of a smile or a chuckle on the part of the listening public, but we try to make sure that the laugh is not on us.

And remember, the kick in a feature story on the air is in the last

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



WEED & COMPANY

Major R. E. Zultz *tells how—*



To Fish for sales in the Carolinas *—and get 'em*

When you want to land sales, use a good product for bait and drop your line in the rich cotton-tobacco territory covered by the Carolina Combination. It's swarming with sales, ready to be landed.

The CAROLINA COMBINATION



WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production— that "extra" something that's good radio

WASHINGTON, D. C.
has an Annual Payroll of
$360.000.000
Reach it with
WOL
Washington, D. C.

sentence, the last few words. You're telling a story.

Here are a few of the many things that make the preparation of radio news copy different from newspaper copy—not fundamentally different, but still different. Quotation marks mean nothing, unless it is to emphasize to the man presenting the news that he change pace or voice inflexion.

Figures—cut them to the irreducible minimum. Your audience will leave you on a long list of figures and they burn up time. We're working with millions and billions now so use words instead of digits.

The word "here," in locating a story seldom means anything. The listener is in Fargo, N. D.; the broadcasting station is in Des Moines and "here" may be used in a story from Philadelphia. Just where is here?

Without the Gore

Crime and sex news will, I trust, never be banned on WHO. But we are cutting out some of the gory details. Remember this, children listen to the radio and understand what is being said long before they are able to read.

It has also been charged that advertisers and sponsors control the news broadcasts. There is not the essence of truth to any such allegation so far as WHO is concerned.

I should like to add a word or two on the subject of radio advertising, viciously attacked by some editors.

Nothing is more asinine to me than the recent series of published advertisements showing the male of the species at a bridge party, hauling away at his trousers in the general region of his knees, the moral being that if this male were the proper kind of person he would immediately buy one or a half-dozen of so-and-so's new form-fitting suits of underwear.

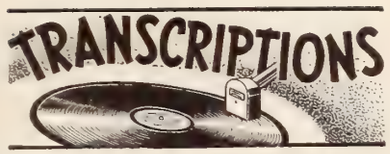
The answer seems to be that no one has a sinecure or virtue in advertising and it's about as easy to turn the page as it is to turn the dial on a radio set.

Sues CFRB For $1,000

ASTROLOGER Carl M. Lewis began suit for $1,000 on June 7 at Toronto, against Rogers Radio Broadcasting Co. Ltd., operators of CFRB, for alleged breach of contract before Judge Denton. Astrologer Lewis claims that in the autumn of 1936 he was engaged under sponsorship of Kennedy Mfg. Co. of Montreal to give a series of 13 weekly talks on astrology under the name of Astrolite. After the first three talks CFRB officials, he told the court, would not let him go on the air. No explanation was given. CFRB holds that Lewis was not in their employ, but that of the sponsor, and that CFRB had no contract with Lewis.

THE International Radio Club will hold its eighth annual party in Havana, Dec. 8-12, it was announced June 21 by Jack Rice, president. The group will be limited to 100.

NEWS
is your best bet
TRANSRADIO



TO AVOID confusion in the trade, Universal Radio Corp., transcription concern, has changed it name to Atlas Radio Corp. Main offices are at 1540 Broadway, New York, with studios at 930 Western Ave., Hollywood. First franchise for the distribution of Atlas recordings has been granted to Criterion Radio Productions Inc., for New York State and Northern New Jersey. Criterion also is located at 1540 Broadway.

STANDARD RADIO Inc., Hollywood, is supplementing its regular library service with a new series of popular musical transcriptions to be offered regular subscribers. New series, which went into production at RCA-Victor Recording Studios, Hollywood, during last month, will be released in mid-July. Standard Radio Inc., has just cut a series of 16 concert selections featuring Frederick Stark and his orchestra.

TO INSURE the best reproduction of every transcription, NBC is supplying each *Thesaurus* subscriber with a stroboscope disc for use in checking turntable speed, so that the operators may keep their reproduction equipment at the right speed at all times.

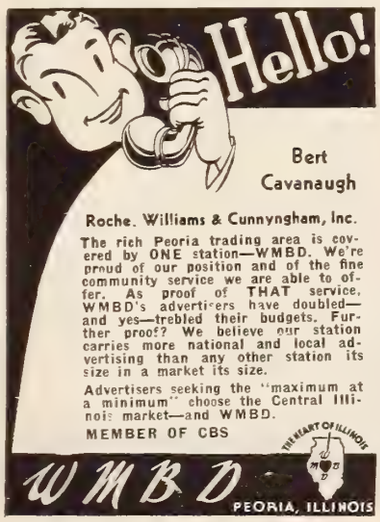
EDWIN G. FOREMAN Jr., head of the Chicago office of RCA Mfg. Co., Victor recording division, left for a summer vacation in England June 27.

NBC Transcription Service has introduced a complete operating manual for transcription libraries which is available free, along with a new *Portfolio of Recorded Programs.*

RENEWALS for NBC *Thesaurus* service have been made by stations WMBH, Joplin, Mo., WBRY, Waterbury, Conn., WSB, Atlanta, WBCM, Bay City, Mich., WALA, Mobile, Ala., and CKSO, Sudbury, Ont., Canada.

EDGAR RICE BURROUGHS Inc., Tarzana, Cal., has appointed Robert Collier & Associates, Los Angeles agency, exclusive sales representatives of the new *Tarzan* radio serial, according to C. R. Rothmund, secretary, who stated that several major sponsors are negotiating for the series. Robert P. Thompson, author, will prepare the new Tarzan radio script, with J. Donald Wilson directing the cast of Hollywood radio and film actors, under the personal supervision of Mr. Burroughs.

HAL BERGER, Los Angeles author of *The In-Laws,* quarter-hour dramatic serial sponsored by Purex Corp. Ltd., on 10 Mutual-Don Lee stations, has sold 1932 and 1933 scripts to a French concern, to be translated into French, recorded and released on stations in La Havre, Bordeaux and Paris.



Radio Workshop Holds Institute in Dallas

TO SELL radio education to the Parent-Teacher organizations and teachers throughout Texas, the Radio Workshop, in session at Southern Methodist University, Dallas, and taught by Ben. H. Darrow, founder and director of the Ohio School of the Air, will hold an all-day Radio Institute on July 7 at McFarlin Auditorium, campus of S.M.U.

The principal address of the occasion—"What Radio Means to Education"—will be delivered by Mr. Darrow. Dr. George O. Clough, director of extension at Southern Methodist University, will make the welcoming address to members of the institute, and introduce the principal speaker. Members of the Radio Workshop will discuss radio education in America and abroad, and present a dramatic skit before the microphone.

Approximately thirty students started in the Radio Workshop early in June, and will continue until July 15. Classes in script writing, radio acting, radio production, and the class-room use of radio are being taught.

Mr. Darrow will conduct his Radio Workshop at the University of Texas, Austin, the last six weeks of summer school. He joins WBEN, Buffalo, in September as educational director, quitting his post at Ohio State University.

WJAR, Providence, R. I. on June 15 was authorized by the FCC Broadcast Division to increase its day power from 1,000 to 5,000 watts on the 890 kc. channel with unlimited time.

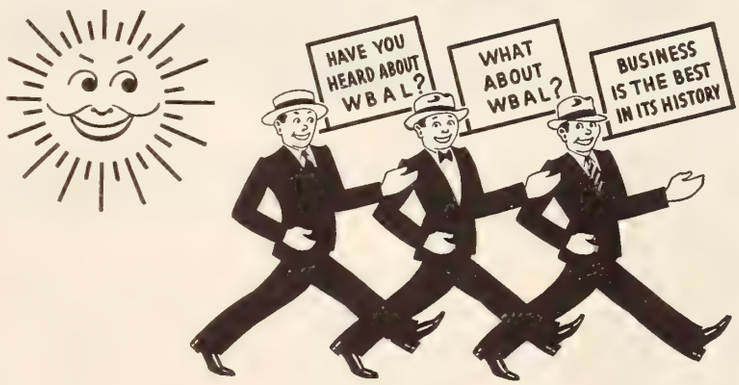
NOT FOR ALL THE TEA IN CHINA . . .

Not for a billion trillion pounds of tea would we tell you that WAVE "covers" China. Everything considered, we think we're doing pretty well to get 45% *of the available audience* in the Louisville trading area—especially when you remember that the people of this area do about one third of Kentucky's entire retail business, and that we deliver 'em to you at a mere fraction of the cost of any other possible medium. . .

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



——And Its True!!

Summer business on WBAL will be the best in its history.

There are still a few choice spots and program periods open.

If you contemplate reaching the enormous Baltimore and Maryland markets this summer, contact WBAL at once!

WBAL

Maryland's Only Clear Channel High Power Station
"Serving the Public Interest"
NBC Basic Blue Network
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

PURELY PROGRAMS

Where to Fish

FRESH and salt water fishing news is given during *Outdoor Reporter*, a Thursday night series on KFOX, Long Beach, Cal., sponsored by Western Auto Supply Co., that city. All of the fishing resorts wire the dope to KFOX, but no attempt is made to push resort advertising. If fishing isn't good at the best resort, listeners are told just that. Slant: Good-will among fishermen.

* * *

Keep Cool

KEEPING cool is a serious problem and Sylvia Press of WINS, New York, recently interviewed Harold J. Reilly, well-known Eastern physiotherapist, who told the listeners how to reduce nervous fatigue during the heat wave.

RESULTS!

The "Yardstick" that never grows old.

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N. C. an NBC Affiliate

Ice Cream for Answers

NEW version of quiz program on WMT, Cedar Rapids, Ia., called *Radio Riddles* allows listeners three minutes to phone the correct answer to the station and the correct answer to each question wins a quart of ice cream. Benne Alter announces the show and Frank Voelker furnishes the background music.

* * *

Your Favorite Passage

CASHING in on the interest in Shakespeare aroused by the highly publicized series on NBC and CBS, WNEW, New York, has inaugurated a Saturday night series on which any one who wishes can declaim his favorite Shakespearean passage, with or without background music.

* * *

Towns Full of Talent

USING showmanship in its bid for business and audience, KYOS, Merced, Cal., on June 11 inaugurated a 13 weeks Friday afternoon one hour *Search for Talent*. Sponsors were obtained in 12 different towns, Atwater, Merced, Maders, Chowchilla, Livingston, Snelling, Mariposa, Dos Palos, Los Banos, Gustine, Newman and Turlock, with an entrant each week from each of these communities. Grand prizes will be awarded winners who are selected by mail vote.

* * *

Ready Made Audience

WOMEN'S clubs throughout the state of Washington recently formed "Listening Groups" for the specific purpose of tuning in on educational addresses given on KWSC, Pullman. Purpose: To arouse women's interest and insure an audience.

Into the Lions' Den

TRAFFIC was stopped in Olean, N. Y., the other day when WHDL's men-in-the-street, Russ Brinkley and Freddy Meyer, interviewed clowns and animal trainers from a visiting circus, topping off the broadcast by going inside the lions' cage for a close-up roar. What with the blanks that the trainers shot off, the snarls of the beasts and the noise of announcers' knees knocking together, it was one of the loudest programs on record. But it built a lot of good will.

* * *

Tourists Like It

WHEN tourists register at the Chamber of Commerce in Duluth, Minn., up jumps Jimmy Payton, announcer of WEBC, to interview them and give them travel information. The series is sponsored by the Chamber of Commerce and attracts a lot of visitors.

* * *

Authors and Actors

PLAYWRITING contest for amateur authors is given in conjunction with the weekly performances of the WHBF Players on WHBF, Rock Island, Ill. Roy A. Maypole, the station's dramatic director, auditions the amateur actors and the plays written by the contest winners will be enacted during the coming winter. Slant: Gets a lot of local people interested in radio.

* * *

The Personal Touch

STATION staff members are interviewed by Carolyn Ann Cross, director of the *Homemakers' Club* on WIP, Philadelphia, in an early morning series during which she asks them how they got into radio and what they think of it. Purpose. Listeners want to be friends and friends buy things.

* * *

Hot is Cold

ON THE theory that if Mexicans keep cool by eating hot spices Americans can do likewise by listening to hot music, WHN, New York, has started a weekly *Darktown Strutters' Jamboree*, with an all-Colored cast starring Bob Howard, sizzling pianist, and the Harlem Heat Waves.

School Contact

KSTP, St. Paul, is elaborating its *Job Wanted* series and designing it as a listening-in- course for children of Minneapolis and St Paul. The new series, now in the making for the opening of the fall season of the schools, will be completely prepared and in outline form for presentation to the departments of education of Minneapolis and St. Paul late this summer when curricula for the coming year are mapped out. The programs, aired in the nature of round-table discussions between school children and professional and educational leaders (one each broadcast), already has won a wide response from educators of the Twin Cities. The programs, handled by Thomas D. Rishworth, the station's educational director, were one broadcast old when the National Youth Administration for Minnesota volunteered to participate and aid in the future preparation of the programs. NYA, in addition to helping in lining up professional leaders for the casts, has blanketed the state with publicity on the series, the first story bringing the station front-page publicity in more than 100 papers of the state.

* * *

Things to Know About

WWJ, Detroit, has started *Did You Know*, sponsored by Industrial Morris Plan Bank, on which E. A. McFaul, member of the Detroit U speech department, relates unusual facts about the city of Detroit. Mr. McFaul probes the inner workings of the city's industrial, municipal and business life to uncover surprising facts not known to the average citizen.

Related to this program is the *Gristmill of Knowledge* series consisting of unusual questions and their answers, submitted by listeners. A pair of tickets to a ball game is given for the most interesting question. Victor Linfoot asks questions and Bob Stanton turns the gristmill to produce answers. Kennedy's Clothes is sponsor of the twice-weekly series, which will go five-weekly in the autumn.

* * *

Salutes to Merchants

SALUTES to retail merchants and distributors of Utah are being given on KDYL, Salt Lake City, in a half-hour series titled *The March of Progress*. Although no product nor dealer's name will be mentioned in the broadcasts, window posters are provided each week to dealers who receive the radio salute.

* * *

In the Parlor

A NEW PROGRAM tentatively titled *Let's Play Games* is being planned by WOR, Newark, to adapt such familiar parlor games as *Coffee-Pot*, *Guggenheim*, and *Ghost* for radio presentation.





Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO



Angler Immersed

WCOA, Pensacola, Fla., broadcasting annual fishing rodeo, with local fishing tackle stores as sponsors. This is one catch—deep sea fishing in the Gulf of Mexico. During the broadcast, two men fell overboard and were interviewed over the air while in the water. Al Metcalf handled the broadcast.

Scene Behind the Scene

REHEARSAL of a summer stock company was broadcast on WNEW, New York, June 23 in a special events program called *Actor Wants Job* during which the glamour, heartbreaks and excitement of theatrical rehearsing aroused a great deal of listener comment.

* * *

Culture for Children

THE *Philadelphia Cultural Olympics* are being broadcast on WFIL after a year of auditioning more than 35,000 children to choose outstanding juvenile talent in art and music. Sponsored by Geo. H. Johnson, prominent local merchant and conducted in cooperation with the Pennsylvania U School of Education the series was designed to give artistically inclined children competitive opportunities.

* * *

Shorthand Contest

AWARDS to winners of the Annual Radio Shorthand Contest conducted recently over the New York Broadcasting System were made by Nathaniel Altholz, director of commercial education for the New York Board of Education and consisted of gold and silver medals. Winning contestants came from various parts of New York, New Jersey, Connecticut and Massachusetts.

* * *

Learning to Talk

SPEECH clinic, featuring Norman Saxe, authority on speech control, was begun June 28 on WINS, New York, designed primarily for those suffering from speech impediments but including all who want clarity of expression. Mondays will be devoted to mothers and children, Wednesdays to adolescents and Fridays to adults. It is Mr. Saxe's belief that such defects as stammering and stuttering are due to fear, frustration and other personality faults.

* * *

The First Russian

NEW YORK'S first and only Russian program is being broadcast for a half-hour on Saturdays on WBNX, New York. Program, titled *Russian Nights*, features the music of the Moscow Art Orchestra under the direction of Arno Carriga with Peter Stogoff as commentator. Stogoff will also interpret current events for the Russian-speaking audience.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Movie Tie-In

A NEW PROGRAM aimed at the movie-going public has been started as a half-hour Sunday morning feature on WINS, New York. Titled *The Question Box*, the program consists of movie gossip plus a series of questions. Listeners sending in correct answers are given "a day in New York", including a sightseeing trip of the city, dinner at the Paradise Restaurant, and two movies, at the Roxy and the Paramount. Series is sponsored by Towne Publications Inc., publishers of the programs of the Roxy and Paramount theatres, and answer blanks may be obtained from neighborhood stores advertising in the programs.

* * *

What Makes Music

TO EXPLAIN the origin of modern music, its present status and future possibilities is the purpose of *Wither Music?*, a new Saturday evening series on NBC, presented by John Tasker Howard, composer and author, with the NBC concert orchestra illustrating his observations.

* * *

Speaking of Thinking

WHY you think like you do and don't think like you don't is discussed by Dr. Henry Peters of Missouri U on KFRU, Columbia, Mo., in a series of five-minute talks under auspices of the State Assn. for Mental Hygiene. The talks are nontechnical and are designed to explain habits we all have and don't know what to do about.

* * *

The Winner!

THE *Children's Opportunity* program on WTNJ, Trenton, N. J., sponsored by Fisher Baking Co., Newark, Sundays for 13 weeks, ended up with a grand total of 811,490 votes representing 81,149 pieces of merchandise. The $50 first prize winner received 89,690 votes representing 8,969 wrappers and labels. Kids love contests.

* * *

The Old Way

OLD FASHIONED auction sale of automobiles moved 102 cars in two broadcasts on KDYL, Salt Lake City recently for Fred A. Carleson Co., local Ford dealer. Two old-time auctioneers averaged 300 words a minute and literally called all cars.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.
COMPLETE, INTENSIFIED
Coverage of More Than
A MILLION PEOPLE
within a 30-mile radius.
PEOPLE WHO LISTEN
to WDRC
BECAUSE THEY ENJOY IT!
Basic Network Station of the Columbia Broadcasting System

Come On In

SWIMMING instructions are broadcast by Ralph Nelson, special events commentator of KCKN, Kansas City, Kans., three times weekly from the edge of the local Y.M.C.A. pool. Slant: Adapt your programs to the season.

* * *

Students Perform

STUDENTS from the Northwestern University class in radio broadcasting are writing and enacting a new show, *Collegiate Episodes*, recently begun on WIND, Gary, Ind. The story, which centers about a typical midwestern college campus, is authored by Patricia Crusinberry, daughter of Jane and Jim Crusinberry, NBC-Chicago writer and sports editor at WBBM, respectively.

* * *

How a City Is Run

WJJD, Chicago, recently began a series of nightly broadcasts dealing with Chicago's city government. During the course of the series entitled *Your City Government*, departmental heads of important divisions of the municipality tell of the work being done by Chicago's government. On Saturdays one of the city's leading social, business or civic leaders discusses some civic topics of current interest. The Saturday broadcasts are under the auspices of the City Club of Chicago.

* * *

Play's The Thing

PLAYS of Ibsen are being given on WQXR, New York, by actors from the WPA Federal Theatre in a series that began with *The Master Builder* June 29, 9-10 p. m. Slant: There is a revival of interest in radio versions of classical drama.

SHOWMANSHIP? NAW! Just Being A Good Fellow!

When the health department has a message . . .

When a car is stolen . . .

When the National Guard is to be hurriedly mobilized . . .

When the hospitals need volunteers for blood transfusions . . . and when hundreds of other day-to-day jobs must be done quickly and expertly . . .

WBIG IS CALLED . . .

And that's why we are known as

"THE FAVORITE STATION IN THE FAVORED REGION."

WBIG
IN GREENSBORO, N. C.
Edney Ridge, *Director*
Craig and Hollingbery
Representatives

1,267,519 RADIO FAMILIES

The erection of the new Vertical Radiator increases the number of Radio Homes in the WHAS Proven Primary Listening Area from 582,451 to 904,999. More than $1,220,899,333 is spent in this market in retail trade. The sale of your product in this area can be substantially increased by using this powerful medium.

WHAS
Represented Nationally by EDWARD PETRY & CO.
Operated by The Louisville Times Company
Publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES
A detailed study of the WHAS market is available on request

STUDIO NOTES

CELEBRATING the completion of five years on the air *Today's Children* presented a special script on June 18, with five women who heard the serial's first broadcast taking part in the anniversary show. Program, written by Irna Phillips and broadcast Monday through Friday on NBC-Red at 10:45 a.m., has been sponsored for the past year by the Pillsbury Flour Mills Co., Minneapolis, whose advertising is handled by Hutchinson Adv. Co., Minneapolis.

WBAP, Fort Worth, carries a total of 50 remote broadcasts each week according to an announcement by J. E. Bridges, WBAP operator in charge of remotes and R. C. Stinson, technical supervisor.

DON'T forget

THIS SUMMER WTAQ LISTENING AUDIENCE WILL INCLUDE PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at our resorts. Write or wire for details.
JAMES A. WAGNER
Manager-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

FORMAL dedication ceremonies were conducted at the new $40,000 studio of KGNC, Amarillo, Tex., June 11, with a salute at 8 a.m. In the evening a special 30-minute program featuring all-live talent presented a full picture of the station's artists. Wes Izzard, production manager, was master of ceremonies. Many new developments in studio equipment have been incorporated, including slanting glass of the window-walls to throw the sound up, rubber drops that automatically close the doors, indirect lighting, and a "studio on the air" signal system synchronized with the microphones.

SALESMEN at WMCA, New York, have been equipped with pocket-size, spiral bound booklets containing descriptions of the station's available features, together with times, prices, merchandising suggestions and all pertinent information which a salesman would need to have when talking to a prospective client. Some 30 sponsorable features are listed in the booklet, which also includes a list of talent.

JOHN MURRAY is producer of the weekly quarter-hour dramatic serial *Cassendra* sponsored by Sylmar Packing Co., on 6 CBS Pacific Coast stations from KNX, Hollywood. He is also writer-producer of *Curtain Calls*, weekly KFWB, Hollywood, dramatic show.

A QUARTER-HOUR program of cultural discussion titled *News of Inter-American Cultural Activities* has been added to the schedule of NBC's short-wave broadcasts to Latin America, bringing the total time of these features to seven hours and 45 minutes weekly, consisting of an hour daily, with an extra half-hour on Sundays and an extra quarter-hour on Wednesdays. The new feature will be presented in Spanish by Charles Caravajal, director of NBC's South American program department, and broadcast on the network's short-wave station, W3XAL, Bound Brook, N. J.



WPG, ATLANTIC CITY—Used its own towers as one of the observation points for describing the Auerbach trophy race around Absecon Island on Memorial Day, the boats racing directly by WPG's transmitter. Photograph shows Chief Engineer Earle Godfrey and Announcer George Foster.

Call to the Colors

MISTAKE in a want-ad placed by H. R. (Hal) Makelim, general manager of KXBY, Kansas City, caused him considerable trouble the other day when he wanted five college boys to learn radio during their summer vacations and the paper ran it "Wanted, five colored boys to learn radio." Next morning 150 negro boys hovered around Mr. Makelim's door and KXBY finally had to broadcast a correction.

DR. GEORGE W. YOUNG, owner and general manager of WDGY, Minneapolis, announces the opening June 15 of branch offices and studios at 34 E. 6th St., St. Paul, including two studios, audition rooms and sales offices. Gordon MacDowell has been appointed manager of the new St. Paul division.

THE third and fourth of WBBM's ten studios were completed June 22. The studios which are on the first floor of the Wrigley building, are already carrying their share of major CBS dramatic and musical productions.

A NEW organ for WFIL, Philadelphia, is being designed by Dr. Charles Courboin, organist at WOR, Newark, who has designed more than 150 organs, including the six-manual, 30,000-pipe instrument in Wanamaker Grand Court, Philadelphia, said to be the world's largest.

BECAUSE of crowded conditions at the NBC Hollywood studios, Benton & Bowles Inc., will produce the Red network new *Maxwell Show Boat* program, starting July 8, at KFWB, that city, using the station's large studio-theatre.



★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

AFTER an absence of more than t years *Memory Lane*, Hoosier seri written by the late H. C. Conne will return to the air on the NB Blue network on the Pacific Coast July 5. It will be revived as a thri weekly quarter-hour daytime seri originating in the San Francis studios. Ted Maxwell of NBC pr duction staff, is rewriting the half-hour scripts down to 15 minut and also will play one of the prin pals in the cast. *Memory Lane* befo going off the air, was broadcast co tinuously for seven years.

KFBI, Abilene, Kan., is remodelit its Salina studios, doubling spa The Salina staff now includes L. Butcher, manager; Paul Auran Ralph Lewis, Frank McIntyre, Lar Sexsmith, Warren Burkholder, Ja Shumard and Feren Butcher.

WIP, Philadelphia, held the seven annual picnic of its *Homemake Club* June 22 for more than 6,0 club members and their families. Ca olyn Ann Cross is the director WIP's *Homemakers' Club*.

WSPA, Spartanburg, S. C., will mo into its uptown studios July 15 whi include six studios on the second flo and a ground floor auditorium stud with a seating capacity of 800.

FIRST SERIES of programs to broadcast from Japan will be broug to American audiences early in Augu when NBC covers the Seventh Wor Conference of the World Federati of Education Associations, to be he in Tokyo, Japan, August 2-7. Har A. Carpenter, member of the board education of Rochester, N. Y., w handle the NBC broadcasts from t conference.

KCKN, Kansas City, together wi *The Kansas City Kansan*, with whi it is affiliated, will be the center uni of attraction in a moving picture be filmed by General Film Corp., a include "takes" direct from the KCK studios and offices. Title of the fil is *Sob Sister*, built around a new paper theme, and in all probabili leads will be taken from the radio a newspaper staffs. Karl Willis, KCK program director may be selected f the masculine lead. Kansans a being urged to report for screen test for the film will be cast entirely local talent, and will incorpora scenes from local industries, comme cial establishments and various scen and historic points of interest. T movie is being sponsored by the Fo Kansas Theatres Co.

WFIL, Philadelphia, received r quests for 6,000 tickets to its *Wo an's Club* annual picnic held June 3 Martha Laine conducts the WFI *Woman's Club*.

KYA, San Francisco, donated 3 qua ter-hour spots and 3 full hours sportscasting when the local Shut- Assn. recently staged a benefit bas ball game and pageant. NBC, th city, and other nearby stations al donated special build-up spots.

ANNOUNCERS and artists WPTF, Raleigh, N. C., are using t newly-installed recording apparatus improve their radio efforts by studyi playbacks.

JEAN DICKENSON and other NB artists are being used as models f fashion pictures in *Screenland Fas ions*, booklet distributed by departme stores throughout the country.

ARLINGTON PARK (Chicago races during July will be broadcast o an MBS hookup each Saturday du ing the month and on July 5. Lincol Plaut, chart maker of the *Daily Ra ing Form*, will man the microphon

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

Screen Extension Aiding Television

Film Research Council Scans Progress of Visual Art

MOST hopeful indication of progress in television in the United States during the past year is the development being made in enlarging the television screen area, according to the annual report of the Scientific committee of the Research Council of the Academy of Motion Picture Arts & Sciences. Report titled *Television From the Standpoint of the Motion Picture Producing Industry.*

The committee goes on record as hoping no attempt will be made to commercialize home television in the United States until a picture equivalent in definition to the best home-movie projection, and not smaller than 24 x 18 inches, can be furnished with routine reliability [BROADCASTING, June 1]. It cites recent demonstrations with electronic projection devices affording images 8 x 10 feet as indicative of the acceleration in the perfection of practical television.

The report belittles practical progress in Great Britain, concluding that the picture is small, the cost high and the show poor and with meager patronage. It found that there were 1000 television receivers all within a radius of 60 miles of the British Broadcasting Co. transmitter, and held the cost of $297 to $396 was prohibitive. Results in Germany, according to the committee's survey, have been unimpressive, though there is marked television activity. Russia is purchasing television equipment in the United States, and France has made little progress.

Both in the United States and abroad, systematic engineering progress is being made in the development of high-definition television until it now has reached a point where it warrants careful observation and analysis, according to the report. The time is not far off when those engaged in motion picture production, and others whose interests are likely to be affected by the evolution of this new field, will do well to acquire as much familiarity as possible with its characteristics and methods, the report advises.

Indiana Radio Course

INDIANA State Teachers College, Terre Haute, cooperating with WBOW in that city, has announced a practical course in education by radio under Dr. Clarence Morgan, radio director. The course deals with program preparation and production and is non-technical in character. Practical broadcasting will be done over WBOW.

WHAT 1937 will not see commercial television, and that the Philco factories are geared to turn out 2,000,000 home and auto radios this year, was announced to Philco dealer conventions held in June at White Sulphur Springs, W. Va. and Del Monte, Cal.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives

As Others Hear Them

COMMUNITY singers who participate in the weekly series on CJCA, Edmonton, Alta., hear themselves as others hear them. During each program one of the songs is recorded and played back to the audience. Recordings are made at both 78 and 33⅓ r. p. m., with the better fed back to the theatre where the program is staged.

Television Today

(*Continued from page 25*)

television, involving both scientific pioneering and the creation of a new art in entertainment, our critics will not be interested in "alibis," or in the difficulties entailed in fitting program technique to scientific and economic realities.

In one short year we have made notable progress in television programming, and this, despite the fact that we have had to overcome some problems which Hollywood has never had to face. Consider that, in movieland, the "sets" are painstakingly constructed—often at great expense — following which cameras are moved into position and "angles" are studied before a "take" is made. Rehearsals are followed by hour after hour and day after day of actual photography.

It is obvious that television program technique must be capable of much greater economy and speed of production, and we shall have no cutting room in which to excise our mistakes. The television camera is the eye of the actual audience itself.

You may remember that a year ago—on June 29, 1936, to be precise—RCA gave its first demonstration of high-definition television to a group of press representatives. You may recall, also, that one of the features of the program presented at that time was Henry Hull, in an excerpt from "Tobacco Road". At that state of television programming the artist was obliged to "do his stuff" with very few emotions and against a very simple background.

In contrast, I can think of no more effective summary of one year of experimental television in America than the demonstration recently given to delegates to the convention of the Institute of Radio Engineers [BROADCASTING June 1]. Television "eyes" switched with apparent ease between ballroom scenes, peopled by many actors, outdoor views, close-ups and long-shots, in instantaneous sequence. I consider that that contrast in itself represents a year of large progress.

We are alert to our opportunities, and I am pleased at the brightness of our prospects. America continues to set the pace technically, and I am confident that we shall be second to none in television programming. In both aspects of television, it is to the public's advantage that we remain free a while longer to devote full time to experiment and development, without the handicaps that might be imposed by an attempt to render a premature and therefore inadequate public service.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Dixie's Brightest Spot for Summer Business

. . . is the resort area blanketed solely by WWNC—Asheville and mountain Carolina. Tourists and vacationers double the population . . . double the business.





"RUSH THREE MORE TRACTORS TO FIELD 7, SI!"

The Red River Valley is one of the most fertile areas in the world, and it's farmed on a scale that makes our agriculture big business.

Fargo, at the center of this literal land of plenty, supplies most of its needs. Thus WDAY gives you a prosperous urban market as well as a rich and stable farm market. We know of no other such favorable set-up in America.

WDAY, INC.

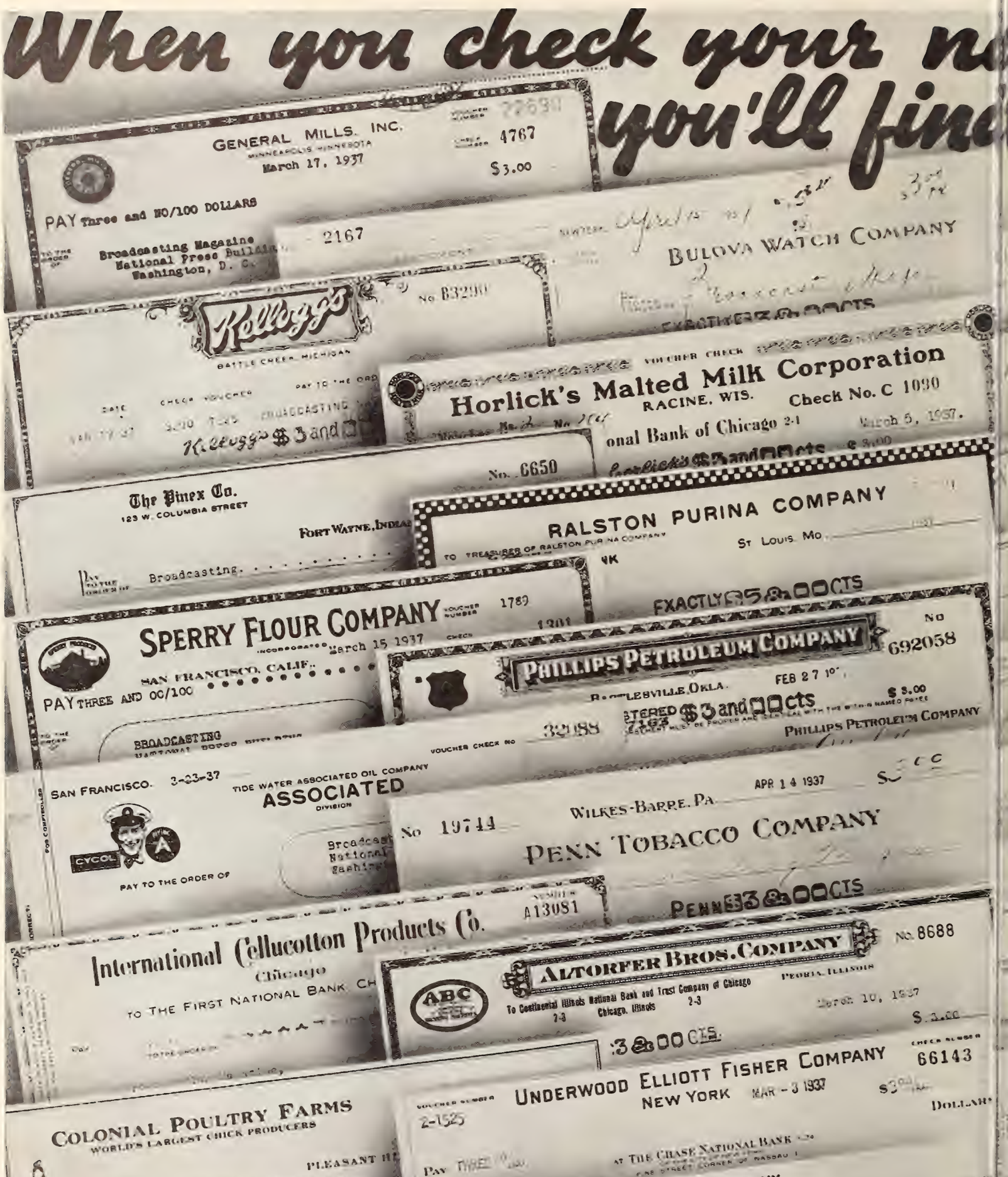
N. B. C.

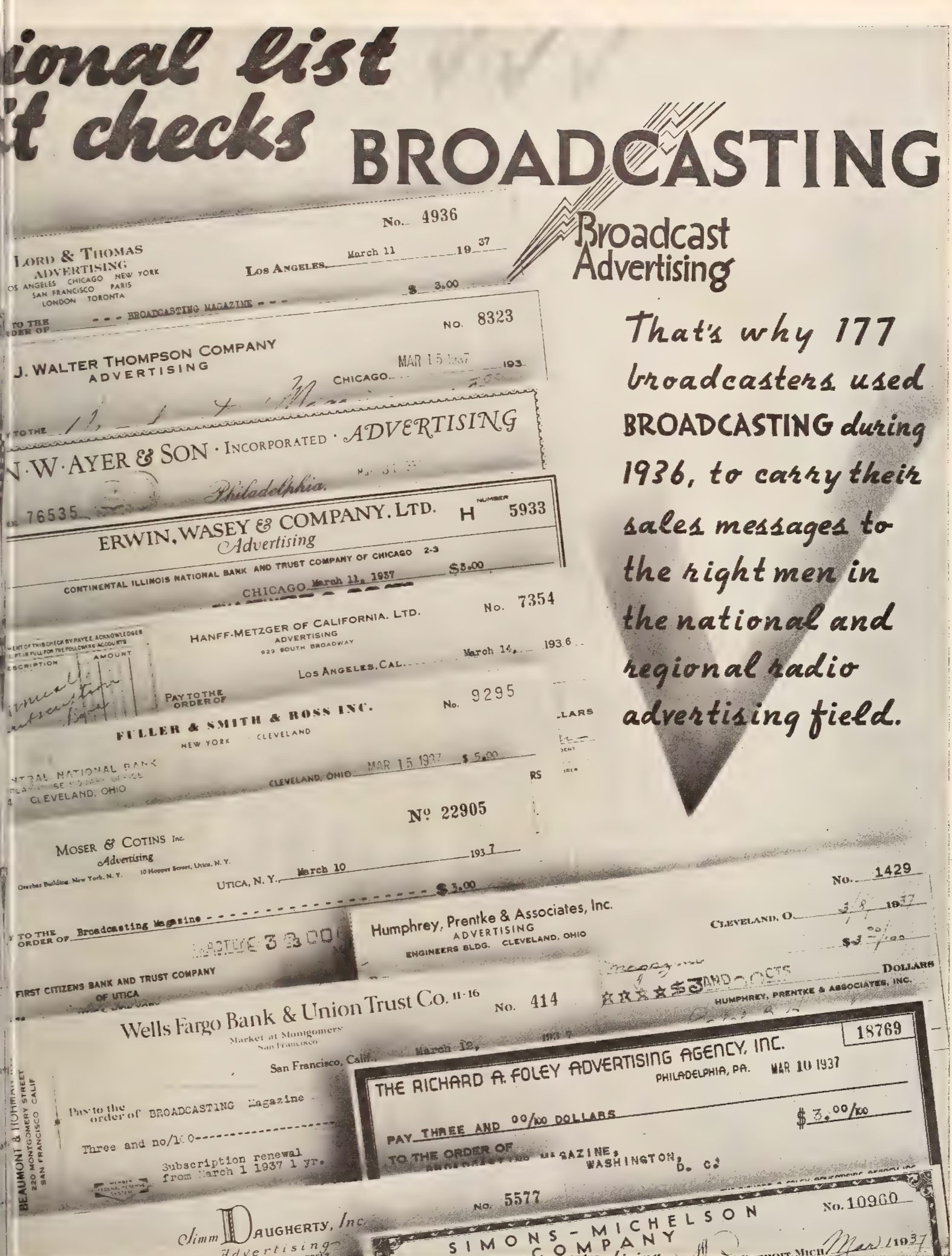
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT


When you check your n
you'll find
GENERAL MILLS, INC.
MINNEAPOLIS MINNESOTA
March 17, 1937
4767
$3.00
PAY Three and NO/100 DOLLARS
Broadcasting Magazine
National Press Building
Washington, D. C.
2167
BULOVA WATCH COMPANY
Kellogg's
BATTLE CREEK, MICHIGAN
No 83290
Horlick's Malted Milk Corporation
RACINE, WIS.
Check No. C 1090
March 5, 1937.
The Pinex Co.
123 W. COLUMBIA STREET
FORT WAYNE, INDIANA
No. 6650
Broadcasting
RALSTON PURINA COMPANY
ST LOUIS MO
SPERRY FLOUR COMPANY
March 15 1937
SAN FRANCISCO, CALIF.
PAY THREE AND 00/100
BROADCASTING
1789
PHILLIPS PETROLEUM COMPANY
692058
FEB 27
$3 and 00 cts
PHILLIPS PETROLEUM COMPANY
SAN FRANCISCO. 3-23-37
TIDE WATER ASSOCIATED OIL COMPANY
ASSOCIATED
DIVISION
CYCOL
PAY TO THE ORDER OF
No 19744
WILKES-BARRE, PA.
APR 14 1937
PENN TOBACCO COMPANY
PENN $3 and 00 CTS
International Cellucotton Products Co.
Chicago
TO THE FIRST NATIONAL BANK
A13081
ALTORFER BROS. COMPANY
PEORIA, ILLINOIS
No. 8688
To Continental Illinois National Bank and Trust Company of Chicago
Chicago, Illinois
March 10, 1937
$3 and 00 CTS
UNDERWOOD ELLIOTT FISHER COMPANY
NEW YORK MAR - 3 1937
66143
2-1525
COLONIAL POULTRY FARMS
WORLD'S LARGEST CHICK PRODUCERS
PAY TO THE ORDER OF
Broadcasting Advertising
THE PLEASANT HILL BANK
PLEASANT HILL, MO.
THE RATH PACKING COMPANY
PORK AND BEEF PACKERS
WATERLOO, IOWA April 8 1937
A 51898
To the Treasurer of
The Rath Packing Company
EXACTLY $1 and 50 CTS


ional list
t checks
BROADCASTING
Broadcast Advertising
That's why 177 broadcasters used BROADCASTING during 1936, to carry their sales messages to the right men in the national and regional radio advertising field.
No. 4936
LORD & THOMAS ADVERTISING
LOS ANGELES CHICAGO NEW YORK SAN FRANCISCO PARIS LONDON TORONTA
LOS ANGELES, March 11 19 37
$ 3.00
TO THE ORDER OF BROADCASTING MAGAZINE
No. 8323
J. WALTER THOMPSON COMPANY ADVERTISING
CHICAGO MAR 15 1937
TO THE
N·W·AYER & SON · INCORPORATED · ADVERTISING
Philadelphia.
76535
ERWIN, WASEY & COMPANY, LTD. Advertising
NUMBER H 5933
CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO 2-3
CHICAGO March 11, 1937 $3.00
No. 7354
HANFF-METZGER OF CALIFORNIA, LTD. ADVERTISING
929 SOUTH BROADWAY
LOS ANGELES, CAL. March 14, 193 6
DESCRIPTION AMOUNT
PAY TO THE ORDER OF
No. 9295
FULLER & SMITH & ROSS INC.
NEW YORK CLEVELAND
CLEVELAND, OHIO MAR 15 1937 $ 5.00
CLEVELAND, OHIO
No 22905
MOSER & COTINS Inc. Advertising
Chrysler Building, New York, N. Y. 10 Hooper Street, Utica, N. Y.
UTICA, N. Y. March 10 193 7
$ 3.00
TO THE ORDER OF Broadcasting Magazine
FIRST CITIZENS BANK AND TRUST COMPANY OF UTICA
No. 1429
Humphrey, Prentke & Associates, Inc. ADVERTISING
ENGINEERS BLDG. CLEVELAND, OHIO
CLEVELAND, O.
$3.00/100
THREE AND 00/100 DOLLARS
HUMPHREY, PRENTKE & ASSOCIATES, INC.
Wells Fargo Bank & Union Trust Co. 11-16
Market at Montgomery San Francisco
No. 414
San Francisco, Calif. March 12, 193 7
Pay to the order of BROADCASTING Magazine
Three and no/100
Subscription renewal from March 1 1937 1 yr.
BEAUMONT & HUMAN 220 MONTGOMERY STREET SAN FRANCISCO CALIF
18769
THE RICHARD A. FOLEY ADVERTISING AGENCY, INC.
PHILADELPHIA, PA. MAR 10 1937
PAY THREE AND 00/100 DOLLARS
$3.00/100
TO THE ORDER OF BROADCASTING MAGAZINE, WASHINGTON, D. C.
Simm DAUGHERTY, Inc. Advertising
No. 5577
SIMONS-MICHELSON COMPANY
No. 10960
DETROIT, MICH. Mar 1937

Broadcast Likings In Chicago Shown By Recent Survey

De Paul Interviews Give Data On Listeners' Viewpoint

By L. M. McDERMOTT
Professor of Advertising,
De Paul University, Chicago

A radio program survey covering 5970 families has just been completed in Chicago. The survey was conducted by Prof. L. M. McDermott of the Advertising department of the College of Commerce, De Paul University who tells about it in the following article.

THIS SURVEY of Chicago radio is in two parts: Section I pertains to radios. Data was collected on the most popular radio, the average age of all radios, number of used radios, oldest radios now in use, number of radios in Chicago, and the probable saturation point for radios in this city. Section II covers preferences as to broadcasting stations, stations usually "tuned in", stations preferred as to various types of programs, and favorite programs. Comparisons were made in many of the preferences with the Radio Editors' Poll and showed that the housewife does not always think along the same lines.



Mr. McDermott

The choices of programs as shown by the Chicago survey were as follows: First, Jack Benny; second, Father Coughlin; third, March of Time; fourth, Eddie Cantor; and fifth, Fred Allen. On the other side of the picture we find housewives wishing certain programs to be excluded from the air. These are mostly childrens' programs and are a result of a campaign of women's clubs.

Naming of Sponsors

One rather interesting point brought out in the survey was the fact that but a small percentage of listeners could give the sponsors of their favorite program. Radio editors of Chicago papers have mentioned this fact, but no definite information had been available until this survey gave definite figures showing actual conditions.

An attempt was made by the interviewers to secure a 100% answer to this question. However, only 708 were willing to list favorite programs by the sponsor, or manufacturer. In other words only 12 percent knew the name of the sponsors of their favorite programs. It is estimated that about 2% of these showed some degree of uncertainty.

The list of preferred programs by manufacturers follows: Ford, 109; Jello, 104; Lady Esther, 58; Palmolive, 46; Beechnut, 44; Chase & Sanborn, 24; Pebecco, 23; Camel, 20; General Motors, 19; Armour, 19; Maxwell House Coffee, 17; Pepsodent, 16; United Bakers, 16; Ipana Toothpaste, 16; Fleischmann's Yeast, 12; Exlax, 11; Nelson Brothers, 11; Campbell, 9; Lux, 9; Lucky Strike, 8. Others mentioned were Chesterfield, Chrysler, General Mills, Remington-Rand, Rogers Clothing, Pabst, Swift, Vicks, Packard, Studebaker, and a few others.

Another point of interest to the advertiser is the fact that a large number of housewives feel that there is too much advertising in radio broadcasts. Not all answered this question. Out of 1743 who expressed an opinion 950 said there was too much advertising, 688 said programs were satisfactory as to this, and only 105 were in favor of more advertising.

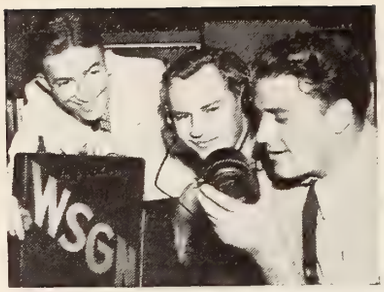
As to the question whether the housewife believed there should be more government regulation and control, a great majority thought the programs to be satisfactory. Some of the opposition was aimed at certain children's programs, the same speech being broadcast by all the large stations, too much time being taken by baseball broadcasts, and the type of music heard. Quite a number of housewives thought these conditions were a matter for governmental regulation rather than regulation by the broadcasting station and advertiser.

Some of the favorable points brought out by the Chicago survey were:

1. The housewife has decided opinions as to the character of programs.
2. Programs coming over larger stations are preferred.
3. High class programs are preferred.
4. Musical rather than "noisy" orchestras are preferred.
5. Programs receiving the greatest number of votes for exclusion generally contain some objectionable features.
6. Listeners show a decided preference for high-class musicians.
7. The character of the advertising in radio broadcasts is not criticized, rather the amount of it.
8. Broadcasting officials are doing a good job in regulating the material in programs.
9. The Federal Government should assist. Keep broadcasting out of politics.
10. Housewife shows little interest in amateur hours and street interviews.

Youthful Sleuth

RICHARD DILMER, patrolman, was walking along Fourth Avenue in Brooklyn near 48th St. June 13 when a boy rushed up, said "Arrest that woman; she's carrying narcotics. I'm Junior G-Man No. 40 and I've been shadowing her all day," and rushed away again. Although dubious Dilmer made the arrest, found the boy was right. An appeal for the boy to report to headquarters is being broadcast on the *Junior G-Man* program on WOR. Broadcast three times weekly, the adventure series sponsored by Fischer Baking Co. has enrolled more than 400,000 boys in Junior G-Man clubs throughout the east, according to Donald Peterson Radio Productions, producers of the program.



FROM PLANE—WSGN, Birmingham, inaugurated its portable transmitter WAXD with a broadcast from an airplane over the Municipal Airport. Announcers Bob McRaney and Joe Ford and Engineer James Evans are shown broadcasting from the plane.

CBS has secured exclusive broadcasting rights to the Lewisohn Stadium Concerts in New York for the summer of 1937 given by the Philharmonic Symphony Society and featuring prominent guest conductors.

Tony Martin Sues

SUIT for $7,600 damages for cancellation of his contract to master-the-ceremonies of the CBS weekly *Hollywood Hotel* program has been filed in Los Angeles Superior Court by Tony Martin. Named in his complaint, filed under his correct name of Alvin Morris, are F. Wallis Armstrong Co., advertising agency and Campbell Soup Co. program sponsor. In his complaint filed by Attorneys Samuel S. Zagon and Harold E. Aaron, Martin claims he was signed on March 12 to appear for a minimum of 19 weeks on the *Hollywood Hotel* broadcasts from Hollywood and that on April 5 his contract for $400 per program was repudiated by his employers. He was scheduled to start with the May 7 broadcast.

KNX Fliers' Beacon

KNX, Los Angeles, under special authority of the FCC, served as the beacon station for the Moscow-to-U. S. flyers who landed in this country Sunday on their epochal flight. Employed as a "directional beam," the CBS outlet was authorized to operate on a point-to-point basis with the planes to guide them to their destination, at the request of the Soviet authorities. An interpreter was called in by the station to assist it in communication in the Russian tongue with the aviators and to supply them with weather and other flying information.

DR. LEE DE FOREST, inventor of the radio tube, was awarded the honorary degree of Doctor of Laws by Lewis Institute, Chicago, June 22.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

To Cover Northwestern Ohio and Southern Michigan

Use WSPD TOLEDO

A BASIC STATION
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

John Blair & Co., National Representatives

Levy-Craney Stage Convention Battle On Merit of Per Piece Copyright Fee

DESPITE the resignation last year of Isaac D. Levy, WCAU, Philadelphia, from the NAB, he figured in the NAB convention copyright hostilities last month in an impromptu "battle" of Levy vs. Craney. Both Mr. Levy and Ed Craney, KGIR, Butte, circularized stations in advance of the convention espousing their particular viewpoints on copyright.

Mr. Levy again took his unrelenting stand against "per piece" for measured service payment for copyrighted works as a substitute for the present percentage plus sustaining fee basis. Mr. Craney, on the other hand, in his pre-convention broadside strongly endorsed "per piece" as the ultimate solution and called for cooperation of broadcasters on a dozen fronts to bring it about. He followed that up with an address on the floor, reported elsewhere in this issue.

Despite the fact that the NAB in four successive conventions has gone officially on record as in favor of "per piece," a number of important broadcasters appeared to agree with the viewpoint expressed by Mr. Levy, who last year dramatically walked out of the NAB because he was out of sympathy with its executive direction and its stand on the mooted copyright matter.

Mr. Mills Comments

In a letter to BROADCASTING June 1, based on the Levy communication, E. Claude Mills, chairman of the executive committee of ASCAP, took occasion to comment on the situation.

"There is so much to what Mr. Levy says that is of deep and real concern to the broadcasters," Mr. Mills wrote, "that it will be a pity if they do not give very careful thought to the contents of his letter, and particularly, I suggest, to his recommendation that before the broadcasters are stampeded to sanction a 'per piece' method of accounting for royalties, someone should inform them in exact and precise detail just what would be involved upon their part. * * *

"I am endeavoring to be constructive because I realize that if the radical change is made and it proves to be the headache that I think it will, there will simply be more bitterness injected into the situation."

In his letter, dated June 17, Mr. Levy admonished broadcasters to take stock of the copyright situation, asserting again that per piece was impracticable. He warned stations that per piece inescapably involves complicated bookkeeping by stations; that it will cost more money since individual composers themselves would place the prices on their compositions and require accountings, meaning disclosure of their books; that he had been informed some 310 stations had been delinquent in the amount of some $500,000 in their royalties as of 1936, most of which was admitted, and thus indicating that there is justification for the ASCAP demand that it have a right to audit books and that ASCAP "could execute no more clever maneuver" than to offer "per piece" method instead of the present percentage, plus arbitrary sustaining fee basis.

Questioning the advisability of state laws against ASCAP enacted in a half-dozen states, Mr. Levy predicted that broadcasters eventually will pay for this litigation through increased rates. By implication, he attacked the "open letter" of last April sent to Congress by Mr. Craney, who advocated action on copyright. The letter bore the boldface inscription "Can You Be Re-elected?" Mr. Levy said this letter had made enemies for broadcasting among congressmen.

Even before the Levy letter reached stations, Mr. Craney had written them reviewing developments in the music copyright field since the last Convention. He has been the prime mover of the anti-ASCAP measure placing copyright groups under state police jurisdiction. Reminding station owners that "1940 is coming along," Mr. Craney pointed out present ASCAP contracts will expire then and that unless remedial steps are taken, broadcasters will be in an even more serious plight. He advocated a 10-point program as follows:

1. Support national copyright legislation which will set up rules of fair play between the copyright owner and user, and which will place the responsibility for the public performance of music on the person originating the performance.
2. Support state legislation setting forth rules for combines to operate under.
3. Give aid to all states where legislation has been enacted or is being considered.
4. Gather all information concerning state legislation into a file and make this available to other states.
5. Educate all broadcasters in the country on copyright.
6. Establish a copyright clearance bureau, which would make available the names of reliable firms transcribing or producing public domain, and/or, tax free music and lists of such music. (Lang-Worth is the only one in this class at present—they protect you as to the clearance of their numbers with an insurance policy from Lloyds of London).
7. Educate authors and composers on the workings of a "per use" or "per piece" system.
8. Determine the amount of music available today in the hand of either the networks or independent stations that can be used tax free or that can be purchased outright for broadcasting purposes.
9. Make such music as is available for transcribing to all reliable transcription firms and/or have it recorded by NAB's Music Bureau, costs permitting.
10. Make up your mind that you are going to devote enough time and money to this job for the next year to see it through—"we can't miss if we will but get in and *WORK*."

STORM WARNINGS
On WIBM as Michigan Flood Threatens Jackson

WHEN a severe storm swept lower Michigan June 20, doing major damage in and near Jackson, WIBM gave outstanding service in broadcasting warnings to motorists and residents of that area and summoning crews of men to help build retaining walls. Hal Hubert, announcer, and Walter Johnson, engineer, worked barefoot when water surged into the studio and control room. Later that evening, when the storm threatened a nearby dam, Announcers Willie Dunn, Kent Josef and Bill Cizek put on hip boots and relayed messages to the studio for release to a frightened audience. A bad leak developed above the high voltage power supply system and a large pan was required to keep WIBM on the air.

GEORGE HARVEY, Dud Kelly and Les Sholte of the WGN-MBS sales staff in Chicago, piloted Harvey's sloop *Skoal* to victory in the annual Chicago to Michigan City yacht race held June 19.

Chicago Agency Shifts

BESS JOHNSON, radio director of Stack-Goble Advertising Agency, Chicago, has resigned to join the radio department of Lord & Thomas, Chicago. Miss Johnson, an actress for eight years, enacts the Lady Esther role on the Wayne King programs. As yet, no successor to Miss Johnson has been chosen at Stack-Goble. Estelle Mendelsohn, script writer on the *Lady Esther* show, is also joining Lord & Thomas.

THE Canadian Broadcasting Corporation will send experts with the Eastern Arctic patrol, sailing from Montreal July 10, to study the feasibility of broadcasting from the Arctic to a national hook-up. Shortwave communications will be tried from the different points at which the ship calls to determine the possibility of bringing broadcasts from the Arctic to Canadian and American listeners.

IN Atlanta USE WGST
CBS 5000 watts day 1000 watts nite
Repts: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

In Baltimore, it's WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS
"BIRTHDAY BELLS"
8:00 to 8:15 a. m. — now available for sponsorship! Call or write TRANS-AMERICAN BROADCASTING AND TELEVISION CORPORATION, New York, Chicago, Hollywood.

There's A Reason
for feeling proud, when a new station in America's fastest-growing radio center, Los Angeles, feels no letdown in sales following a rate increase.
Yet Los Angeles advertisers realize that KEHE is STILL delivering more listeners per dollar.
And here are the reasons:
1—A powerful signal and excellent wave length.
2—The West's most luxurious and most modern broadcasting plant.
3—A steadily growing listening audience.
4—Increasingly encouraging results for present sponsors.
5000 Watts KEHE 780 Kilocycles
"Serving the Public Interest"
LOS ANGELES, CALIFORNIA
A Member of the California Radio System
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Oklahoma-Colorado Broadcasters Hosts on KLZ-KVOR 'Good Will Tour'





CHEF'S CONVENTION—Nope, you're wrong. It's probably the greatest aggregation of advertising agency and advertiser talent ever assembled in the shadow of the Rockies (except for a few dozen conventions). Some 50 of them attended the KLZ-KVOR *Goodwill Trip* promoting Colorado's commercial and recreational advantages and its place in the national market. The event took place June 19 to 26.

In the left photo, guests were photographed outside the unique Cooking Club, famed Colorado club on the side of Cheyenne Mountain. The ritual required all guests to peel off coats and hats and don the chef's bonnets and aprons. Then they served themselves from soup to nuts. Picture at right shows party upon arrival June 20 on the *City of Denver* streamliner train from Chicago.

Both KLZ and KVOR are operated by the Oklahoma Publishing Co., publishers of the *Oklahoma City Oklahoman* and *Times* and operator of WKY. Hosts to the group were E. K. Gaylord, president of the Oklahoma Publishing Co.; Edgar T. Bell, secretary-treasurer; Gayle Grubb, manager of WKY; J. I. Meyerson, general sales manager, Oklahoma Publishing Co.; F. W. Meyer, manager, KLZ; Ralph Miller, advertising manager of the *Oklahoma Farmer-Stockman*, and Hugh B. Terry, manager of KVOR. The following attended the event:

Hon. Teller Ammons, Governor of Colorado; C. J. Baker, Maxon Inc., Detroit; Fred Barrett, Lee Anderson Inc., Detroit; Osborne B. Bond, Joseph Katz Co., Baltimore; B. B. Brewer, Ferry-Hanly Co., Kansas City; L. T. Bush, Compton Adv. Inc., New York; N. J. Cavanagh, Roche, Williams & Cunnyngham, Chicago; W. J. Davis, J. Stirling Getchell Inc., Detroit; Herschel Deutsch, Lawrence C. Gumbinner Adv. Agency, New York; Myron Donald, Colorado Courtesy Patrol, Denver; Ted Enns, Cramer-Krasselt Company, Milwaukee; E. A. Fellers, Presba, Fellers & Presba Inc., Chicago; George Eversman, H. J. Heinz Co., Pittsburgh; Elmer Froehlich, MacManus, John & Adams, Detroit; Carl Georgi Jr., D. P. Brother & Co. Inc., Detroit; Max Hacker, Pedlar & Ryan Inc., New York; Frank Hakewill, Roche, Williams & Cunnyngham, Chicago; H. E. Hendrick, Tracy-Locke-Dawson Inc., New York; Maxwell R. Hott, Dr. W. B. Caldwell Co., Monticello, Ill.; H. Hudson, H. W. Kastor Adv. Co. Inc., Chicago; H. L. Hulsebus, Stack-Gol Adv. Agency, Chicago; Hugh Johnston, Brooke-Smith & French Inc., Detroi Joseph Marsh, Colorado Courtesy Patrol, Denver; Richard Marvin, J. Walt Thompson Co., Chicago; John F. Mayer, Street & Finney Inc., New Yor Paul C. McCormick, McCann-Erickson Inc., Cleveland; George McGiver Blackett-Sample-Hummert Inc., Chicago; Robert McNell, Blackett-Sampl Hummert Inc., New York; Ed Nelson, Wade Adv. Co., Chicago; T. E. Nowe *Colorado Springs Gazette & Telegraph;* George Pearson, J. Walter Thomps Co., Chicago; R. J. Potts, R. J. Potts & Co., Kansas City; E. S. Pra Fletcher & Ellis Inc., New York; N. H. Pumpian, Henri, Hurst & McDona Inc., Chicago; Allen Russell, Potts-Turnbull Co. Inc., Kansas City; John Sarles, Knox Reeves Adv. Inc., Minneapolis; Ray G. Simmons, Meldrum Fewsmith Inc., Cleveland; William J. Staab, Fuller & Smith & Ross, Cle land; Fred Steele, McJenken Adv. Co., Chicago; Sol Taishoff, BROADCASTIN Washington; G. L. Trimble, Marshalk & Pratt Inc., New York; F. C. Webe D'Arcy Adv. Co. Inc., St. Louis; Harry Walsh, Newell-Emmett Co. Inc., Ne York; Art Spoerl, Cramer-Krasselt Co., Milwaukee.

From the E. Katz Special Advertising Agency, the stations' representativ came Ralph Bateman, Detroit; Morris Beck, New York; Fred Bell, Atlant George Brett, New York; Lowell Jackson, Chicago; Eugene Katz, New Yor S. L. Katz, Chicago.

Oklahoma Publishing Co. men in the party were Edgar T. Bell, Oklahon City; O. C. Brown, Oklahoma City; Fred D. Fleming, KLZ, Denver; E. Gaylord, Oklahoma City; Gayle Grubb, WKY, Oklahoma City; F. W. Mey KLZ, Denver; J. I. Meyerson, Oklahoma City; Ralph Miller, Oklahoma Cit Frank Quinn, KLZ, Denver; Norton Schwartz, Mile-Hi Photo Co., Denve Hugh B. Terry, KVOR, Colorado Springs.

As a parting gift, Messrs. Gaylord and Bell, as hosts to the 50 adve tising men, presented each with a tooled leather briefcase inscribed wi their names. Messrs. Gaylord and Bell also received from FCC Chai man Prall a letter of greeting in connection with the *Goodwill Tour* ar commending them on their new studios and equipment.

Still Another "Inquiry" Account is Proffered

ANOTHER "per inquiry" account, offered by the American Products Co., Cincinnati, is being presented stations despite consistent refusal of most broadcasters to accept contingent business of this character. The newest proffer is that of procurement of agents to represent the Cincinnati company in the sale of foodstuffs and staples, on the basis of 80 cents per inquiry regardless of the number secured. The proposition is for a studio program of 15 minutes to be built by the station, with the "advertiser" to furnish the commercials.

L. T. Pitman, manager of WCSH, Portland, Maine, informed L. H. Witte of the company, that he found the offer "singularly unappealing." "We have some excellent contracts from advertisers who also sell tea, coffee, foods, spices, etc.," Mr. Pitman informed his correspondent. "They did not require any test campaigns at our expense to determine whether or not they could afford to use our station."

KFEL, Denver, on June 15 moved into commodious new studios in the new Albany Hotel. The motif is entirely Indian, with rustic pine furniture used throughout. Rugs are typically Navajo and clocks and lamp shades are of buckskin.

Early Decision Seen in FCC Charges Against Lawyers; Dismissal Is Sought

EXAMINATION of witnesses in the proceedings on charges alleging improprieties against Paul M. Segal and George S. Smith, Washington attorneys specializing in radio practice, made as a result of a report by an FCC investigating committee headed by Telegraph Commissioner George H. Payne, was being conducted in Washington the week of June 28 by Samuel H. Kaufman, special counsel, working with an assistant in quarters provided by the Commission.

As BROADCASTING went to press, Messrs. Segal and Smith were making voluntary statements before the special counsel in accordance with the offer contained in their sworn answers to the charges. The answers were filed in separate pleadings June 19 and in them all of the charges were categorically denied and a hearing was requested unless the FCC should conclude that its citation order of May 19 should be dismissed. Richard M. Casto, named as an alleged "dummy" applicant, was among those heard by the FCC inquisitors. Several employes of the Segal law firm had previously made statements to Mr. Kaufman. Sources close to the Commission believed an early decision would be reached soon after the special counsel hears Messrs. Segal and Smith. Many of the witnesses had not previously been questioned by the Commission subcommittee, on whose recommendation the FCC had voted the proceedings.

The attorneys in their answers contended their conduct at all times has been entirely ethical, proper and professional and that the acts cited in the FCC order were neither improper nor in violation of any existing rules or methods of legal practice.

The allegation that "dummy" applications had been filed for the purpose of "deceiving" the Commission was specifically denied, Mr. Segal pointing out that he was acting for a client and that the applications were in conformity with FCC rules and regulations.

Asks Full Disclosure

Mr. Segal's answer asserted his "desire that there shall be a full disclosure of the facts relating to the charges, in order that my innocence and complete freedom from any impropriety or unethical conduct may be estabilshed and a speedy vindication follow." He denied that he knowingly or wit intent to deceive had interpolate or aided and abetted in the inte polation of certain signed an notarized depositions into the FC files in the case of Richard M Casto, applicant for a new statio in Johnson City, Tenn.; declare that the Casto application, insofa as counsel were informed an believe, was bona fide and in goo faith; asserted that the Palme Broadcasting Syndicate Inc., on time applicant for new stations i Portland, Me., Lewiston, Me. an Cheyenne, Wyo., was not "dummy" applicant designed t hinder or delay any other appli cant, and stated that its applica tions "were bona fide and in goo faith, for the purpose of obtainin the authorizations requested, wit intent to make a full disclosure o the interested persons upon a hea ing of the applications."

The FCC order having questione Mr. Segal's qualifications, profes sional standing, character an ability, Mr. Segal's answer stated

While I realize it is not generall necessary or customary to make repl to matters of inducement and recitals as distinguished from specific charges the recitals in the Order in this pr ceeding are of such general and sweep ing character, inherently involving reflection upon my professional repu tation and standing, that I request th privilege and opportunity of makin full, suitable and proper comment wit respect thereto, in order that any in

justice to me flowing from said Order may be ameliorated, if possible.

I received my undergraduate training at Columbia University, obtaining an A.B. degree, and my graduate work at University of Denver, obtaining an LL.B. degree. I engaged in the general practice of law immediately after my admission to the Bar in Denver, Col., and for five years was Assistant District Attorney there. I was appointed in 1929 as Assistant General Counsel of the Federal Radio Commission and after some period of service resigned to enter the private practice in this specialized field. I have for many years been interested in the scientific and engineering problems related to radio communication. As representative of the American Radio Relay League I attended the International Telecommunications Conference in Madrid in 1932, at which time international regulations were drafted. I have recently been appointed as a representative of the American Radio Relay League to attend the International Conference to be held in Cairo, Egypt, in the spring of 1938. I have practiced actively in this special field for 13 years and my colleagues at the Bar will give testimony as to my ability and professional standing.

My reputation has never been called into question until the issuing of your Order of May 19, and I respectfully submit that the lack of foundation for said order and the consequent injustice to me will be manifest when the facts are known to your Commission.

Declaring that he used office personnel as original incorporators of the Palmer company, Mr. Segal pointed out that the applications complied in all respects with the FCC rules and regulations, that the Lewiston application was dropped and the Cheyenne application defaulted by his client long before being questioned in the present proceeding, and that the Portland application with others "were all held up and no action taken by the Commission for a period in excess of two years, and hence any delay in action upon the Palmer application or in action upon the applications which competed with it were not ascribable either to my client or to me." The Portland application was dismissed last Oct. upon being withdrawn by Mr. Segal's client.

"Permit me to summarize," Mr. Segal's answer concludes, "by saying that at no time was any deception practiced on the Commission concerning any of the Palmer Broadcasting Syndicate Inc., applications; that it was the plan and intention of my client and of myself to make a full and complete showing at a hearing concerning my client's identity and qualifications; that no such showing was required or called for prior to hearing; that the need for anonymity which my client felt was in my opinion a real and substantial one; that the Palmer Broadcasting Syndicate Inc., applications were original applications filed before any competing applications and were bona fide applications, which were severally withdrawn, defaulted or permitted to be returned, because of changes in circumstances and that none of the applications violated any statute or regulation or contained any false, improper or deceptive statements.

"I stand ready to furnish the Commission any additional information pertaining to the charges that it may desire, and I offer my full cooperation, confident that when the facts are fully presented my speedy vindication will follow."

"I desire a hearing unless in the judgment of the Commission upon the basis of this return and a more complete understanding of the facts, my prayer herein be granted."

Mr. Smith's Reply

Mr. Smith's reply deals primarily with the Casto case, which he largely handled, and denies that Casto was not a true applicant and did not own funds as represented and states further:

In relation to Charge 1, I state that on Dec. 9, 1936, I presented in the case of Richad M. Casto to the office of the Secretary of the Commission signed copies of the depositions of Raymond Rosson, L. G. Lowe, Morgan W. Cox, Lee B. Harr and Ralph Kelley, to be attached to certain unsigned copies of the testimony of the same witnesses which had theretofore been received in the Secretary's office; at the time of presentation of the signed copies of the depositions, I advised the Docket Clerk in the Secretary's office of the particulars and circumstances concerning these depositions, namely, that the notary before whom the depositions had been taken had failed to obtain the signatures thereto of the witnesses in time to enable the depositions to be filed with the Commission five days before the date set out for hearing as required by the Rules and Regulations of the Commission, and had therefore forwarded them to the Commission without such signatures and had thereafter sent carbon copies thereof to me, which carbon copies had been signed by the witnesses; that the presentation of such signed copies of the aforesaid depositions was done openly and without intention to deceive, and with the knowledge and approval of the Docket Clerk of the Secretary's office, whose duty it was to supervise the keeping and making of the files. I further state that the depositions in question were not received in evidence and never became any part of the record in the case of Richard M. Casto; that at no time was any attempt made to deceive the Commission concerning the circumstances of the submitting of the depositions; that the attention of the Commissioners to the circumstances surrounding these depositions was brought by a formal motion filed by Paul M. Segal and myself; that I voluntarily made a full disclosure of the facts concerning the said signed depositions before the Examiner when the depositions were presented; that no effort or attempt was made to deceive any party or the Commission in relation to said depositions. I further state that the Commission has heretofore fully considered all the circumstances concerning these depositions and issued an order concluding its inquiry relative thereto and disposing of the matter, and I respectfully submit, now reopens the matter without any good and sufficient cause therefor.



SAILFISH CATCH—During a recent cruise out of Miami, Edgar T. Bell, business manager of the Oklahoma Publishing Co. and WKY, Oklahoma City, earned his way into the famous Miami Sailfish Club by hooking two of the beauties and lasting the route for the hour-long battle with each.

United Air Discs

UNITED AIR LINES, Chicago (air travel), on July 6 will start thrice-weekly transcriptions on KFI, Los Angeles, and KFRC, San Francisco. One-minute transcriptions cut by Columbia Transcription Service, Chicago, will be used. J. Walter Thompson Co., Chicago, is the agency.

Al Boasberg

AL BOASBERG, 45, nationally known radio and motion picture "gag" writer, died at his Beverly Hills, Cal., home June 18 from a heart attack. He was considered one of the foremost "gag" writers in the profession and started his film writing career in 1925, later turning to radio. He had been writing for the Jack Benny programs for the past year. The day before his death he signed a new one year contract to continue in that capacity along with his other work. He also supplied comedy skits for other well known radio programs. Funeral services were held June 19 in Beverly Hills with interment in Buffalo, N. Y., where he was born. Surviving is his widow.

GEORGE B. STORER, chief owner of WSPD, WWVA and WMMN, has applied to the FCC for authority to erect a new 1,000-watt daytime station on 800 kc. in Pontiac, Mich.

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

HOLLYWOOD NEWS
of
HOLLYWOOD KIDS!
GEORGE WOOD Jr.,
14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.
Available as exclusive feature in your city.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Investigate
The Power of the
Spoken Word
WTOC
SAVANNAH, GEORGIA
1260 K.C. - CBS
UNITED PRESS NEWS
Represented Nationally
By
Paul H. Raymer Co.



MILLIONS OF TELEPHONE SUBSCRIBERS DO!
The snooty 400 may not listen to WBNX, but neither are they the big buyers of STANDARD ADVERTISED goods. If it's the 4,000,000 you want, with its mass purchasing power, you'll find them in the phone book and listening to WBNX!
1000 WATTS DAY AND NIGHT
WBNX NEW YORK
"It's the Four Million who Listen to WBNX"
National Representatives: Van Cronkhite Associates, Inc.

Chicago Football

SOCONY-VACUUM OIL Co., New York (Mobilgas and Mobiloil), is considering sponsorship of the Northwestern University football games over WBBM, Chicago, this fall for the second successive year. Both the home and away N. U. games will be broadcast, with the possible exception of the Minnesota game at Minneapolis, Minnesota not permitting sponsorship of its games. J. Stirling Getchell Inc., New York, is the agency.

WIND, Chicago-Gary, has purchased exclusive rights to the University of Chicago games this fall, the first time a Big Ten school has given a station exclusive broadcast rights to its games. WIND is also broadcasting the Chicago Cardinals professional football games exclusively.

W. C. IRVIN, who at one time was interested in KIUJ, Santa Fe, N. M., has applied to the FCC for authority to erect a new local station on 1500 kc. in Amarillo, Tex.

LIVE TODAY

IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO



Guild Broadens to Skilled Radio Men

(*Continued from page 13*)

the station management on June 12, only a few hours before the departure of Donald Flamm, station president, for a European tour.

According to an announcement issued by WMCA, the agreement calls for immediate salary increases for all announcers and producers, with a provision in the announcers' agreement that provides for what amounts to a guarantee of commercial assignments to increase the salary by at least 20%; provides two weeks vacation with pay for all those employed by the station for a year or more, two weeks full pay in event of sickness and two weeks notice in event of discharge.

The agreement does not guarantee a five-day week as many commercial contracts call for announcers on six or seven days of each week, but wherever possible the management promises to group the working hours to give employes the maximum amount of continuous free time. Announcers are specifically given the right to reject, without prejudice, all offers made by sponsors for special work on commercial accounts, and are permitted to draw up to 20% of their base pay against possible future commercial contracts. The agreement runs to Jan. 1, 1938, with provisions for a three-year renewal.

The temporary nature of the contract, the fact that the Guild was not mentioned in the station's announcement, and the absence of a closed shop provision such as was included in the Guild's recent contract with CBS indicate that a completely satisfactory agreement has not yet been reached. Queried as to these points, Roy S. Langham, president of the Guild, told BROADCASTING that the question of a closed shop was not brought up by the AGRAP committee as it was felt that this could not have been settled before Mr. Flamm's departure for Europe and the Guild preferred to get the immediate benefits of shorter hours and increased pay for its WMCA members, leaving the closed shop question for later negotiations. He said that Dec. 1 had been set as the date for a meeting of the Guild and the station management to draw up a permanent agreement.

Mr. Langham also stated that WMCA's announcement was substantially correct, with four exceptions: (1) that the contract is the result of negotiations by and is made with the WMCA chapter of AGRAP; (2) that the contract in effect provides for a $42 weekly minimum salary, highest minimum for any station of WMCA's size in the country; (3) that in effect the five-day week is the same as that agreed on at CBS in that announcers are allowed to work more than five days if commercial committments require their services; and (4) that the agreement is only temporary, until Jan. 1, 1938, and is designed to tide over absences and vacations of executives of the station.

Writers Guild

Formation of a national Radio Writers Guild, affiliated with the Authors League of America Inc., is under way, following approval June 23 by the directorate of the Hollywood Screen Writers Guild. Radio Writers Guild will have four representatives on the council of the Authors League of America and a national membership campaign will start shortly.

Hollywood free lance radio actors and actresses have also formally organized as the Radio Artists Guild of America and will seek recognition and a charter from the Associated Actors and Actresses of America, which is affiliated with the A. F. of L. The group of more than 150 elected a board of 12 directors, with Norman Field, chairman, and Cyril Armbrister, vice-chairman. Ralph Scott is secretary and J. Donald Wilson, treasurer. Sandford I. Carter, attorney fo the newly formed guild is to draw up a constitution and bylaws.

WCAU announcers will start a 40 hour, five day week Sept. 1 according to an announcement b Dr. Leon Levy, president o WCAU, Philadelphia. The new schedule was announced at a meeting called by the station executiv and came as an unexpected sur prise to the announcing staff. Th men will also be given an automati salary increase every six months.

Richfield's Sales Meeting

RICHFIELD OIL Corp., Los An geles (gas & oil), on June 28 hel a 7-7:30 a. m. (PST) special "sale meeting" for its Pacific Coast sales men on 11 NBC-Pacific Red net work stations (KFI, KPO, KOMO KHQ, KGW, KFBK, KMJ, KWG KERN, KFSD, KTAR). Progran originated in the network's Holly wood studios and all distributor were ordered to tune in. During th broadcast, details of a new adver tising campaign of Richfield Oi Corp. were revealed by Charles S Jones, president. *Richfield Report ers* Ken Barton & John Wal briefly opened the 30-minute pro gram. A "preview" of its new weekly half hour *Olsen & Johnso* variety show, which was to star the following Wednesday on th NBC-Pacific Red network, was als presented. Agency is Hixson-O'Dor nell Inc., Los Angeles.

Gotham Newspaper Spots

TO NOTIFY the public tha features formerly published i Hearst's *New York American* which discontinued publication o June 24, had been transferred t the *New York Journal* and th *New York Mirror*, these paper placed varied series of spot an nouncements on WINS, WMCA WHN, WNEW, WOR. Most sched ules called for a large number c announcements on Friday, June 2 first day the *American* did not ap pear, with lighter schedules for th remainder of the week. The *Jou nal* also sponsored a 10-minut talk by Edwin C. Hill on WJZ o June 25. Three agencies wer used to place the announcements McCann-Erickson Inc., Peck Ad Agency Inc., and Publicity Asso ciates, all of New York.

Sunoco in Yiddish

THE ENTRY of the gas and o advertisers into the foreign lan guage field was indicated with th placing of a test series in Yiddis on WBNX, New York, by Sun O Co. (Sunoco), advertising fuel an furnace oil to the metropolita New York Yiddish market. Con sisting of daily announcements fo an indefinite period on Abe L man's established Jewish program which have been broadcasting dai at 1:30 over WBNX for five years the series was placed throug Roche, Williams & Cunnyngha Inc., Chicago.

ONE of the outstanding figures in rad education, Ben H. Darrow, will jo WBEN, Buffalo, as educational director Sept. 1. He has been director of t famous *Ohio School of the Air.*

WOKO

ALBANY, NEW YORK

POPULARITY + EFFICIENCY =

RESULTS

Get Your Share of

Results

In This Rich Capital District

Market

USE

WOKO Hotel Ten Eyck, Albany

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Fund Cut Curtails WPA Radio Group

Third of New York Personnel Dropped; Protest Is Made

PLANS for enlarging the radio division of the WPA Federal Theatre project into an organization of national scope, with WPA radio groups in all major cities producing the programs written at the project's New York headquarters, came to an abrupt halt late in June when more than a third of the New York organization was dropped because of a cut in the WPA appropriation. Protesting to Washington, remaining members talked of striking in protest against dismissal of a third of the actors and half of the administrators and technical workers, which reduced the radio division to less than 150.

Meanwhile, the schedule of nine programs weekly presented by the group on New York stations is being continued through a doubling up all around. These broadcasts include *Portraits in Oil*, dramatizations of the lives of famous artists; *Pioneers of Science*, similar dramatizations of the lives of famous men and women in the world of science; *History in Action*, in which New York relives its past; *First Frontiers*, a children's series of Indian life; *Serenades at Nine*, musical series by choir and soloists; *Exploring the Seven Arts*, interviews with celebrities in all fields of artistic endeavor; radio adaptations of *Ibsen's Plays;* the *Madrigal Singers*; and the *Repertory Theatre of the Air*, presenting significant social plays.

Built 400 Programs

The radio division of the Federal Theatre Project came into being March 23, 1936, under the direction of Evan Roberts. From then to June 1, 1937, it had produced some 400 broadcasts, had received more than $600,000 of free time and had played to an average audience of 1,000,000 a week. The cost had been approximately $160,000, of which 90% went for salaries for the 150 actors and the 65 writers, technicians, directors, administrators and office workers.

Most pretentions of their productions was the *Professional Parade*, a variety show broadcast for 13 weeks over NBC's Blue network, with an estimated average audience of 3,600,000 weekly, based on CAB reports. But the spokesmen for the project's headquarters are more proud of the experimental work that had been done, of programs requiring extensive literary and historic research, of the sound effects library and laboratory, of educational programs such as *Pioneers of Science*, the scripts of which have been requested by numerous universities and by the commissioner of education of Puerto Rico, as models of educational scripts.

The Dudes are coming to Western Montana—the Nation's summer playground. Reach them in their leisure moments through

1000 watts 1260 kc. **KGVO** Missoula, Montana

U.S. Appellate Court Affirms Ruling Of FCC in Granting "640 Case" Station

ANOTHER obstacle in the path of the now famous "640 case," which resulted in authorization of a new station in Portland, Me., to be operated by the *Portland Press-Herald*, was removed June 28 by the U. S. Court of Appeals for the District of Columbia in affirming the FCC grant authorizing the new station.

In a 4 to 1 decision, with Associate Justice Stephens dissenting, the court affirmed the FCC action authorizing construction of the station in Portland to operate on the 640 kc. channel until local sunset with 500 watts power. The station, assuming there will be no further appeals, will now go into construction and will operate with the call WGAN. The licensee is the Portland Broadcasting System Inc., of which the majority stock is owned by the Gannet Publishing Co., publishers of the *Portland Press-Herald*.

The appeal from the FCC decision was taken by Eastland Co., of Portland, and the Congress Square Hotel Co., operator of WCSH, Portland, which also had applied for assignment in the 640 kc. channel with limited time operation. The so-called "640 case," which goes back three years, involved the assignments of a dozen stations for duplicated operation on the clear channel on which KFI, Los Angeles, is the dominant station. All applications seeking to "break down" the channel were denied in the FCC decision which granted the Portland company's application.

Personnel Shift

The main contention made in the appeals of WCSH and its sister Eastland Co., was that at the time the original hearings were held Commissioners Gary, Brown and Sykes were members of the Broadcast Division and heard the testimony. When the decision was rendered on May 1, 1936, the Broadcast Division was composed of Commissioners Sykes, Case and Prall. "In our opinion, the partial change in the personnel of the Division which decided the case did not invalidate its decision, for it was nevertheless the decision of the Division which acted upon the evidence," the majority of the court held.

Regarding other contentions of the appellants challenging the findings of the Commission upon the facts, the court took pains to point out that it is not to be governed only by the weight of the evidence in cases of contradictions, but must affirm the decision of the Commission as to the facts, if supported by substantial evidence, unless the decision is "arbitrary or capricious."

Upon the contention of WCSH that licensing of an additional station would affect its operation adversely from the economic standpoint, the court's majority held that the Commission found the city and county could "well support an additional radio broadcasting station without affecting adversely the services of radio station WCSH or the income or revenues of the Congress Square Hotel Co., licensee thereof, and intervener herein."

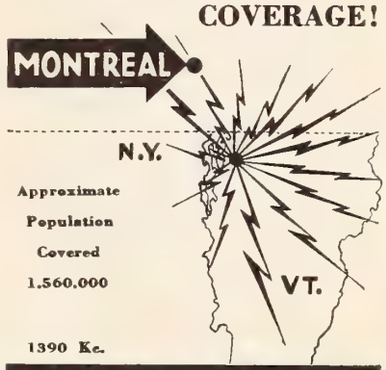
Dissenting Opinion

In a strong dissent, Associate Justice Stephens declared he thought it was clear that Congress intended that the Commission should itself hear witnesses in cases. To present witnesses to those who are not to decide, he said, would be in vain. He added:

"Congress is well aware of the exigencies under which administrative tribunals burdened with a great volume of public business requiring speedy disposition operate, and customarily permits them to dispense wtih unnecessary formalities. But I think that in the absence of language clearly permitting it, we should not conclude that Congress intended a Commission to dispense with oral arguments before, or with hearing of the witnesses by, those who are to decide. Neither of these procedures is a formality. On the contrary, each is a substantial aid to correct decision."

Judge Stephens held also that the authorities cited in the majority opinion, were not persuasive because of material differences from the case in the facts or statutes involved.

LOWEST COST COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

Covers the Islands like the waters cover the sea

KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Tie This One!

Drogie Panie Gosposie:—

Piekarze slynnego powolnie wypiekanego chleba WONDER BREAD maja dla was niespodzianke, o ktorej my wam juz dzisiaj powiemy. Otoz jutro z kazdym zakupnym bochenka chleba WONDER BREAD, specyjalnie dla waszej dziatwy zalaczony bedzie piekny balonik, ktory znajdowac sie bedzie w srodku owijki chleba WONDER BREAD. Pamietajcie wiec drogie panie gosposie, zakupcie jutro u waszego grosernika bochenek chleba Wonder Bread, a otrzymacie piekny balonik dla waszej dziatwy. Oferta ta tylko na jutro, w kazdej groserni. Dzieci wasze uciesza sie gdy dacie in balonik z owijki chleba WONDER BREAD. Wiec nie zapomnijcie jutro zakupic bochenek tego smacznego powolnie wypiekanego chleba WONDER BREAD a otrzymacie w srodku owijki piekny balonik.

Two Broadcasts of This Announcement SOLD 25,000 LOAVES OF BREAD

WJBK - DETROIT

Foreign Representatives—Van Cronkhite & Associates
Chicago • New York

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

AMERICAN HOME PRODUCTS Corp., New York, has contracted for the quarter hour between 7:15 and 7:30 p. m. on Tues., Wed. and Thurs. on NBC-Blue for 52 weeks beginning Sept. 28, but has not yet disclosed which of their numerous proprietary products will be advertised nor what kind of program will be used. Blackett-Sample-Hummert Inc., N. Y., is agency.

SPERRY FLOUR Co., San Francisco (flour, cereals), on May 21 started for 13 weeks, participation in *Western Home Hour* on 6 CBS Pacific Coast stations (KNX, KSFC, KOIN, KOL, KVI, KFPY), Fri. 3:15-3:30 p. m. (PST). Agency: Westco Adv. Co., San Francisco.

JOHNSON, CARVELL & MURPHY, Los Angeles (Kellogg's ant paste), on June 4 started for 13 weeks participation in *Listen Ladies* on 6 California Radio System stations (KEHE, KERN, KMJ, KWG, KYA, KFBK), Fri. 2:15-2:30 p. m. (PST). Agency: Wm. A. Ingoldsby Co. Inc., Los Angeles.

SPERRY FLOUR Co., San Francisco on June 21 began special series of four quarter-hour programs on *Woman's Magazine of the Air* on nine NBC Pacific Red stations (KPO, KFI, KGW, KOMO, KHQ, KFBK, KERN KMJ, KWG). Agency: Westco Adv. Agency, San Francisco.

CONSOLIDATED DRUG TRADE PRODUCTS Co., Chicago (drugs), has signed a 52-week contract with WJJD, Chicago, effective Sept. 12, 1937, renewing its daily two-hour hillbilly program. Benson & Dall Inc., handles the account.

GRUEN WATCH Co., Cincinnati (watches), on Oct. 3 starts *Time of Your Life* on 49 NBC-Red stations, Sun., 5:30-6 p.m. (EST). Agency: McCann-Erickson Inc., Cleveland.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), on June 28 started *Neal O'Hara's Radio Gazette* on six CBS stations in New England (WEEI, WLBZ, WPRO, WORC, WMAS, WDRC), Mon., Wed., Fri., 7:30-7:45 p.m. Agency: BBDO, N. Y.

TABLE PRODUCTS Inc., Los Angeles (Duchess mayonnaise), on June 7 started for 13 week participation in *Western Home Hour*, on 2 CBS Pacific Coast stations (KNX, KSFO) and KOY, Phoenix, Mon., Thurs., 3:45-4 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

DRACKETT Co., Cincinnati (Drano), on August 4 starts *Helly Peggy* twice weekly for 52 weeks on 20 NBC-Red stations, Wed. and Fri., 11:45-12 noon. Agency: Ralph H. Jones Co., Cincinnati.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Oct. 3 will resume *Joe Penner* with Jimmy Greer's Orchestra on 46 CBS stations, Sun., 6-6:30 p.m., following a 13 weeks vacation. Agency: Ruthrauff & Ryan Inc., N. Y.

COMMITTEE of 1,000,000, New York (anti-Communist organization), on June 18 started *Gerald L. K. Smith* on 6 New York Broadcasting System stations, Fri., 8-8:30 p. m. (WIBX, WABY, WSAY), rebroadcast, 9-9:30 p. m. (WINS, WBNY, WMBO,) . Direct.

WASEY PRODUCTS Corp., Cleveland (Musterole, Zemo, etc.), on Oct. 4 start *Carson Robison & His Buckaroos* on 49 NBC-Blue stations, Mon., Wed., Fri., 4-4:15 p. m. for 52 weeks. Agency: Erwin, Wasey & Co. Inc., N. Y.

Radio Aids Ferry

AN ANNOUNCEMENT campaign for the Dyckman Street Ferry, New York, broadcast during the *On Parade* program of announcements and music that is a daily feature of WINS, New York, has produced a noticeable increase in traffic on the ferry, according to the Friend-Wiener Adv. Co. Inc., New York, which has not only renewed the announcements but has added the ferry to the participating sponsors in the Friday night broadcasts of the motorcycle races at Yankee Stadium on WINS.

STANDARD BRANDS Inc., New York (Fleischmann yeast), on July 4 starts for 13 weeks, *Werner Janssen*, musical program, featuring Werner Janssen, conductor, on 63 NBC-Blue stations, Sun., 3:30-4 p. m. (PST). Agency, J. Walter Thompson Co., New York.

RICHFIELD OIL Corp., Los Angeles (gas & oil), on June 30 started for 52 weeks, *Olsen & Johnson*, variety show, on 10 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFSD, KFBK, KWG, KMJ, KERN) and KTAR, Wed., 7:30-8 p.m. (PST). Agency, Hixson & O'Donnell Inc., Los Angeles.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 3 will start *Metropolitan Opera Auditions of the Air* on 57 NBC-Blue stations, Sun., 5-5:30 p. m. (EST). Agency: Cecil, Warwick & Legler Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, (Palmolive), on May 28 started 41 participations in *Yankee Network News Service*, twice daily, five days weekly, ending June 25, on 13 Yankee stations. Agency: Benton & Bowles Inc., N. Y.

AMERICAN CEREAL Co., Clinton, Mass., (Weetabix), on June 7 started 12 participations in *Yankee Network News Service*, twice weekly, ending July 13, on 13 Yankee stations. Also 12 30-word announcements, twice weekly, a. m. and p. m., starting June 9 and ending July 16, on WNAC, WEAN, and WICC. Agency: H. B. Humphrey Co., Boston.

GEORGE BELSEY, Co., Los Angeles, (Southern California General Electric distributors), on June 11 started for 52 weeks, *Presenting David Broekman*, on 7 Mutual-Don Lee network stations, Fri., 7-7:30 p. m. (PST). Placed direct.

PACQUIN LABORATORIES Inc., New York (hand cream), on June 20 started for 13 weeks, *Behind the Microphone*, with Clinton (Buddy) Twiss, on NBC-KPO (only), Sun., 8-8:15 p. m. (PST). Agency: William Esty & Co. Inc., N. Y.

CADILLAC MOTOR CAR Co., Detroit (motor cars), on June 15 started for 6 weeks *The Royal Troubadors*, on 9 Mutual-Don Lee network stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KVOE, KXO), Tues., 7:30—8 p. m. (PST). Agency: MacManus, John & Adams Inc., Detroit.

HARVEY WHIPPLE Inc., Springfield, Mass., (Masterkraft oil burner), will start an 8-week campaign on WJZ, New York, early in September. Program to be broadcast from 6:35 to 6:45 p. m. on Tuesdays, will be titled *Castles of Romance* and will feature Alice Remson, George Griffin and the piano team of Al and Lee Reiser. Account is handled by Willard G. Myers, N. Y.



FACE to FACE with FACTS in spite of distance

FINDING an artist, checking an agency, clearing up last-minute details, and countless other rush jobs are simplified by using Long Distance.

A simple telephone call, across a few miles or many, brings you the facts you need — quickly, surely and *on time.* Simplifies your work. Speeds up decisions. For the telephone is the servant of any business that can't afford costly delays.

Long Distance rates to most points are now lower than ever. Time saved is money earned. Use your telephone *often.*

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM



Renewal Accounts

THASWEET Corp., New York, athasweet), on June 16 renewed for weeks, *News, With Jimmy Vandi-r.* on 8 Mutual-Don Lee network tions (KHJ, KGB, KDB, KFRC, ON, KGDM, KVOE, KXO), Mon., d., Fri., 7:45-8 a. m. (PST). ency H. M. Kiesewetter Adv. Agen-Inc., N. Y.

RISTOL-MYERS Co., New York, na toothpaste and Sal Hepatica). July 1 will renew *Town Hall To-t* for 52 weeks on 54 NBC-Red tions, Wed., 9:10 p. m. (rebroad-t 12-1 a. m.). Agency: Young & bicam Inc., N. Y.

J. REYNOLDS TOBACCO Co., nston-Salem, N. C. (Camel ciga-tes), on June 29 renewed its broad-t for 52 weeks on 80 CBS sta-ns *Benny Goodman's Orchestra*, es., 9:30-10 p. m. until Sept. 21. *k Oakie's College*, Tues., 9:30-:30 p. m. beginning Sept. 28. Agen-William G. Esty Co., N. Y.

RKEE FAMOUS FOODS Inc., rkeley, Cal., (salad dressing), on ne 15 renewed for 39 weeks. *Good ternoon Neighbor*, on 8 CBS Pa-ic Coast and Mountain region sta-ns (KNX, KSFO, KVI, KOL, IN, KFPY, KSL, KLZ), plus Y, Tues., Fri., 2:45-3 p. m. ST). Agency, Botsford, Constantine Gardner, San Francisco.

MERICAN HOME PRODUCTS rp., New York (Edna Wallace Hop-cosmetics), on June 28 renewed *mance of Helen Trent* on 30 CBS tions Mon. thru Fri., 12:30-12:45 m. Agency: Blackett-Sample-Hum-rt Inc., N. Y.

ORD DEALERS of America, Dear-n, Mich., (automobiles) on July renew *Watch the Fun Go By* with Pearce for 13 weeks on 83 CBS tions, Tues., 9-9:30 p. m. (repeat midnight). Agency: N. W. Ayer & n Inc., N. Y.

MERICAN HOME PRODUCTS rp., New York (Anacin, Fly-Ded), June 28 renewed *Our Gal Sunday* 31 CBS stations, Mon. thru Fri., :45-1 p. m. Agency: Blackett-Sam-Hummert, Inc. N. Y.

OLGATE-PALMOLIVE-PEET Co., sey City (Colgate dental cream and wder), on July 8 renews *Your ue Adventures* with Floyd Gibbons 57 CBS stations, Thurs., 10-10:30 m. Agency: Benton & Bowles Inc., Y.

ENERAL MOTORS ACCEPT-NCE Corp., New York (General tors financing plan), on July 1 re-wed for 13 weeks, *Views of the es*, with John B. Hughes, com-ntator, on 7 Mutual-Don Lee sta-ns (KFRC, KHJ, KGB, KDB, MC, KDON, KXO), Mon. thru ., 6:45-7 p. m. (PST). Agency: mpbell-Ewald Co. Inc., N. Y.

MERICAN HOME PRODUCTS . New Haven, Conn. (Three-in-One Fly-Ded, Old English Wax, Lois illipe lipstick, Bi-So-Dol, Anacin, lynos), on June 14 renewed *Mrs. gs of the Cabbage Patch, John's her Wife* and *Just Plain Bill* on NBC-Red stations, Mon. thru Fri., 10:45 a. m. (rebroadcast, 1:15-2 m), each program taking 15 min-s and commercials being rotated ong the various products. Agency: ckett-Sample-Hummert Inc., N. Y.

LS & Co., Philadelphia (Fels phtha soap), on July 19 renews *m, Dick and Harry*, singing trio, on MBS stations, Mon., Wed., Fri., 5-1:30 p. m. Agency: Young & bicam Inc., N. Y.

TIONAL OIL PRODUCTS Co. ., Harrison, N. J. (Admiracion mpoo and hair tonic), on July 18 ews *Fun in Swingtime* with Tim l Irene and Bunny Berrigan's or-stra on 15 MBS stations, Sun., 0-7 p. m. Agency: Charles Dallas ch Adv., Newark.



KSAL, Salina, On the Air

NEWEST broadcasting station to go on the air is KSAL, Salina, Kan., which was inaugurated early in June with Andy Crockett (left), formerly of KFPI, Abilene, as manager. Shown with Mr. Crockett is R. J. Laubengayer, publisher of the *Salina Journal*, the licensee. Authorized to operate with 100 watts night and 250 watts day on 1500 kc., the station is Western Electric equipped throughout. Program manager is W. Wendell Elliott and chief engineer is N. E. Vance. Others on the staff are: Margaret Dalton, secretary; Carl Eberhardt, musical director; Russell Siner and Sid Tremble, continuity department; Paul Roscoe, sales and special events; Ilo M. Brown and Jean Seymour, operators; Bruce Robertson, announcer; Al Thompson, pianist; Frances Elliott, home economics; Andy Martin, Gus Sindt, Jim Mogg and Galen Williams, staff musicians.

GENERAL ELECTRIC Co., Schenectady (electric appliances), on July 12 renews *Hours of Charm* with Phil Spitalny's all-girl orchestra for 13 weeks on 52 NBC-Red stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

UNION OIL Co., Los Angeles, on July 20 renews for 13 weeks *Thrills*, dramatic sketch, on 10 NBC Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFBK,, KWG, KMJ, KERN, KTAR) and KGU, Tues., 9-9:30 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 28 renewed *Story of Mary Marlin* on 10 NBC-Blue stations, Mon. thru Fri., 10-10:15 a. m., and on 30 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene shampoo), on June 29 renewed *Jimmy Fidler in Hollywood Gossip* on 53 NBC-Red stations, Tues., Fri., 10:30-10:45 p. m. Agency: H. W. Kastor & Sons Adv. Agency Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on June 28 renewed *Pepper Young's Family* on 15 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a. m., and on 51 NBC-Red stations, Mon. thru Fri., 3-3:15 p. m. Agency: Pedlar & Ryan Inc., N. Y.

J. W. MARROW Mfg. Co., Los Angeles (Mar-O-Oil shampoo), on July 25 renews *Henry Busse and His Orchestra* for 5 weeks on 10 NBC-Red stations, Sun., 11:45-12 noon. Agency: Baggaley-Horton & Hoyt, Chicago.

Standard Radio

Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

PROCTER & GAMBLE Co., Cincinnati (White Naphtha soap), on June 28 renewed *Guiding Light* on 52 NBC-Red stations, Mon. thru Fri., 4:45-5 p. m. Agency: Compton Adv. Inc.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 28 renewed *Oxydol's Own Ma Perkins* on 9 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a. m. (EDST), and on 51 NBC-Red stations, Mon. thru Fri., 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on June 28 renewed *Vic & Sade* on 24 NBC-Blue stations, Mon. thru Fri., 11:30-11:45 a. m., and on 49 NBC-Red stations, Mon. thru Fri., 3:30-3:45 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on June 28 renewed *Personal Column of the Air* on 11 NBC-Blue stations, Mon. thru Fri., 11:15-11:30 a. m., and on 18 NBC-Red stations, Mon. thru Fri., 4:15-4:30 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), on June 28 renewed *The O'Neills* on 10 NBC-Blue stations, Mon. thru Fri., 11-11:15 a. m., and on 38 NBC-Red stations, Mon. thru Fri., 3:45-5 p. m. Agency: Compton Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 28 renewed *Gospel Singer* on 31 NBC-Blue stations, Mon. thru Fri., 11:45 a. m.-noon. Agency: Compton Adv. Inc., N. Y.

KELLOGG Co., Battle Creek (breakfast food), on July 12 renews *Girl Alone* on 8 NBC-Red stations, Mon., thru Fri., 12-12:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on June 29 renewed *Vic & Sade* on 27 NBC-Red stations, Tues., 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

Network Changes

MACFADDEN PUBLICATIONS Inc., New York (*True Story Magazine*), on July 9 moves rebroadcast of *Court of Human Relations* on 7 NBC-Pacific Red stations to Fri., 11:30. p. m.

PONTIAC MOTOR Co., Pontiac, Mich., (motor cars), on July 5 switches *News Through A Woman's Eyes*, with Kathryn Cravens, commentator, from CBS New York to Hollywood.

STANDARD BRANDS Inc., New York (Tender Leaf tea), on Aug. 8 switches *One Man's Family*, dramatic serial, from NBC San Francisco to Hollywood.

FELS & Co., Philadelphia (Fels Naphtha soap), on July 19 will move *Jack Berch and His Boys* from 19 CBS stations, Tues., Thurs., 1-1:15 p.m., to 20 CBS stations (adding WJAS), Mon., Wed., Fri., 1-1:15 p.m. Agency: Young & Rubicam Inc., N. Y.



The MILWAUKEE JOURNAL STATION **WTMJ**

GILLETTE SAFETY RAZOR Co., Boston (razor blades), on July 4 changes the name of its program from *Community Sing* to *Summer Hotel* and the time of broadcast on 91 CBS stations, Sun., from 10-10:30 p. m. to 8-8:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

PHILCO RADIO & TELEVISION Corp., Philadelphia (radio receivers), on July 5 changes *Boake Carter* from 23 CBS stations, Mon. thru Fri., to 59 CBS stations, Mon., Wed., Fri., retaining the same time, 7:45-8 p. m. repeat at 11:15 p. m. Agency Hutchins Adv. Co. Inc., Rochester, N. Y.

NASH-KELVINATOR Corp, (Kelvinator Division), Detroit (refrigerators), on July 3 moves *Professor Quiz* on 68 CBS stations, Sat., from 8-8:30 p. m. to 9-9:30 p. m.

LEVER BROS Co., Cambridge, Mass. (Spry), on July 8 moves *Aunt Jenny's Real Life Stories* on 52 CBS stations, Mon. thru Fri., from 1:45-2 p.m. to 11:45-noon. Agency: Ruthrauff & Ryan Inc., N. Y.

RABIN Co., Los Angeles (cosmetics), on June 13 moved *Just Between Us* from 4 MBS stations, Sun., 11:15-11:30 p. m. (repeat 12:15 a. m.) to 15 MBS stations, Sun., 2:15-2:30 p. m. (WOR, WGN, CKLW), (repeat 3:15 p. m., WLW, WAAB and Don Lee Network). Agency: Hays Macfarland & Co., Chicago.

BENEFICIAL MANAGEMENT Corp., Newark (financial), on June 29 moved *Your Unseen Friend* on 10 CBS stations, Tues., from 10:30-11 p. m. to 10-10:30 p. m. Agency: Albert Frank-Guenther Law Inc., N. Y.

GENERAL MILLS Inc., Minneapolis (Wheaties, Softasilk, Bisquick, Kitchen-Tested Flour), on July 9 moves *Gold Medal Feature Hour* on 32 CBS stations, Mon. thru Fri., to 1-2 p. m., no repeat. Agencies: Blackett-Sample-Hummert Inc., Chicago, and Knox Reeves Adv. Inc., Minneapolis.

CONTINENTAL BAKING Corp., New York, on July 19 moves *Pretty Kitty Kelly* on 43 CBS stations from 1:15-1:30 p. m. to 10-10:15 a m., repeat 4:15 p. m. Agency: Benton & Bowles Inc., N. Y.

FTC Stipulations

THE Federal Trade Commission announces stipulations by the following concerns to cease or modify claims regarding their radio-advertised products: Bristol-Myers Co., for Ipana and Vitalis; B. C. Burden, trading as Lincoln Engineering School, Lincoln, Neb., correspondence course; Zerbst Pharmacal Co., St. Joseph, Mo. (Ulypto cough drops); Compagnie Parisienne Inc., trading as H. U. Rhodius, San Antonio, perfumes and cosmetics; Grove Laboratories Inc., St. Louis (Emulsified nose drops). Allura Inc., Sacramento, has been ordered to cease alleged unfair claims made for its eye lotion.

"In The Good Old SUMMER TIME"

THAT'S the theme melody these days at WGES. There's no such thing as a summer lull here. There hasn't been in the many years we have carried on an honest, intelligent service to our listeners and advertisers. That's why WGES is FIRST with local advertisers in Chicago!

WGES
"In The Heart Of Chicago"

Lemuel E. Cheek

LEMUEL E. CHEEK, 45, chief machinist of WFAA, Dallas, was instantly killed June 23 when his car overturned at a sharp curve on the Lake Dallas road, 30 miles northwest of Dallas. Mrs. Cheek was in a serious condition with her legs broken and her pelvis fractured. Their son, Lloyd, 20, was knocked unconscious, but not seriously injured. Everett Myers, 17, a neighbor friend of Lloyds, received a broken arm. The four were on the way to Lake Dallas for a fishing party.

Hotel Installs

HOTEL TAFT, New York, is at present installing radio receivers in every room, which will give every guest the choice among the broadcasts of four New York stations and the wired-radio presentations of Muzak, Inc. This is said to be the first Muzak installation in hotel bedrooms, this service usually being limited to restaurants and reception rooms.

Late Personal Notes

GENE FROMHERZ, head of the J. Walter Thompson spot department in Chicago, left June 29 for a two-week vacation in Banff, Canada. He will stop off at Tacoma, Wash., for three days where he will be the guest of Ed J. Jansen, commercial manager of KVI.

JAMES V. PEPPE, formerly director of the dance-band department of Columbia Artists Bureau and previously operator of a number of ballrooms in Ohio, has been appointed general manager of Wilson, Powell & Hayward, New York program production agency. The firm's three principals as well as its new general manager are all CBS alumni.

DAVID McCOSKER of the executive staff of KFWB, Hollywood, Warner Bros. station, is in New York for a protracted stay in connection with station sales. He is headquartering at the Essex House.

SAM BROWN, formerly with KYW, Philadelphia, and prior to that on NBC's Washington staff, has joined WMCA, New York, where he announces the *Thrilling Detective Drama* and *Five Star Final* programs.

VIC HURLEY, author of several books about the tropics, has joined the continuity staff of KOMO-KJR, Seattle.

ARMSTRONG PERRY, formerly with the National Committee on Education by Radio, who was badly injured in an airplane crash last April in Venezuela, is reported recovering very favorably in a hospital in Caracas.

NORMAN BOTTERILL, formerly of CFAC, Calgary, has joined the production staff of CJCA, Edmonton.

LEON WOMMACK, for two years assistant manager of several theaters in Clovis, N. M., has joined KICA, Clovis, as commercial manager.

ROBERT GEMIS and Henry J. Davis have been added to the sales staff of WWSW, Pittsburgh.

BILL SHARPE and Sid Parks, formerly of KADA, Ada, Okla., have joined KICA, Clovis, N. M.

BRANHAM Co., newspaper and radio station representative, has moved its New York offices to the New York Central Bldg., 230 Park Ave. The phone is Murray Hill 6-1860.

LEGAL

ARTHUR GEORGE MACLEAN, JR.

Would Arthur George Maclean Jr., formerly of Toronto, please communicate with The Toronto General Trusts Corporation where he will learn of something to his advantage.

THE TORONTO GENERAL TRUSTS CORPORATION
253 Bay St., Toronto, Canada
Executor and Trustee Estate late Arthur George Maclean of Toronto.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Experienced announcer-continuity wri at 5,000 watt network station in southea Salary one hundred thirty-five doll monthly to start. Box 718, BROADCASTI

Experienced, substantial person share control and financing new local stations Chicago, New York, Los Angeles. Box BROADCASTING.

Situations Wanted

Desire managership, assistant or positi station with advancement. Twelve yea experience; announce, sing, do spo news, on network; have managed seve stations. Working at present, marr (wife plays organ and piano); go a where. Box 715, BROADCASTING.

Creative salesman, college trained, s cessful record, desires position on sa staff in city 50,000 or over, mid-west p ferred. 5 years' radio (3 production continuity, 2 sales), all network stat experience. 28 years; married. Box BROADCASTING.

Announcer, licensed radio operator, perienced, desires new connection w broadcast station. Box 713 BROADCASTI

Successful sales manager competent capable of resuming responsibilities anxious to join a progressive radio stat or advertising agency. Willing to tra anywhere. College graduate. Single. Background includes three years of ne paper work of all phases, one year of m ket analysis and research statistics, two years in the selling field. Excellent erences. Box 719, BROADCASTING.

Radio news editor: crisp news, vi dramatizations, unique features. Coll graduate. Two years experience. Can references. Box 694 BROADCASTING.

Wanted to Buy

Used Western Electric 10-A Receiv Must be in good condition. State price details to Box 716, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7 field strength measuring unit (ne direct reading; Estiline Angus Automa Recorder for fading on distant statio GR radio frequency bridge; radio osci tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Str New York City.

FOR SALE

Great Sacrifice
Western Electric
1 Kw. 106 B
Transmitter

A well-known Radio Station, which recently has been granted a permit to operate at a higher power will sell a Western Electric 1 kw. 106 B transmitter which cost in excess of $20,000 for $2,500.

The transmitter is in excellent operating condition and complete with Western Electric Crystal control, all tubes, and duplicate set of motor generators and pumps.

Designed to operate from DC supply, but can be modified for AC operation on any power from 100 watts to 1 kw.

Ideal for police department or airport service.

The transmitter may be inspected at any time.

Correspondence is invited from anyone interested in securing this equipment at an exceptionally low bargain price.

Box 705, BROADCASTING

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An Organization of
Qualified Radio Engineers
Dedicated to the
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"25 years of Professional Background"

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Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
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Telephones 3-6039 and 5-2945
DALLAS, TEXAS

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WHEN RUSSIAN FLYERS LANDED

Radio on the Job in a Hurry as Soviet Airmen Land at Vancouver Airport, Wash.





YERS GREETED—Eddy King and Don Austin, announcers of KGW, rtland, (left photo) just before Soviet flyers took off for Oakland rport. In right photo Soviet Ambassador Troyanovsky speaks into S microphone held by Bob Dumm, special events commentator of FO, San Francisco, and Gene Krischer, public relations chief, as the ers arrived at Oakland.

By W. CAREY JENNINGS
Manager, KGW-KEX, Portland, Ore.

HE RUSSIAN flyers have land-"

Those five words electrified the tion through the medium of radio Sunday morning, June 20. It s a scoop for NBC, Red and he outlets, for through the show-nship, efficiency and cooperation every member of the staff of W and KEX, NBC outlets in rtland, Ore., a worldwide scoop s arranged.

Behind those five words is the ry of radio—the story of a radio ff trained in the same school as reporters of a giant newspaper, KGW and KEX are operated the *Portland Oregonian*.

Two days before the Russian ne was scheduled to arrive at kland, Cal,. the staff of KGW-X had arranged remote lines to an Island Airport in Portland. was the news hunch of a possi-ty that the sturdy, low-winged noplane carrying the stout-rted Russian crew from Moscow, ssia, across the North Pole over northern part of the American tinent, might be forced down at rtland that put the whole staff work getting material on the ers, their plane and also to call-the Army Air Base at Pearson ld at Vancouver, Wash.—just oss the Columbia River from rtland.

Hours of checking with every vernment and private individual it might have information of the ne followed; not a single contact, m getting a Russian interpreter checking spare mikes, was over-ked.

Rumors and Tips

All night long the staff watched Swan Island Airport, but only nflicting reports were received—t the plane was down—that an pump had caused a forced land-—that the plane was lost. In early grey-hours of a rain-ked Sunday with newshawks, d news cameramen on the scene, flash came that the plane had ded at Vancouver, Washington, elve miles away.

A scene of action. Telephone lines were ordered; a cab rushed for the Russian interpreter; a riot of reports, newsreel men, cameramen, Chamber of Commerce officials headed toward the Columbia River. The first to arrive at Pearson Field, Vancouver, was an *Oregonian* camera man with a reporter; the second car on the field—riding close on the bumper of the first—carried Clark Sanders, technician, Jack Little and Eddie King, announcers of KGW and KEX. Lines were run; telephone men swarmed over poles; and before the third member of the Russian crew had left the plane, Eddie King was getting first-hand information from the flyers. The Russian interpreter had arrived on the field, having gotten out of bed and dressed in the taxicab—a drive of over 15 miles in twenty minutes.

The production department under Merton H. Bories had contacted NBC's San Francisco office and at 9:45 a. m. a 15-minute broadcast went out from Pearson Field, an army air base, in Vancouver, Wash. It was a scoop for radio! As soon as this 15-minute broadcast was completed, plans were immediately under way for another hookup the earliest possible moment after the arrival of Alexander A. Troyanovsky, Ambassador from the Soviet Union to the United States. Details were completed and at 6:45 p.m. another broadcast was on the air during which time the Ambassador, as interpreter, interviewed the three flyers, pilot Valeri Chekalov, co-pilot Georgi Baidukov, and navigator Alexandri Beliakov. This broadcast not only was heard throughout the United States, but through the facilities of RCA was released in Soviet Russia.

The second day of the flyers' visit in Portland, a public appearance and an exclusive KGW-KEX radio broadcast were arranged from the Portland Chamber of Commerce, at which time the three flyers spoke briefly in Russian to the visible as well as the air audience through their interpreter, Arthur A. Tarlow, prominent Portland attorney.

The final exclusive KGW-KEX radio activity took place in the afternoon with a 30-minute broadcast from the Swan Island Airport from which point the three famous Russian flyers and Ambassador Troyanovsky boarded a southbound United Air Lines plane for Oakland, Cal. The flyers were again interviewed for the air audience, and in their native tongue thanked the people of Portland for their kindness and hospitality, all of their remarks being interpreted by Ambassador Troyanovsky.

* * *

Other Stations Active

BROADCAST facilities of the nation concentrated on Vancouver Airport, Washington, when the Moscow-San Francisco flyers landed early June 20. Networks and stations gave the event intense coverage, and broadcasts were shortwaved to Russia and other countries.

MBS claimed a scoop when it sent a flash on the actual landing shortly after 12:30 p. m. (EDST) June 20. The network had been on the air from KFRC, San Francisco, with frequent bulletins.

KSFO, San Francisco, presented an all-night broadcast from Oakland airport while awaiting the airmen. Bob Dumm and Alan Sheppard interviewed prominent air personalities for KSFO, which keyed some of its programs to CBS. When the airmen arrived June 21 in a chartered plane from Vancouver, they were interviewed, with Ambassador Troyanovsky acting as interpreter.

Announcers and technicians of KOIN, Portland, dropped Sunday holiday plans when the flyers unexpectedly landed at Vancouver. On orders from Roy Hunt, manager, and Johnny Walker, production manager, lines were laid and Chief Announcer Stan Church began to arrange broadcasts. In cooperation with KGW, Ambassador Troyanovsky was interviewed and the program released to NBC and CBS.

The New Resonoscope

SEEING, rather than hearing, whether a radio vocalist or musical instrument is true to pitch, now is possible to control room engineers and production men through the application of a novel new electronic instrument known as the Resonoscope. Developed by the Allen B. DuMont Laboratories, Upper Montclair, N. J., it is claimed to determine musical quality by the eye far more exactly than the ear. A special cathode-ray oscillograph used in conjunction with a standard set of musical frequencies representing the 12 notes of the chromatic musical scale does the trick. The Resonoscope already is measuring sound at a glance in a number of broadcast studios.

QUESTION

why are WCOA advertising messages always assured maximum listening audience?

ANSWER:

Because Florida's west coast is a radio "blind spot" where WCOA only is well received!

WCOA

PENSACOLA · FLORIDA

National Representatives, JOHN H. PERRY *Associates*

RADIO OUTLINE MAPS of the UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
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(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Irremovable Shows: New WWJ Policy

Please Listener First, Then Sponsor and Network

By W. J. SCRIPPS
General Manager, WWJ, Detroit

EDITOR'S NOTE: This is not an article. It is a most significant news story for it commits one of the country's foremost stations to a definite plan of "balanced programming" with or without commercial sponsorship. It warrants the study of every man interested in radio, for it may be the forerunner of a new era in programming—just as WWJ's pioneer operation in 1920, along with KDKA, led to development of the present broadcast structure. The author was elected an NAB vice-president at the Chicago convention.



Mr. Scripps

THE RADIO industry stands today at the parting of the ways. Two roads, directly opposite each other, confront the broadcaster. If he chooses one, he stands a good chance of helping radio die through sheer listener boredom. If he takes the other, he can help radio reach undreamed-of heights in listener appreciation and satisfaction. The first is the easy way, a way "paved with gold" for at least part of the distance. The latter is the stoney path — requiring wisdom, foresight, balance, and perhaps the expenditure of much cash before the end is reached.

Briefly, these two ways are Commercial Policy, to some form of which American radio is committed. The decision lies in the question as to whether programs shall be built and placed purely to the satisfaction of the sponsor, or whether the listener shall be considered.

The Way Out

Hitherto, the sale of radio time for commercial purposes has been conducted virtually in an open market, with "first come, first served", and "caviat emptor" as the order of the day.

The result is that programs are a hodge-podge. Like programs follow like programs, variety shows follow variety shows, and baseball resumes follow baseball resumes. Children's programs follow children's programs, and " family life" programs follow "family life" programs.

All this, the writer thinks, doesn't make sense. He believes that if this type of programming keeps up, it ultimately will result in wearying the radio audience to the point of listlessness or utter indifference.

What is the solution?

Pioneering again in this field of new thought in radio, WWJ—the *Detroit News* station, America's pioneer broadcaster — believes it's merely a matter of proper programming, rigidly applied.

We at WWJ recognize the fact that the listeners can't take a hand in the programming — and the sponsor, with his eye always on sales, doesn't—so that leaves the whole business squarely up to the broadcaster.

Using our own station—WWJ—to cite a specific case, we are taking a firm stand as to programming. We do not intend to modify this stand no matter what the pressure, temptation or the cost. In brief, here is WWJ's policy as it will be effective with the return of New York to Eastern Standard Time:

Being a Red NBC station, WWJ has available, among other periods, for studio broadcasting, one half-hour each evening, from 7:30 to 8, Monday through Saturday, during the seven months of the year that New York is on EST.

In that half-hour each night, WWJ's production department will build a fine program, constructed with a view to its balance with the rest of the evening's entertainment. If a script show precedes the half-hour, and a swing band follows it, the show probably will be a symphonic presentation. If variety shows and comedy are the order of the night, the studio half-hour may be devoted to a fine drama.

Client Must Buy Show

Now here is where the plan works out. Once established in these periods, each of these specially-built, balancing programs will be *kept there.* Any inquiries as to their availability for sponsorship will be answered on the basis that the prospective client *must* sponsor the program already established in that time. He cannot change the show's complexion, nor can he kill it.

Present plans divide the six nights of the week among drama, symphonic music, swing music, variety and education. Each program will strive for maximum excellence in its own field, and once attained, each program will be kept in its particular period indefinitely, *whether sold or not,* and each period definitely will be unavailable for sponsorship, unless the program already established is the sponsor's choice.

Each program will be an audience show—playing to around 350 people in WWJ's auditorium studio.

WWJ is not planning to work out this policy in its 'off' hours, but is instituting it in the prime available periods. Gradually, it is the plan to extend the same method of operation throughout the broadcasting day, until WWJ is able to offer its listeners a balanced schedule of fine radio programs for every hour it is on the air.

We at WWJ feel that the network has considered a similar plan, and it is part of WWJ's hope that, eventually, the network will lay out its broadcasting program along the same lines. It is hoped that WWJ's pioneering in this field will serve to point the way for the whole industry.

We believe most of the criticism now directed at commercial broadcasting would be silenced by the development of such a plan. Along with program balancing would go the same firm control over commercial credits and commercial copy, of which we have been talking so long, so many years, but about which so little has been done.

That's why we say that the radio industry stands today at the parting of the ways—on the threshold of a glorious listener satisfaction or on the abyss of listen boredom and indifference. The pa we choose vitally will affect t entire structure and future broadcasting. . . . Which will it for you, Mr. Broadcaster? WW already has made its choice.

OFFICES ENLARGED BY HEARST RADI

HEARST RADIO Inc., represe ing the 10 Hearst-owned static and the California Radio Syst in the national field, announc June 29 that as of July 1 it w removing its executive and n tional sales offices from 959 Eigh Ave. to 20 E. 57th St., New Yo City. Business has more than do led in the last year, said the offic announcement, making more off space imperative. New quarte more than triple the space form ly occupied in the Hearst Magazi Bldg., occupying a full floor of t new address.

E. J. Gough, vice-president a general manager of Hearst Ra Inc., and J. Curtis Willson, rece ly appointed national sales mar ger to succeed M. H. Peters have their headquarters in the n building. The Hearst stations a WCAE, Pittsburgh; WBAL, Bal more; WISN, Milwaukee; WIN New York; KEHE, Los Angele KYA, San Francisco; KTSA, S Antonio; KOMA, Oklahoma Cit KNOW, Austin, Tex., and WAC Waco, Tex. The California Ra System comprises Hearst's KE and KYA and the four McClatc stations in California—KFBK, Sa ramento; KMJ, Fresno; KW Stockton; KERN, Bakersfield.

Crampton to Hollywoo

J. SAVINGTON CRAMPTO head of the New York radio d partment of William Esty & C has been placed in charge of t agency's Hollywood offices succee ing Sam Moore, resigned. Moo will free lance in writing for rad and pictures. Others to leave t Hollywood staff are Bob Redd, pr ducer and Angers Woolley, writ Mr. Crampton, who was associat with J. Walter Thompson Co., Ne York, before joining the Willia Esty & Co., will personally produ the CBS *Benny Goodman's Swi Show* program, sponsored by R. Reynolds Tobacco Co. (Camels His associate producer will Harry Holcomb. George Corey h been added to the staff as write He also was at one time associat with J. Walter Thompson Co., a was writer for the RCA NE *Magic Key* program since its ince tion.



Photo by NB

GAY FOR THE KIDDIES—Colored murals depicting growth of NBC children's programs during the last decade have been completed in Radio City. The ninth floor has been decorated with favorite NBC radio characters, depicted in fairy book design by "Jolly Bill" Steinke and his 23-year-old daughter, Bettina. Basic sketches and color work, as well a a portrait of Walter Damrosch, are by Miss Steinke while her fath was responsible for black outlines and imaginative touches. The mura have been attracting wide attention at Radio City.

Swicegood Is Appointed To Be WAGA Manager With Transfer to Atlanta

JESSE M. SWICEGOOD, native Atlantan formerly with the WSB engineering staff and more recently in charge of the three Georgia stations operated by the J. W. Woodruff interests, will become manager of the new WAGA after its transfer from Athens, Ga. into Atlanta. The 500-watt WAGA on 1450 kc. is now operating in Athens as WTFI, but its removal into Atlanta is expected to be completed by Aug. 1 or 15, having been authorized by the FCC.

WAGA will be operated by the *Atlanta Journal*, owner of WSB, which holds 40% interest in the Liberty Broadcasting Co., licensee corporation, in which Norman K. Winston, New York real estate and investment broker holds 50% of the stock and Harold A. Fafount, former Federal Radio Commissioner, 10%. The new station will be under the general direction of Lambdin Kay, WSB manager. Mrs. Chester Fulmer, formerly with WGST and WATL in Atlanta, will head the continuity department, and a staff of about 20 more will be announced shortly.

The WAGA transmitter site is situated three miles east of the center of Atlanta, where installation of a 1,000-watt RCA transmitter and erection of a 375-foot Truscon vertical radiator is now being made. Studios are being built in 5,000 feet of floor space in the Western Union Bldg., adjacent the *Atlanta Journal*. The new quarters will also house the *Journal* radio news staff comprising Ernest Rogers, Edwin Camp, Douglas Edwards and Walter Paschell.

ASCAP Bill Deferred by Illinois Legislature

WITH the adjournment of the Illinois Legislature June 30, the anti-ASCAP bill, which was tabled by the house on June 14, has no chance of passing now until the Illinois body convenes again in January, 1939. Introduced by Rep. Leo D. Crowley of Peoria (18th senatorial district), on March 29 the bill, number 567, was passed on by the committee on License and Miscellany, which recommended its passage on June 9. However, since it was not acted upon since its tabling June 14, it will have to be reintroduced again in the 1939 session if any action is desired on the bill.

In substance the bill prohibited owners of copyrighted vocal or instrumental musical compositions from forming organizations to control the sale and use of such compositions and fix license fees and other exactions. It also provided that authors, composers and publishers of such compositions must act independently. The bill provided for a penalty which would have been imposed on anyone collecting money as a part of any such organization.

Paley Sails June 30

WILLIAM S. PALEY, president of CBS, and Mrs. Paley were to sail June 30 on the *Normandie* for a European vacation.

Garrison & Co. Formed

W. W. GARRISON & Co., Chicago, new advertising agency, has been formed with offices at 400 N. Michigan Ave. The agency is headed by W. W. Garrison, president and treasurer, formerly vice-president of McJunkin Advertising Co., Chicago, with H. P. Falvey and George Schill, also formerly with the McJunkin agency, vice-president and secretary respectively. The new firm will handle the black and white advertising of the W. A. Schaeffer Pen Co., Fort Madison, Iowa, with Baggaley, Horton & Hoyt, Chicago, continuing to place the pen company's radio business. The Chicago Roosevelt Steamship Co., through the new agency, is now running a summer campaign for its lake boat trips over WGN and WIND.

Songwriters See Boost Likely in Record Fees

THE FIGHT of the Songwriters' Protective Association for a greater share of the mechanical rights paid by transcription makers [BROADCASTING, June 1 and 15] is nearing an end, and apparently a successful one for the writers. Starting with a declaration by the SPA in May that after June 1 it would itself take over and handle the mechanical rights to music written by its members, which had heretofore been administered by the Music Publishers Protective Association, and continuing through a series of stormy meetings between the committees of the two organizations, the affair has now reached the stage where the SPA and MPPA attorneys are drawing up an agreement for submission to the membership of each group.

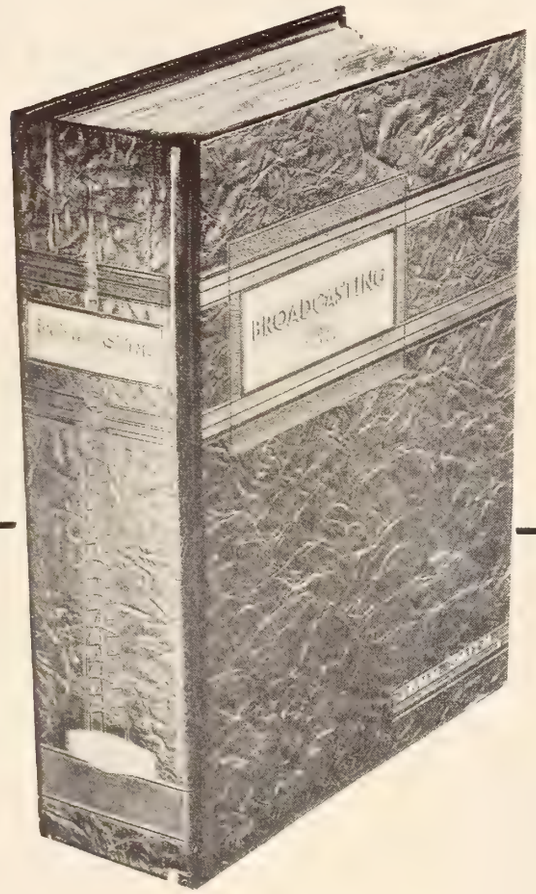
The terms, which will probably be accepted by both sides, are said to leave the administration of mechanical rights in the hands of the MPPA, but with an accountant kept in the MPPA offices to look after the SPA interests, and to increase the writers' share of the proceeds from 33⅓% to 50% of the amount collected from the recording firms.

Rowell to Washington

ELWYN J. ROWELL, director of the New England Radio News Service, market news cooperative supplying farm information through WBZ-WBZA, Boston-Springfield, has been named market news specialist of the U. S. Department of Agriculture. He will work under Roy E. Hendrickson, information director of the Bureau of Agricultural Economics. Mr. Rowell was feted at a testimonial dinner June 15, staged by his New England associates, with John A. Holman, NBC New England manager, as one of the speakers.

RICHFIELD OIL Corp., Los Angeles (gas & oil), has renewed for 52 weeks its contract with United Press to supply news for the 10-minute *Richfield Reporter*, heard six nights weekly on 7 NBC-Pacific Red stations. Agency is Hixson-O'Donnell Inc., Los Angeles.

WHAL are the new call letters assigned to the new 500-watt daytime station on 950 kc. at Saginaw, Mich. which the FCC recently authorized Edmund C. Shields and Harold F. Gross to construct. Former call assignment was WJOY.



BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JUNE 14 TO JUNE 29 INCLUSIVE

Applications . . .

JUNE 14

WINS, New York, CP new trans., increase 1 to 5 kw, change ltd. to unl., directional antenna, move trans.

KGFI, Brownsville, Tex.—Mod. CP new equip. antenna, move studio.

NEW, Harwell V. Shepard, Denton, Tex.—C 1420 kc 100 w D.

KHQ, Spokane, License for CP as mod. change equip., increase power, move trans.

KIT, Yakima, Wash.—Mod. CP new trans., antenna, change freq., power etc. for approval trans. site.

JUNE 15

WNEL, San Juan, P. R.—CP change antenna, change 1290 to 590 kc.

NEW, WAVE Inc., Louisville—CP 610 kc 250 w 500 D unl.

KATE, Albert Lea, Minn.—Mod. CP as mod. new station to change equip., approval antenna, trans. and studio sites.

NEW, Martin R. O'Brien, Aurora, Ill. —CP 1240 kc 250 w D, amended to 1250 kc.

NEW, Roberts-McNab Co., Livingston, Mont.—CP 1310 kc 100 w 250 w D unl.

JUNE 16

WJSV, Washington—CP new trans., increase 10 to 50 kw directional, move trans.

WTAR, Norfolk, Va.—License for CP increase power, etc.

WQAN, Scranton—Mod. license 500 w to 500 w 1 kw D.

WCHV, Charlottesville, Va.—Mod. license unl. D Sh.-WEED N to unl., contingent grant WEED applic. change freq.

WLW, Cincinnati—Extension exp. auth. 500 kw directional.

NEW, M. M. Valentine, Laredo, Tex.—CP 1310 kc 100 w 250 w D unl., amended to 1500 kc.

NEW, William C. Smith, Bogalusa, La. —CP 1470 kc 100 w D amended to 1310 kc change D to unl.

WAML, Laurel, Miss.—CP increase D to 250 w.

KFJZ, Fort Worth—Auth. trans. control to Ruth G. Roosevelt.

KOB, Albuquerque, N. M.—License for CP as mod. new trans.

JUNE 19

WICA, Ashtabula, O.—Mod. CP change antenna, trans.

WJBK, Detroit—CP Change 1500 kc to 1510 kc, increase 100 w 250 w D to 1 kw N & D, move trans.

WGCM, Mississippi City—License for CP new trans.

KNEL, Brady, Tex. — License for CP change equip., increase power.

WKAT, Miami Beach, Fla. — Mod. CP change equip.

NEW, John P. Harris, Hutchison, Kan. —CP 1200 kc 100 w 250 w unl., amended to 710 kc 1 kw D.

KFBK, Sacramento—CP increase 5 to 10 kw.

JUNE 21

WAAB, Boston—Mod. license N to 1 kw.

NEW, George B. Storer, Pontiac, Mich. —CP 680 kc 1 kw D, amended to 800 kc.

KRGV, Weslaco, Tex.—License for CP increase power.

WILL, Urbana, Ill.—CP change trans., increase 1 to 5 kw.

NEW, Hollenbeck Heights Christian Church, Los Angeles—CP 1170 kc 100 w ltd.

KTMS, Santa Barbara, Cal.—Mod. CP to directional antenna.

JUNE 22

WORL, Boston—License for CP change equip.

NEW, W. C. Irvin, Amarillo, Tex.—CP 1500 kc 100 w 250 w D unl.

KSEI, Pocatello, Id.—Mod. license N 250 to 500 w.

JUNE 26

WQDM, St. Albans, Vt.—Mod. license spec. to D to LS Cleveland, amended to D only.

WGAR, Cleveland — CP new trans., increase 500 w 1 kw D to 5 kw N & D, amended to 1 kw 5 kwD.

NEW, WMBG, Richmond, Va.—License for CP as mod.

NEW, Sam Houston Brdcstg. Assn., Huntsville, Tex.—CP 1500 kc 100 w D.

NEW, Carl Latenser, Atchison, Kan.—CP 1420 kc 100 w D.

Examiners' Reports . . .

NEW, Clarence A. Berger & Saul S Freeman, Couer d'Alene, Id.—Examiner Seward recommended (I-436) that applic. CP 1200 kc 100 w D be granted.

NEW, Valley Brdcstg. Co., Youngstown, O.—Examiner Dalberg reommended (I-437) that applic. CP 1350 kc 1 kw unl. be denied.

NEW, Chase S. Osborn Jr., Fresno, Cal. —Examiner Bramhall recommended (I-439) that applic. CP 1440 kc 500 w unl. be granted.

WPEN, Philadelphia; WRAX, Philadelphia — Examiner Berry recommended (I-440) that applic. Clarence H. Taubel and John Iraci, to transfer control of William Penn Brdcstg. Co. and WRAX Brdcstg. Co. from Clarence H. Taubel to John Iraci, be granted; that applic. WPEN for modif. license 250 w 500 w D, to 1 kw D & N, directional be granted; that applic. WPEN modif. license Sh.-WRAX to unl. and requesting facilities of WRAX, be granted; contingent upon the granting by the Commission of the application for transfer of control of WPEN-WRAX from Clarence H. Taubel to John Iraci; that if recommendations above concurred in, that applic. WRAX be denied; that if recommendations in Sections 1-3 hereof are not concurred in by Commission, it is recommended: (a) That applic. WPEN for mod. license to increase power from 250 w and 500 w D, to 1 kw D & N, directional and sharing with WRAX, be granted; and (b) that applic. WRAX for mod. license to increase 250 w 500 w LS to 1 kw D & N, directional and Sh.-WPEN be granted; that the granting of either application for modification of license should be conditioned upon a compliance with Rules 131, 132 and 139.

NEW, Waterloo-Times-Tribune Pub. Co., Waterloo, Ia.—Examiner Hill recommended (I-441) that applic. CP 1370 kc 100 w D be denied.

NEW, Schuylkill Brdcstg. Co., Pottsville, Pa.; Pottsville News & Radio Corp., Pottsville, Pa.—Examiner Dalberg recommended (I-442) that applic. Schuylkill Brdcstg. Co. CP 580 kc 250 w D be granted; that Pottsville News & Radio Corp. applic. same facilities be granted.

NEW, Twin City Brdcstg. Corp., Longview, Wash.—Examiner Hyde recommended (I-443) that applic. CP 780 kc 250 D be granted.

NEW, W. T. Ottaway, Port Huron, Mich.—Examiner Bramhall recommended (I-444) that applic. CP 1370 kc 250 w D be denied.

NEW, Phillip Jackson, Brunswick, Ga.—Examiner Bramhall (I-445) that applic. CP 1420 kc 100 w D be dismissed with prejudice.

WABY, Albany—Examiner Irwin recommended (I-446) that applic. increase D to 250 w be granted.

NEW, Amarillo Brdcstg. Co., Amarillo, Tex.—Examiner Dalberg recommended (I-447) that CP 1500 kc 100 w unl. be dismissed without prejudice.

NEW, Columbia Radio Co. Inc., Columbia, S. C.; Carolina Adv. Corp., Columbia —Examiner Hill recommended (I-448) that applic. Columbia Radio Supply Co. CP 1200 kc 100 w unl. be denied; that applic. Carolina Adv. Corp. CP 1370 kc 100 w LS be unl.

NEW, W. E. Whitmore, Hobbs, N. M.—Examiner Dalberg recommended (I-449) that applic. CP 1500 kc 100 w D be granted.

NEW, John D. Fields Inc., Las Vegas, Nev. — Examiner Seward recommended (I-450) that applic. CP 1370 kc 100 w unl. be dismissed with prejudice.

KROY, Sacramento — Examiner Berry recommended (I-451) that applic. change 1210 kc 100 w D to 1340 kc 250 w 1 kw LS unl. be denied.

KSD, St. Louis; KFUO, Clayton, Mo.—Examiner Seward recommended (I-452) that applic. KSD mod. license Sh.-KFUO to unl. be denied; that applic. KSD for renewal be granted subject to hours assigned KFUO; that applic. KFUO for half-time on 500 kc. be granted; that applic. KFUO for renewal be granted.

Decisions . . .

JUNE 15

APPLICATIONS GRANTED:

KOBH, Rapid City, S. D.—CP new equip., increase D to 250 w.

KFXM, San Bernardino, Cal. — CP change equip.

KDLR, Devils Lake, N. D.—CP move trans., instal. vert. antenna.

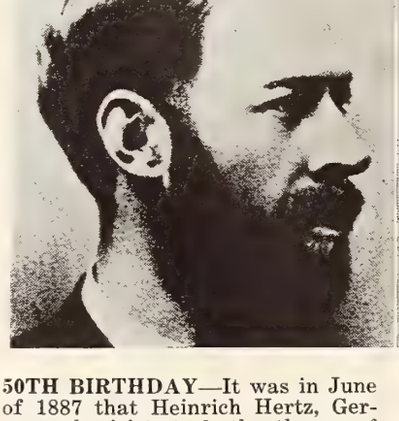
KSOO, Sioux Falls, S. D.—CP. vert. antenna.

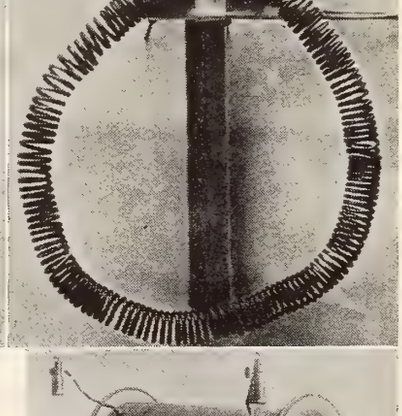
KTAT, Fort Worth; WNOX, Knoxville; WISN, Milwaukee; KFVD, Los Angeles; WBBZ, Ponca City, Okla.; KLRA, Little Rock; KSAL, Salina, Kan.—License for CP.

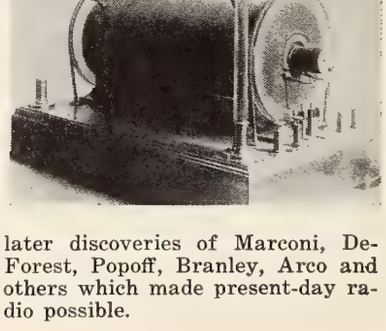
KWNO, Winona, Minn.—Mod. CP trans., studio sites, new equip., vert. radiator.

WDAF, Kansas City—Mod. CP change equip.

WNOX, Knoxville; WCPO, Cincinnati —Mod. license to Scripps-Howard Radio Inc.







50TH BIRTHDAY—It was in June of 1887 that Heinrich Hertz, German physicist, took the theory of electromagnetic wave action promulgated 20 years earlier by James Clerk Maxwell of Cambridge University, and proved the practical possibility of broadcasting electrical impulses through the air. At left is a photo of Dr. Hertz, who died when he was 37. Upper right shows his resonator, or sounding apparatus, for wave lengths 6 meters long. Lower right shows the "funken-induktor" with which he conducted his experiments, which laid the groundwork for the later discoveries of Marconi, De-Forest, Popoff, Branley, Arco and others which made present-day radio possible.

WTAQ, Green Bay, Wis.—Mod. licens change directional antenna.

SET FOR HEARING—NEW, Capit Brdcstg. Co. Inc., Raleigh, N. C., C amended to 1210 kc 100 w 250 w D unl NEW, Gerald A. Travis, La Porte, Ind CP amended to 1420 kc 250 w D; NEV J. T. Griffin, Oklahoma City, CP 131 kc 100 w 250 w D unl. (facilities KFXR) WFBL, Syracuse, mod. license to 5 kw un (before Divison); WJAX, Jacksonvill Fla., exp. auth. increase 1 to 5 kw N (before Division); NEW, Hampden-Ham shire Corp., Holyoke, Mass., CP amende to 1240 kc 500 w 1 kw D unl. directional.

SPECIAL AUTHORIZATION—WBN Buffalo, temp. auth. unl. (provide WSVS is silent).

APPLICATIONS DISMISSED (reque of applicants)—WMIN, St. Paul, 1400 k 250 w unl.; KFBB, Great Falls, Mont 950 kc 5 kw unl.

ACTION ON EXAMINERS' REPORTS:

NEW, Owensboro Brdcstg. Co., Owen boro, Ky.—CP 1500 kc 100 w unl., su taining Examiner Hyde.

NEW, Harold M. Finley & Mrs. Eloi Finley, La Grande, Ore.—CP 1420 kc 1 w 250 w D unl., sustaining Examin Seward.

NEW, Edwin A. Kraft, Petersbur Alaska—Denied CP 1420 kc 100 w unl reversing Examiner Hyde.

WJAR, Providence—Granted CP chang equip., increase 1 kw to 1 kw 5 kw unl. directional, sustaining Examiner Wa ker.

NEW, Okmulgee Brdcstg. Corp., Okmu gee, Okla.—CP 1210 kc 100 w D, sustai ing Examiner Seward.

WAPO, Chattanooga—CP new trans., i crease 100 w to 100 w 250 w D, chan D to unl., sustaining Examiner Bramha

WHBB, Selma, Ala.—Granted mod. cense change D to unl. 1500 kc 100 w sustaining Examiner Seward; granted vo assign. license to Selma Brdcstg. Co sustaining Examiner Seward.

ORAL ARGUMENTS GRANTED—1 7-37: Pacific Acceptance Corp., San Di go, Cal.; Smith, Keller & Cole, San Dieg WSAU, Wausau, Wis.; R. R. Jackma et al, Lawrence, Kan., and Kansas Ci Star Co., Kansas City; 10-14-37: Tr Brdcstg. Co. Inc., Troy, N. Y.

DATE OF ORAL ARGUMEN CHANGED — Peninsula Newspapers In Palo Alto, Cal.; Northern Corp., Bosto KARK, Little Rock; Arthur H. Crogha Minneapolis.

MISCELLANEOUS—KFOR, Lincol Neb., granted continuance hearing, pet tions in opposition dismissed; NEW, T. Kirksey, Waco, Tex., denied reopenir case for additional evidence and dismiss WACO motion as intervenor, dismiss WRBC, WDBJ and KROW motion Southwest Brdcstg. Co., Prescott, Ari granted change place of hearing on appli W. P. Stuart for CP Prescott and co tinued hearing date to 7-27-37, vacat orders take depositions in Prescott, a thorized examiner and attorney to condu hearing in Prescott; WMIN, Minneap lis, granted auth. make this announc ment, "This is Station WMIN with st dios in St. Paul and Minneapolis"; NEV Radio Enterprises Inc., Hot Springs, Ark granted new hearing date, denied indefini continuance; WTFI, Athens, Ga., grant ext. Rule 132 to 8-1-37; WCOP, Bosto granted continuance oral argument; NEV Havens & Martin, Petersburg, Va., gran ed amendment applic.; NEW, W. Luce, Fort Lauderdale, Fla.; granted co tinuance hearing; NEW, Eugene P. O'Fa len, Denver, granted pet. intervene appli Colo. Radio Corp.; KGNF,, Shenandoa Ia., granted pet. advance oral argume on applic. KARK to 7-1-37; WFL WSUN, Clearwater, Fla., granted auth. announce "This is station WFLA, Clea water, with studios in Clearwater a Tampa"; WEBC, Duluth, granted aut to announce, "This is station WEBC, D luth, with studios in Duluth and Supe ior."

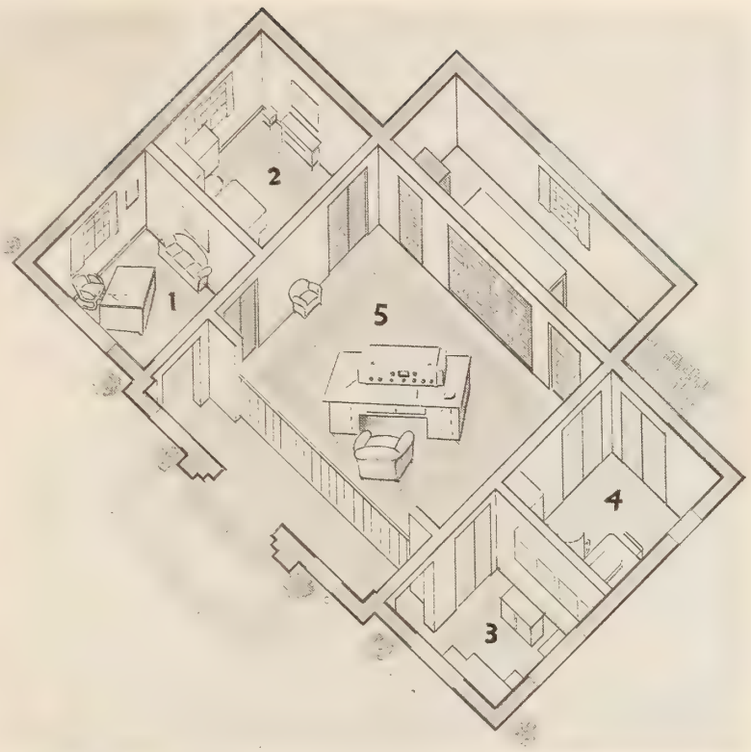
RATIFICATIONS—Granted motion pos pone argument applic. Johnson Cit Brdcstg. Co., Knoxville Journal Brdcst Co., Richard M. Casto, and directed a gument be continued until 9-30-37; Ga latin Radio Forum granted amendment der take depositions; Scripps-Howard R dio Inc., granted pet. continuance hea ing applic. KVOD and KFEL, and for co solidated hearing with applic. of Scrip Howard Radio Inc. for CP Denver, a dismissed opposition of Colo. Radio Cor to said petition; accepted answer WKBO to appearance of Press-Uni Pub. Co.

JUNE 16

ALWL. New York—Granted petition thdraw petition for reconsid. action of 24-36 granting applic. for transfer of ntrol of WOV.

JUNE 29

PPLICATIONS GRANTED:
KOCA, Kilgore, Tex.—CP increase D to w.
WJRD, Tuscaloosa, Ala.—Same.
KOVC, Valley City, N. D.—Same.
KOB, Albuquerque, N. M.—License for 1180 kc 10 kw N & D Simul. D-KEX, N-KEX.
WLW, Cincinnati—License for CP 700 50 kw unl.
WJNO, West Palm Beach, Fla.—License CP; auth. transfer control to Jay rien.
KVOR, Colorado Springs — License for
WHIP, Hammond, Ind.—Mod. CP change tenna, trans.
WCOC, Meridian, Miss.—Mod. CP new tenna, increase N to 1 kw, move locally.
KHQ, Spokane—License for CP as mod.
WDAH, El Paso — Mod. license move ans. to KTSM site, increase D to 250 w, KTSM trans.
KMAC, San Antonio—3-month extension ense.
KGKY, Scottsbluff, Neb.—1-month ex- sion license.
WGRC, New Albany, Ind.; WRDO, Au- sta. Me.—2-month extension license.
WKBV, Richmond, Ind.—Temp. renewal ense, applic. renewal set for hearing.
WWSW, Pittsburgh—1-month extension ense.
KHUB, Watsonville, Cal.—Invol. assign. ense to Anna Atkinson, exec.
KGIW, La Junta, Col.; KEEN, Seattle 2-month extension license.
W2XAF, Schenectady — CP increase to kw, directional beams.
SET FOR HEARING — NEW, WDSU ., New Orleans, CP amended to 1500 100 w 250 w D unl.; NEW, N. B. eland, Roland, Ia., CP amended to 1500 100 w 250 w D spec.; NEW, Colonial destg. Co., Morristown, N. J., CP 620 1 kw unl. directional; NEW, Burling- n Brdcstg. Co., Burlington, Ia., CP 1310 100 w unl.; NEW, Great Western destg. Co., Omaha, CP 1420 kc 100 w ; NEW, Southern Minn. Brdcstg. Co., chester, Minn., CP 920 kc 1 kw 5 kw D directional N; NEW, Even News ess Inc., Port Angeles, Wash., CP 1400 250 w unl.; NEW, Keystone Brdcstg. . New Castle, Pa., CP 1250 kc 250 w NEW, D. E. Kendrick, Louisville, CP 10 kc 100 w 250 w D unl.; NEW, ultas, Edge & Stephenson, Jacksonville, CP 1310 kc 100 w unl.; WHEF, Kos- sko, Miss., CP move to Jackson, vert. diator; KWOS, Jefferson City, Mo., CP crease 100 w D to 100 w 250 w D unl 10 kc; WDZ, Tuscola, Ill., CP move to catur; WXYZ, Detroit, CP increase to kw (before Division); WGRC, New Al- ny, Ind., CP directional N, change 1370 880 kc increase D to unl.; WAIR, Win- n-Salem, N. C., CP increase D to 1 kw; BNX, New York, CP amended move ans., directional N, increase to 5 kw efore Division); WKAR, E. Lansing, ch., CP move trans., vert. rad., increase to 5 kw; WLAP, Lexington, Ky., CP ve trans., new equip., vert. rad., ange 1420 to 610 kc increase to 500 w kw D; WRBL, Columbus, Ga., amended d. CP move trans., new equip., change 1330 kc, increase to 1 kw unl.; KPOF, nver, mod. license 500 w to 1 kw; lams Recording Studio, San Diego, auth. pply transcriptions to XEBG and XEMO, a Juana, Mexico; WFAS, White Plains, Y., exp. auth. amended to Simul. D- BRB, Sh.-WGNY, WGBB, Sh. N-WBRB, GNY and WGBB.
SPECIAL AUTHORIZATIONS—WFIL, iladelphia, ext. temp. auth. 560 kc 1 kw ; WJEJ, Hagerstown, Md., ext. temp. th. spec.; WCBD, Chicago, temp. auth. e WMBI trans.; WWJ, Detroit, temp. th. 5 kw N.
MISCELLANEOUS — WLBL, Stevens .. Wis., 30-day use new site; WBRC, rmingham, reconsid. action 2-16-37 and for hearing applic. CP, then recon- ered, and petition of Birmingham News to withdraw its protest is dismissed; LZ, Denver, granted pet. intervene EL applic., opposition of applic. dis- ssed; NEW, Harry Schwartz, Tulsa, anted pet. waive Rule 104.6(b) and ac- ot appearance applic. new station at lsa; NEW, Walker & Chapin, Oshkosh, is., granted pet. to accept appearance, plic. new station; NEW, John Stewart yan, Petersburg, Va., granted cont. aring of Havens & Martin Inc., Peters- rg Newspaper Corp and John Stewart yan until autumn; KLS, Oakland, Cal., anted pet. intervene applic. Richard eld Lewis, Oakland; KJBS, San Fran- co, granted pet. intervene applic. Rich- d Field Lewis; KRE, Berkeley, Cal., me; NEW, Genesee Radio Corp., Flint, ich., granted pet. accept notice appear- ce and facts on applic. CP; NEW, Cap- l Brdcstg. Co. Inc., Raleigh, N. C., anted postponement applic. WFNC, ayetteville, new date for consolidated aring to be fixed; WBRE, Wilkes-Barre, .. granted continuance hearing; NEW, L. Carrell et al, Lincoln, Neb., denied further hearing, intervention applic. Central States Brdcstg. Co., Council Bluffs, Ia.; WFBR, Baltimore, denied partial grant applic. 1 kw 5 kw LS; NEW, A. L. Chilton, Dallas, granted pet. intervene Centennial Brdcstg. Corp. applic., Dallas; KROW, Oakland, Cal., granted pet. intervene applic. Richard Field Lewis; NEW, Voice of Detroit Inc., Detroit, hearing continued; NEW, Saginaw, Mich., granted pet. intervene applic. Genesee Brdcstg. Co., Flint; KTUL, Tulsa, granted pet. intervene applic. United Brdcstg. Co., Tulsa; WKBN, Youngstown, granted cont. hearing mod. CP; KFRU, Columbia, Mo., granted pet. deny as in default applic. T. B. McChristy, Brownwood, Tex.; WDGY, Minneapolis, granted pet. change announcement; KJBS, San Francisco, denied grant applic. mod. license; KOBH, Rapid City, S. D., denied grant without hearing applic. assign license; WCOC Meridian, Miss., granted ext. Rule 132 60 days, set for hearing applic. increase N power; WNRI, Newport, R. I., denied motion reopen record Nos. 3857, 3836, 3971; NEW, United Theatres Inc., San Juan, P. R., granted pet. oral argument exceptions to Ex. Rep. I-407.



NEW TRANSMITTER LAYOUT—Here is the floor plan, graphically depicted, of the new WMBG, Richmond, Va., which on June 27 became the NBC-Red outlet in Richmond after several years as the CBS station there. Operating on 1350 kc. with new power of 500 watts, the station has built an entirely new plant and studios. A new RCA transmitter has been installed. Shown are (1) chief engineer's office; (2) rest room and lavatory; (3) laboratory; (4) heating plant; (5) main transmitter room.

JOHN KAROL, research director of CBS, has been elected president of the Market Research Council for the coming year.

ROBERTS-McNAB Co., a partnership which recently placed in operation the new KRMC in Jamestown, N. D., has applied to the FCC for authority to erect a new local on 1310 kc. in Livingston, Mont.

Controlled Direction

SHURE BROTHERS, Chicago, announces a new "Controlled-Direction" microphone. A "tri-polar" crystal microphone, the new instrument not only has the figure-eight directional pattern, typical of velocity operation, but also provides uni-directional and non-directional response simply by turning a small switch on the unit. It is claimed that the new microphone can cope with nearly every pickup condition and permits satisfactory results under conditions of high reverberation intensity or background noise. Shure Brothers has released a revised catalog if its microphones and acoustic devices describing the new microphone as well as transcription record producers, vibration pickups and other equipment.

WSB School of the Air Is Praised by Educators

STRIKING tribute to WSB and the *Atlanta Journal* for sponsoring the *School of the Air* was voiced in Savannah during the recent closing sessions of the Georgia Education Association Convention. In resolutions adopted, the Georgia Superintendents and Board Members' Association declared: "We commend the *Atlanta Journal* for the splendid educational service rendered by it and WSB in sponsoring the *School of the Air*." Louis T. Rigdon, founder and director of the school, was one of the principal speakers at the convention, discussing "Radio and Education". Edythe Miller, associate director, appeared on the program with a solo, followed by an address by Gov. Rivers of Georgia.

The district auditions in declamation, recitation, piano, voice and violin in which over 300,000 high school and grammar school boys and girls in 400 Georgia public schools participated closed May 28. Soon after the state winners were announced June 26, they were given free trips to Radio City in New York where they were broadcast over NBC. On their way to New York a stopover was made in Washington to visit Dr. J. W. Studebaker, U. S. Commissioner of Education; Judge E. O. Sykes, chairman of the FCC Broadcast Division, and historical points of interest in the National Capital.



WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
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Distributed by
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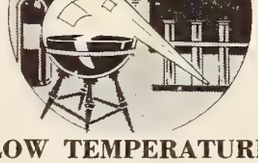
for transreceivers, 'phone and inter-systems.

$5.88 net cost to stations

Hi output quality microphone. Extra sensitive uni-polar ear 'phone. Black bakelite case. 4-conductor coded cord.

Microphone Division
UNIVERSAL MICROPHONE CO. Ltd.
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LOW TEMPERATURE CO-EFFICIENT CRYSTALS

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Approved by F.C.C.

Write to Dept. B-717 for price list.

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Three New Locals Authorized by FCC

THREE new local broadcasting stations in as many communities not now having their own outlets were authorized by the FCC Broadcast Division June 15. Two of the grants were to newspaper interests. The three grants brought to 20 the number of construction permits for new stations issued by the FCC in the six months since Jan. 1, 1937.

Owensboro Broadcasting Co., Owensboro, Ky., was granted a CP for a new 100-watt full-time station on 1500 kc., effective July 13, sustaining Examiner Hyde. Stockholders in the company are Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of the Owensboro Publishing Co., publishing the *Owensboro Messenger* and *Owensboro Inquirer*, morning and evening newspapers. Call letters will be WOMI.

Harold M. Finley, publisher of the *LaGrande* (Ore.) *Evening Observer* and his mother, Mrs. Eloise Finley, were authorized to construct a new 100-watt night and 250-watt day station (KLBM) on 1420 kc. Examiner Seward was sustained and the order is effective July 13.

The Okmulgee Broadcasting Corp., Okmulgee, Okla., was authorized to erect a new 100-watt daytime station on 1210 kc. in that community, Examiner Seward being sustained and the order being effective July 20. Stockholders in the corporation are Harry B. Greaves, president, Okmulgee oil and auto supply dealer, 41%; John Caruthers, Okmulgee attorney and former judge, 10%; E. M. Sepaugh, of Shreveport, who will manage the station, 27%; R. M. Dean, Shreveport, chief engineer of KRMD, Shreveport, and KPLC, Lake Charles, 6%; T. B. Langford, Shreveport and Texarkana auto distributor, 16%. Call letters will be KHBG.

Mr. Sepaugh is 25% owner of KVOL, Lafayette, La., 16% owner of KRRV, Sherman, Tex., and one-third owner of KPLC, Lake Charles, La. Mr. Langford owns 48% of KMRD, one-third of KPLC, and 16% of KRRV, Sherman. Mr. Dean owns 48% of KRMD, one-third of KPLC and 16% of KRRV.

The Broadcast Division denied the application of Edwin A. Kraft, owner of KINY, Juneau, Alaska, and former Seattle station operator, for a new station in Petersburg, Alaska, to operate with 100 watts on 1420 kc., reversing Examiner Hyde.

Two Station Transfers

TRANSFER of the control of WJNO, local station on 1200 kc. in West Palm Beach, Fla., to Jay O'Brien, Palm Beach investment and real estate man, was authorized by the FCC Broadcast Division June 29. The station was licensed several years ago to Hazlewood Inc., in which George A. Hazlewood and John R. Beacham of West Palm Beach and Nieuport B. Estes of Jacksonville were the principal stockholders. The Commission also authorized the involuntary transfer of KHUB, recently licensed local at Watsonville, Cal., to Anna Atkinson, widow of F. W. Atkinson, publisher of the *Watsonville Pajaronian* and *Register*, who died in April.

20 New Stations Since Jan. 1, 1937

TWENTY new broadcasting stations have been authorized by the FCC during the first half of 1937, as against 57 authorized during all of 1936, according to a recapitulation of the grants. In addition, four stations have authorizations to move into other communities where they become virtually new outlets. The complete tabulation by states, showing also stock ownership and assignments, follows:

CALIFORNIA

KTKC, Visalia, Cal.—CP issued to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%); 250 watts daytime on 1190 kc.

KTMS, Santa Barbara, Cal.—CP issued to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

COLORADO

KOKO, La Junta, Col.—CP issued to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

FLORIDA

WKAT, Miami Beach, Fla.—CP issued to A. Frank Katzentine, former mayor of Miami Beach, one-third owner of *The Society Pictorial*, a weekly; 100 watts on 1500 kc.

INDIANA

WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney; 1,000 watts daytime on 1050 kc.

KENTUCKY

WOMI, Owensboro—CP issued to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher; Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Owensboro Inquirer*); 100 watts on 1500 kc.

MICHIGAN

WHAL, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc.

MINNESOTA

KATE, Albert Lea, Minn.—CP issued to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler*; Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice-president of Meyer Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul; William B. Wolf, Austin); 250 watts daytime on 1420 kc.

KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager; Herman R. Weicking, editor, *Winona Republican-Herald;* Harry Dahl, chief owner of WKBH, LaCrosse; Otto M. Schlaback, LaCrosse attorney); 100 watts daytime on 1200 kc.

MONTANA

KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%; E. B. Craney, Butte, 40%; Sam C. Ford, Helena, 10%); 250 watts daytime and 100 watts night on 1210 kc.

NEW JERSEY

WSNJ, Bridgeton, N. J.—CP issued to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%); 100 watts daytime on 1210 kc.

NORTH CAROLINA

WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

OHIO

WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon;* 250 watts daytime on 940 kc.

OKLAHOMA

KHBG, Okmulgee—CP issued to Okmulgee Broadcasting Corp. (Harry B. Greaves, 41%; E. M. Sepaugh, 27%; T. B. Langford, 16%; John Caruthers, 10%; R. M. Dean, 6%); 100 watts daytime on 1210 kc.

OREGON

KLBM, LaGrande—CP issued to Harold M. Finley, publisher of the *LaGrande Evening Observer*, and Mrs. Eloise Finley, his mother, as partner; 100 watts night and 250 watts day on 1420 kc.

PENNSYLVANIA

WMBS, Uniontown, Pa.—CP issued to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echard, superintendent, Pennsylvania State Highway Department, 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney 20%); 250 watts daytime on 1420 kc.

TEXAS

KGVL, Greenville, Tex.—CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner;* J. L. Collins and Nobel W. Young); 100 watts daytime on 1200 kc.

KRIS, Corpus Christi, Tex.—CP issued to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times;* John A. Mobley and Margaret Browning); 500 watts night and 500 watts day on 1330 kc.

VIRGINIA

WRTD, Richmond, Va.—CP issued to Times Dispatch Publishing Co., publisher of *Richmond Times-Dispatch*; 100 watts on 1500 kc.

WISCONSIN

WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

In addition, the FCC has authorized the removal of KGKO, Wichita Falls, into Fort Worth; WPHR, Petersburg, Va., into Richmond, to operate as WRNL; WTFI, Athens, Ga., into Atlanta, to operate as WAGA; KGFI, Corpus Christi, into Brownsville, Tex.

Television in London

TO GIVE its staff a vacation, while technicians revamp some of the equipment, the television division of the British Broadcasting Corp. has decreed a three-week "sightless period" starting July 26. Studio facilities during the period will be improved at Alexandra Palace, where the BBC transmitter is located. To aid dealers in demonstrating television sets, now on the market in London, the BBC has added a third hour to its daily telecast schedule, 12:30 to 1:30 p. m.

O-Ke-Doke Testing

KRAFT-PHENIX CHEESE Corp., Chicago (O-Ke-Doke), recently started a spot campaign on three Chicago stations with possibility that the campaign will be extended nationally later. Daily one-minute announcements or temperature reports are being used on WMAQ, WGN and WBBM. J. Walter Thompson Co., Chicago, is agency.

Swift Tests Flexo

SWIFT & Co., Chicago (Flexo water softener), recently started one-minute live spot announcements on WOOD-WASH, Grand Rapids, Mich.; WKBN, Youngstown, and WSBT, South Bend. Six spots a week are being used on WOOD-WASH and five weekly on the other two stations. If test campaign proves successful, other outlets may be added. Stack-Goble Adv. Agency, Chicago, handles the account.

Weco Returns to Air

WECO PRODUCTS Co., Chicago (Dr. West's tooth brushes and paste), will start a weekly quarter-hour transcribed series over KGMB, Honolulu, and KHBC, Hilo, Hawaii, July 4. The *Little Theatre of Music*, an NBC-Thesaurus transcription, will be used. J. Walter Thompson Co., Chicago, is the agency.

Press Ownership Opposition Seen

"Local Monopoly" Cited Again In Opposing KOOS Sale

AGAIN opposing "local monopoly" of news and advertising and citing alleged conflicts with Sections 301 and 310 of the Communications Act of 1934, which declare against any license "ownership" rights and require FCC authorizations for transfers of license control, Examiner P. W. Seward on June 29 recommended to the FCC Broadcast Division that it deny the proposed transfer of ownership of KOOS, Marshfield, Ore., to Shelton F. Sackett, publisher of the *Coos Bay Times*, Marshfield daily newspaper, and part owner of the *Salem* (Ore.) *Statesman*.

Agreement to sell the station for $14,000 to Mr. Sackett was reached last year by Walter Read, president of KOOS Inc., who was to continue as manager, and the proposed transfer was heard by Examiner Seward last June 7. John C. Kendall, Portland attorney, and Ben S. Fisher, Washington attorney, were counsel for both parties, and the deal was unopposed.

Opposition Policy?

This being the second proposed transfer of ownership to newspaper interests recommended against by Examiner Seward in the last six weeks, speculation has been aroused whether the Commission or its examiners are launching a policy opposed to newspaper acquisitions of stations, which for the most part have hitherto been granted more or less automatically. Claiming violation of Section 301 of the act, providing for use but not ownership of frequencies, Examiner Seward on May 19 recommended also against the sale of WMBO, Auburn, N. Y., by Roy L. Albertson, also owner of WBNY, Buffalo, to the publishers of the *Auburn Citizen-Advertiser*, for $15,000, while Examiner Hill on May 19 recommended against the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the *Kansas City Star*, operator of WDAF, Kansas City. None of these recommendations have yet been acted upon by the Commission.

In his adverse report on the proposed Marshfield transfer, Examiner Seward rejected the assertion that the publisher of the *Coos Bay Times*, having the only local daily, could better supply news and would be in a position to broadcast a better class of programs. Although finding Mr. Sackett "legally, technically, financially and otherwise qualified to operate Radio Station KOOS," Examiner Seward declares:

"In view of the fact that the area is now being adequately served by Station KOOS, as now operated by the assignor corporation, it is considered that it would not be in the public interest to approve this transfer and thereby place in the hands of one man practically all means of dissemination of news and other information, as well as the advertising media in the area, and constitute a virtual monopoly."

AN APPLICATION for a new local station to operate on 1370 kc. with 100 watts night 250 watts day unlimited time, was filed with the FCC June 7 by the National Life & Accident Insurance Co., Nashville. The company is the licensee of WSM, Nashville 50,000 watter.

EQUIPMENT

NEW automatic peak volume
er recently developed by the Bell
hone Laboratories was installed
ght CBS stations in June and
ately will be placed in all CBS-
d and operated stations. Com-
ble to the thermostat on an oil
er, the gadget serves as a "ghost
eer," automatically keeping the
l intensity at a pre-determined
ne level slightly below the sta-
s maximum. To produce this
gain in signal intensity without
id of this device it would be nec-
y to double the station's power.
has installed the device at
BC, New York; WBBM, Chicago;
O, Minneapolis; WBT, Char-
; WJSV, Washington; WEEI,
on; WKRC, Cincinnati; KNX,
Angeles, and also on its new in-
ational short-wave transmitter,
E.

STO RECORDING Corp., New
has issued a new 16-page book-
f its sound recording equipment.
ded are complete descriptions of
ortable recording turntable, sta-
ry recording turntable, wide
cutting head, recording ampli-
radio tuner, transcription turn-
overhead cutting mechanism
accessory equipment. A separate
page folder describes Presto discs
needles.

IG, Greensboro, N. C., has pur-
ed a No. 1 10-A program amplifier
Western Electric Co. The sta-
also is making a survey for a new
na site with a view to installing
lf-wave radiator.

AR, Norfolk, Va., announces the
llation of a new transmitter
len Rock which, according to
AR, will send the equivalent of
watts into the station's primary
18 hours daily.

CC, Bridgeport, Conn., has
ped its studios with salt shaker
phones throughout.

STERN ELECTRIC 110-A pro-
amplifiers are being installed at
AB and WNAC, Boston; WEAN,
idence and WICC, Bridgeport,

VERSAL MICROPHONE Co.,
wood, Cal., has started mailing
nnual catalog supplement sheets
e trade. They are of a standard
designed to fit into salesmen's
olios. New publication describes
new types of ribbon microphones,
ell as the line of carbons and
ts.

KECA, Los Angeles, has added
rtable shortwave transmitter for
al events. Designed and built by
ge Curran, KFI-KECA research
eer, equipment weighs 45 pounds.
ire is a built-in receiver.

AE, Hammond, Ind., has in-
d the first Western Electric
volume booster amplifier in the
go area. WGN, Chicago, has
bought one of the amplifiers and
soon have it in operation.

A, Pensacola, has installed new
standard velocity microphones,
RCA inductors on all remote
ups, in addition to a set of RCA
ables.

A, Spartanburg, S. C., was to
into its new studios July 1
include five studios, reception
, music room, console control
, five offices and an auditorium
o seating 400.

At Mike and Wheel

DAREDEVIL drivers of midget autos, interviewed by Kansas City sports announcers, were razzed unmercifully by the announcers for their mike fright. The racers then dared the announcers to drive a five-lap in the tiny autos. Ralph Nelson, KCKN, was first, followed by Walt Lochman, Wheaties baseball announcer of KXBY, Dick Smith, WHB and Jack Starr, KMBC.

Two-Day Relay Ruling Is Abrogated by FCC

STATIONS holding relay broadcast licenses for special pickups, no longer need telegraph the FCC two days in advance for permission to use the facilities. At its meeting June 15, the Broadcast Division deleted that provision in the rules and regulations requiring the notice since additional frequencies have been made available for the purpose and as a rule there are ample facilities for such stations. The station is obliged, however, under the rules, to make certain that no interference will be caused by such operation by virtue of the use of the same frequency or frequencies by other stations similarly licensed. The text of the FCC ruling:

The Broadcast Division on June 15, 1937, deleted the provisions in the rules and regulations pertaining to the requirement of two-day notice and approval from the Commission for operation required of relay broadcast stations.

The following changes were made in the rules governing relay broadcast stations: Rule 1002 was deleted in its entirety; Rule 1001 (f) was amended by striking out in the sixth and seventh lines "and the information specified in Rule 1002 (b), 1, 2, 3, 4"; and Rule 1004 was amended by striking out in the second and third lines "and have been authorized to operate under Rule 1002 (b)".

In the future, the operation of relay broadcast stations that may cause interference to other relay stations shall be governed by the provisions of Rule 1004. All the licenses of existing relay broadcast stations will be corrected in accordance with these amendments when the next renewals are issued.

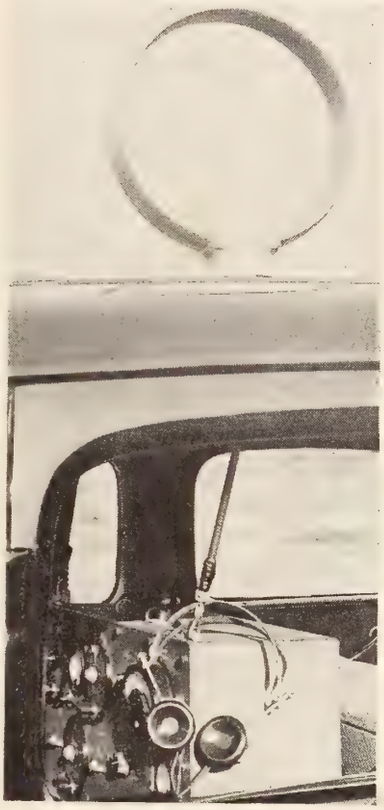
WBBM Scholarships

WBBM, Chicago, on June 20 awarded its first annual $300 scholarship for aptitude in radio to Miss Judith Anne Jeffrey, 16-year-old Chicago high school honor graduate. Miss Jeffrey was named the winner of the station's college tuition award on the basis of her scholarship, her letter on radio as a career, and her performance as continuity writer, actress and announcer on June 12 when Chicago high school students operated WBBM for an entire day.

'Beer Oddities'

STEELE ADVERTISING AGENCY Inc., of Houston, has prepared a new series of script programs for brewers and distributors called *Beer-Oddities*. The series is the work of Clarence W. Payne, executive of the agency. The first unit of 13 scripts presents beer as a temperance beverage.

For Field Tests



CBS Field Intensity Car

TO AID in making field intensity surveys for its various stations, the CBS engineering staff in New York has developed a mobile measuring unit, consisting of one Ford automobile equipped with an auto radio, two storage batteries and a high output generator; one field intensity meter mounted on the back of the front seat, with a 12-inch streamline loop on the top of the car so that it can be rotated from within; one recording milliameter inside the trunk; a small dynamotor to supply plate voltage for the field set (filament current comes from the storage batteries); a control panel on the left side of the rear seat to control the dynamotor and filaments; a terminal panel in the trunk; a writing board mounted on the inside of the right rear door, to which papers and maps can be clamped; and a magnetic compass inside the car to obtain radio bearings with the loop. With this equipment the field engineers can make their studies more accurately and consistently, as the loop is always in the same position in respect to the car and the ground, and also much more comfortably than by the old method, which meant stopping the car, taking out the set, unpacking it and setting it up away from surrounding objects, taking the reading, packing the set up again, carrying it back to the car and driving on to the next location.

Amateur Radio Award

THE Hiram Percy Maxim Memorial Award for the outstanding radio amateur under 21 has been awarded Victor Clark, 19, operator of W6FKC, Phoenix, Ariz., according to the American Radio Relay League, national amateur radio organization. The Maxim Award, created in memory of their father who founded amateur radio by Mrs. John G. Lee (Percy Maxim) and Hiram Hamilton Maxim, consists of $100 and a miniature reproduction of the "Wouff Hong," mythical torture implement invented by the late Hiram Percy Maxim.

H. F. BOE, with the Westinghouse company since 1900, has been appointed its commercial manager, including apparatus sales, with headquarters in New York and Pittsburgh.

HARRY R. LUBCKE, director of television of the Don Lee Broadcasting System, on June 1 was issued Letters Patent No. 2,081,942, covering a cathode ray tube.

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Merchandising & Promotion

Autographs, Dollar Day—Cookery's Voice — Milk Lit — Foreign Tongue Successes

ERNIE SMITH, broadcasting five games weekly for General Mills Inc. (Wheaties) and three evening commentary programs for Roos Bros. (clothing store) over station KYA, San Francisco, has struck upon a novel promotion scheme which is being used effectively in behalf of the latter sponsor. The Roos Bros.-Ernie Smith Autograph Club has been formed. Smith has been getting baseball stars and sports celebrities of other fields to personally autograph great stacks of cards. Then during his evening *Sports Page of the Air* Smith invites the listeners to join the Autograph Club. All that they need do is send a request for an autograph with a return-addressed envelope and stamp.

* * *

WTMJ, Milwaukee, announces in its *Dope Sheet* that estimates of the Wisconsin Highway Commission indicate 4,000,000 vacationists will spend $160,000 in that state during the summer. WTMJ lists the summer time available to sponsors and reports that sales of Avalon cigarettes have doubled since that sponsor began a nightly series called *Last Word in Sports.*

* * *

MERCHANTS ASSN. of Merced, Cal., has turned over promotion of its annual "Dollar Days" July 9 and 10, to KYOS, that city. Besides spot announcements and special programs to promote the two day event, station will also be in charge of other promotional features, buying newspaper space and arranging window displays as tie-ins for the association.

* * *

KFEL, Denver, has released a pocket-size booklet titled *The New Cry of the Old West,* written in conversational cowboy slang around the slogan "Good enough tuh ride with". In addition to an historical sketch of KFEL's growth and analyses of coverage, there are market data and many pictures of western mountain scenery.



MARKET DATA—KMA, Shenandoah, Ia., sent out copies of the *Des Moines Sunday Register* with a big blue swatch pointing to a streamer line about Iowa farm income. Another paster is on a center spread.

EARL HARPER, sports announcer at WNEW, New York, made a guest appearance on the *Steinie Bottle* broadcast over WEAF, New York, June 22, to acknowledge the prize awarded by the Glass Container Association of America for the best letter on the subject "I prefer my favorite beer in a Steinie bottle because . . ." The award, two round trip tickets to California, will be used in the fall, after Harper has completed his season of broadcasting the Newark baseball games for General Mills.

* * *

NEW YORK Broadcasting System has published a colorful merchandising book titled *Views and Voices* which lists the reactions of prominent New Yorkers to the network, sales and coverage data, as well as advertising maps and charts. The stations of the network are WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester and WBNY, Buffalo.

* * *

WOR, Newark, has published a tricolor brochure called *Musically Speaking* which lists its musical presentations, refers to the recent award bestowed on the station by the Women's National Radio Committee for its contribution to serious music, and includes the favorable reactions of local radio critics.

* * *

NBC exhibited a three-section display, showing Radio City, a photomontage of all possible transmitting points, and a variety of receiving points including homes, school groups and others, at the National Education Association convention in Detroit, June 26 to July 3.

* * *

UNION ELECTRIC LIGHT & POWER Co., St. Louis, is merchandising its program called *The Land We Live In* on KMOX, that city, by giving away 11x13 inch prints of the city as it appeared in 1854. The Sunday night programs consist of dramatized historical events.

* * *

KFRU, Columbia, Mo., recently began a contest series called *Adventures in Electricity,* six quarter-hours weekly, sponsored by Missouri Power & Light Co., and offering prizes of $500.

* * *

BIRELEY'S ORANGEADE, San Francisco, fired a double-barreled promotion scheme in connection with their recent sponsorship of the International Championship Six Day Bicycle Races on KYA, San Francisco. The company, through its agency, Allied Advertising Agency, distributed 30,000 leaflets through dairy milk-routes, grocery stores and over soda fountains. The circulars jointly called attention to the broadcasts of the races over the radio station—giving the times each day and also made an offer for children to get into the races free. The leaflet explained that if youngsters had two Bireley's Orangeade used bottle caps, they would be admitted free during the matinees at the cycle speedway.

A TRADE DEAL on swapping of publicity has been made between KFOX, Long Beach, Cal., and the Long Beach *Shopping News,* weekly advertising medium with circulation of more than 70,000. *Shopping News,* which is entirely an advertising paper containing no news items other than household hints, gardening tips, or notices of civic events, gives KFOX a radio chatter column each week devoted exclusively to that station's activities. Station in return gives the *Shopping News* spot announcements several times a day, and also points out particular bargains being advertised. Present plan is for KFOX to run a picture of an artist or announcer each week, then broadcast the fact and urge each listener to get his copy of *Shopping News* and obtain a copy of that picture. Out of towners are invited to write for copies. Plan is proving mutually satisfactory. KFOX gets exclusive radio rights to the paper. *Shopping News* gets goodwill advertising for itself which is a selling point for those who advertise in the paper.

* * *

FIFTEEN prizes, ranging from an electric toastmaster to refrigerator bowl covers, are being awarded to listeners of WCFL's *Voice of Cookery* program who send in the 15 best menus together with the recipes which would fit into the budget of two people living within a $30 per week income. Phil Libby, conductor of the program, got the idea after reading letters from desperate June brides asking him what portions to use for two people, when recipes intended to serve eight were given.

* * *

DR. D. JAYNE & SON Inc., (iron tablet tonic & Vermifuge), which sponsors twice weekly the quarter hour *Tom Wallace, Horse-sense Philosopher,* on 6 California Radio System stations (KEHE, KYA, KMJ, KERN, KFBK, KGW) from Los Angeles, offers a dream book free to those writing in. No proof of sale is necessary. Listeners are invited to write the station to which they are dialed and booklet is sent free of cost. Agency is Carter-Thompson Co., Philadelphia.

* * *

NBC is "taking some of our own medicine" in using a recording to carry a promotion message to advertisers. The first of the series, coming in a ten-pocket album, has a Red Seal recording of George Gershwin's "Summertime" on one side and a recording by Ernest Truex with a sales and summer message on the reverse side. Other recordings will be sent later.

* * *

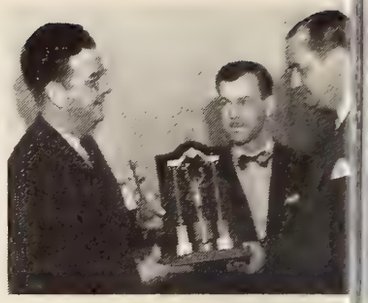
COLONIAL Network sent out post cards, personally written and addressed, with a photo of the Flying Yankee train and this message: "The New England listening audience is now being increased by over three million summer guests —all covered by the Colonial Network."

* * *

WEEK before the Louis-Braddock fight, NBC issued a 16-page booklet of the prize fights it has broadcast, from the Dempsey-Carpentier bout on July 2, 1921, to date, a total of 55 boxing broadcasts.

* * *

WIBW, Topeka, has issued a promotion piece telling about the 37,813 replies it received from 12 quarter-hour programs for Montgomery Ward & Co. Ferry-Hanly Adv. Co., was agency.



CLIMAXING—The *Sperry M Chorus Parade* 1937 radio com tition, KNX, Hollywood, was p sented with the Sperry trophy "excellence in selection and p duction of male choruses", follo ing the naming of Occidental C lege Male Chorus as winner the contest. A similar trophy v presented to Howard Swan, dir tor of Occidental College musi group. Contest was staged by Sp ry Flour Co., (flour and cereal sponsor, as a feature of its *Spe Male Chorus Parade* broadca during its second season on CBS Pacific network (KNX, KSF KOIN, KOL, KVI, KFPY.) Don W. Thornburgh, CBS Pacific Co vice-president in Hollywood (righ received the KNX trophy from P. Lawrenson, assistant sales m ager of Sperry Flour Co., Los A geles (left), with William La rence,, CBS producer, sharing licitations. Lawrence handled p duction duties on the KNX origi tions of the *Sperry Male Cho Parade.*

BANK OF AMERICA Natio Trust & Savings Assn., San Fr cisco, is conducting an extens promotion campaign to call att tion to its six nights weekly *Ne time,* with Sam Hayes commen tor, which started June 6 for weeks on 2 CBS Pacific Coast s tions (KNX, KSFO). Besi weekly space on the radio page all major California newspap for an indefinite period, spon uses street car cards in all cities the state where cars are operat and also features Sam Hayes o giant die-cut easel display in e of its 482 branch banks in communities. Hundreds of tho ands of pass-book size blott featuring the broadcast, are tributed with the monthly sta ments. Agency is Chas. R. Stu Inc., San Francisco.

* * *

WBZ, Boston, set up an illu nated display of Walker-Gor Co. milk at the recent convent of the Massachusetts Medical ciety, gave bottles of milk to thir physicians, and tuned in its *Ho Forum* so that the milk compan announcements could be heard the convention floor.

* * *

WBNX, New York, has publis a brochure titled *$uccess $to* containing an analysis of the r resulting from the programs Yiddish and English sponsored Borden's Co., that city, and off ing premums in exchange for e ty cartons of Hanford's Kos Butter.

* * *

JENKINS' GROCETERIA L Calgary, Alberta, published a n sheet and special sale on the of its 1,000th broadcast of *Toas Marmalade,* a variety program CFAC, Calgary. Jack Dennett, nouncer of the show, was featu on the merchandising release.

★

IN THE GOOD OLD SUMMERTIME

You can take a longer ride with WLW as your constant companion than with any other radio station.

WLW's 500,000 watts bring the clearest possible signal, not only to the motoring listener, but to the home listener as well, summer or winter.

WLW... THE NATION'S STATION

★

NOW!...Complete Distortion and Fidelity Measurements

EASILY...QUICKLY

New RCA Measuring Equipment Makes it Possible...

RCA announces the development of a set of new ac operated instruments with which the complete operating characteristics of amplifiers or transmitters may be easily and quickly determined with an unusually high degree of accuracy. This new equipment, consisting of an RCA Type 68A Beat Frequency Oscillator and RCA Type 69A Noise and Distortion Meter enables broadcast stations, laboratories, etc., to measure directly distortion percentage, noise level and frequency characteristics of equipment at frequencies in the audible range. Routine checks of fidelity require but a few minutes with this equipment.

The 6 important features shown here are proofs of the outstanding quality and usefulness of the equipment. Note these features. Consider how valuable this new equipment can be to you. Then write for free technical information. No obligation.

1. Enables broadcasting stations to maintain consistent high fidelity performance.

2. Measures complete operating characteristics — frequency response, distortion percentage and noise level.

3. Completely AC operated—small in size. Rack or cabinet mounting.

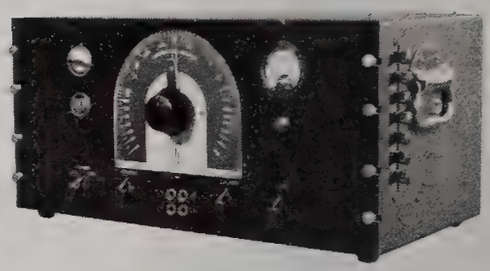
4. Operates over entire audio band of frequencies

5. Easy to adjust and indicates directly—no calculations or critical adjustments required.

6. Makes routine fidelity measurements a practical reality.

•

RCA Type 68A Beat Frequency Oscillator. Specifications: Frequency response: Is flat within plus or minus 1 db. over the range between 20 and 17,000 cycles. Instrument may be operated down to 5 cycles per second with good wave form. Output power: Maximum 120 mw. Output Impedances: 5,000, 500 and 250 ohms. Distortion: Total arithmetic sum below 100 cycles, 0.3%—Above 100 cycles 0.2% at 12½ mw. output. Hum (zero level output): Minus 60 db. Power supply: 110-120 volts, 25-60 cycles, 70 watts. ⟿→



•

RCA Type 69A Noise and Distortion Meter. Specifications: Frequency Range for Distortion Measurements: 50 to 7,000 cycles. Distortion Measurement Range: Full scale, 1% to 100%. Minimum reading .3 of 1%. Minimum Hum Measurement: 88 db. below a 12.5 mw. level on a 500 ohm line or below 100% modulation. Includes R.F. rectifier for transmitter measurements. Audio Input Impedance: 20,000 ohms bridging input balanced to ground and 250,000 ohms unbalanced to ground. ⟿→



RCA *Broadcast Equipment*

RCA Mfg. Co., Inc., Camden, N. J. · A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue • Chicago, 589 E. Illinois Street
Atlanta, 490 Peachtree Street, N. E. • Dallas, 2211 Commerce Street • San Francisco, 170 Ninth Street

BROADCASTING

Broadcast Advertising

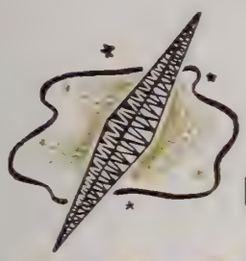
Vol. 13 • No. 2

WASHINGTON, D. C.
JULY 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



MUTUAL'S CURRENT SUCCESS IS DUE TO

1089 SPONSORS

...THE 1089 SPONSORS WHO HAVE PLACED CAMPAIGNS ON OTHER NETWORKS BEFORE MUTUAL WAS FOUNDED...

PARADOXICALLY, Mutual had an important "head start" over other networks by "arriving late." Mutual witnessed the ten years' experience of 1089 sponsors with other networks, before its own policy was fixed...

This reservoir of experience revealed more than the need for another great network. It revealed the most scientific way to form a third national system—a network offering greater benefits to both stations and advertisers than any yet in existence. Accordingly, Mutual was founded on two completely revolutionary principles.

First, the advertiser was given free reign to select just the markets that fit his distribution. Second, all operating profits were to accrue to the stations.

How well these improvements have filled the gaps revealed by past experience is written in the record of the Mutual Broadcasting System.

In 1936, 21% of *all* network advertisers placed campaigns over the Mutual network. And Mutual time sales, for the first half year of 1937, eclipse all former records by 16%.

THIS IS

THE MUTUAL BROADCASTING SYSTEM

Offices: New York—WOR • Chicago—WGN • Detroit—CKLW • Boston—Colonial Network
California—Don Lee Network • Cleveland—WJAY-WHK • England—Coulsdon, Surrey

COAST TO COAST

A MILLION VACATIONS ARE MAKING US FEEL SWELL!



JUST as stimulating are Colorado vacations to Colorado business as to the million out-of-state visitors who will be here to enjoy them.

This year's early influx of vacationists has already assured this state its greatest tourist season. And what wheat means to Kansas, what corn means to Iowa, tourists mean to Colorado. Greater is Colorado's income from its tourist industry than from all its gold, silver and coal mines.

With $100,000,000 tourist money in the bag, it is no wonder that Colorado merchants and thousands of others whose income figures depend on this industry are joyfully turning mental somersaults and handsprings.

A summer surge of buying makes selling a cinch in the Denver-Rocky Mountain region right now. It also assures an active, able-to-buy market right on through the balance of the year. KLZ makes it easy and economical for you to get to this market because it is the station which has the features and programs the listeners of this region listen to most.

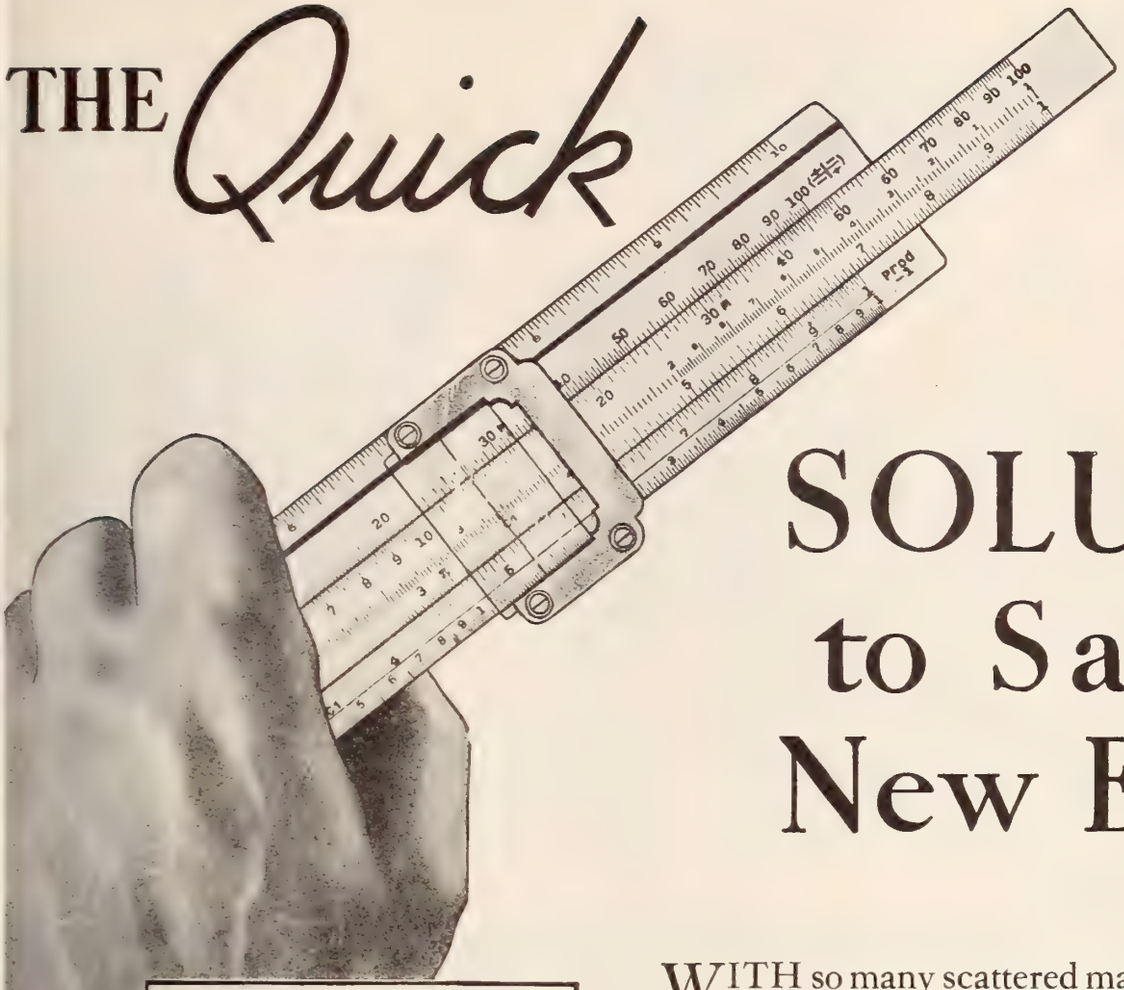
KLZ *Denver*

CBS

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

Representative—E. Katz Special Advertising Agency

THE *Quick* SOLUTION to Sales in New England



WAAB	Boston
WEAN	Providence
WICC	Bridgeport
	New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield, Mass.
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

WITH so many scattered markets in New England, how is it possible to cover them all effectively with a limited appropriation?

The Colonial Network is the answer.

The Colonial Network was put together for the express purpose of providing complete New England coverage economically.

WAAB, the key station, and the outstanding sports station of New England, covers the entire Metropolitan Boston area. Fourteen other stations, each with a popular local following, provide equally intensive coverage of the large urban markets throughout New England. In addition to programs originating in Boston, these stations are outlets for the Mutual Broadcasting System; so that the Colonial group has a large dependable daily network audience.

With network strength plus popular local appeal the Colonial Network gives you the inclusive coverage to reach the largest retail sales areas of New England.

Don't test in one or two spots. Go the Colonial route, with 15 stations. Create immediate sales in all markets at one time at low cost.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WAY DOWN SOUTH ★★★

10 New



NBC Stations!

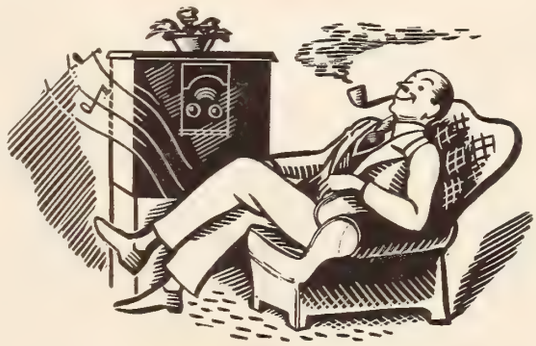
NBC EXPANDS BLUE NETWORK

ON AUGUST 1, 1937, the nationalization of the NBC Blue Network takes another long step towards completion. For, on that date, ten stations, located in some of the richest and most populous sections of the South, become Blue affiliates.

Since January 1, 1936, when the complete Transcontinental Blue Network was launched, Blue Network coverage of the nation's important markets has been intensified by the addition of thirty-seven stations, including these new Southern affiliates. Ask your nearest NBC office for costs and market data.

* * *

Special Radio Programs and Local Advertising in these markets will be used by the stations to build even greater audience interest for Blue Network Advertisers!



NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Standard Radio ANNOUNCES



The POPULAR Supplement

5 Reasons Why You Need Standard "Pops"

1. Released to you twice-a-month to insure freshness!
2. Covers all current music as fast as it is released!
3. Real studio quality RCA recording, and genuine Victrolac pressings—for perfect reproduction!
4. Our licensing arrangement permits unlimited use of restricted numbers from shows and musical pictures without nuisance of individual clearance by station.
5. The "makings" of an exclusive local "Hit Parade"—the most easily sold of all types of programs. Just one sponsor is enough to cover the low cost of this service and show a handsome profit.

Giving You Popular Music Releases at the Rate of

40

Per Month!

AGAIN—the Standard Library Service leads the way—by providing the only complete coverage of popular music available on high-quality transcriptions!

Each month, Standard releases (in two monthly shipments to insure freshness) a minimum of 40 popular tunes. In addition to "hit" tunes from the usual sources, the Popular Supplement will include all "restricted" selections from the newest musical films and stage productions—well in advance of their peak-of-popularity, guaranteeing maximum use!

Songs in the Popular Supplement are interpreted by the nation's finest dance orchestras and novelty units available in Hollywood, and each orchestra or unit records a sufficient quantity of transcriptions to permit you to feature a long schedule of programs without change of talent.

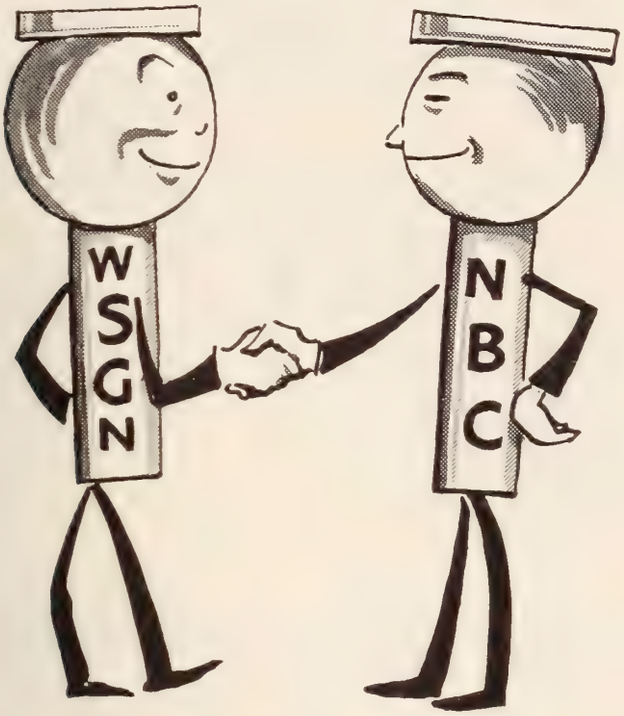
This Popular Supplement is available either as part of the regular Standard Library Service to subscribers, or as a separate service to augment and enrich any library service. Rates for this new service are extremely low—investigate now!

Watch
for FIRST RELEASE
. . . out soon!

Standard Radio

180 N. Michigan Ave., Chicago, Ill. 6404 Hollywood Blvd., Hollywood, Calif.

in Birmingham **WSGN** *Goes*



NBC-BLUE

FAMOUS PROGRAMS

BROUGHT TO BIRMINGHAM
AUG. 1st FOR THE FIRST TIME

ANOTHER REASON WHY
NATIONAL ADVERTISERS NEED

WSGN

TO REACH BIRMINGHAM HOME FOLKS

Vice Pres.-Director
HENRY P. JOHNSTON

National Representatives
THE KELLY-SMITH COMPANY
New York Chicago Detroit

THE NEWS-AGE-HERALD STATION
HOTEL TUTWILER, BIRMINGHAM (1310 KILOCYCLES)



"Look!-the boundahs dine at 5:30!"

YES, Colonel, and not so much later, lots of them are actually asleep! And when they're asleep, they're not listening to the radio. And *how* are you going to catch them all, "Coast-to-Coast", in that precious time between supper and sleep, or between waking and working—especially when New York is hours ahead of California?

Why sure, Colonel—you know the score, and you'll use spot-broadcasting! You'll select those times in each territory when the people you want to reach are *within* reach! Whether it's steel workers in Scranton or hy-de-hos in Seattle, you'll be there on the dot! . . . And for dope on spot-broadcasting, you'll of course come to headquarters—and any of the offices shown below will give you what you want!

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13 No. 2 WASHINGTON, D. C., July 15, 1937 $3.00 A YEAR — 15c A COPY

FCC List Narrows to Craven, Gary, Wheat

By SOL TAISHOFF

Appointment Expected Any Moment as White House Scans Candidates; Prall's Illness Complicates Situation

WITH THE FIELD of candidates being actively considered apparently narrowed to three—all on the FCC executive staff —appointment by President Roosevelt of a successor to Dr. Irvin Stewart on the FCC is expected any day.

The names of T. A. M. Craven, FCC chief engineer, Hampson Gary, FCC general counsel, and Carl I. Wheat, telephone rate counsel of the Commission, it was learned in authoritative quarters, are before the Chief Executive. In the position of weighing technical and legal qualifications against political endorsements, it is understood, the President was experiencing some difficulty in making the actual nomination for the post, vacant since Telegraph Division Chairman Stewart retired June 30 to become secretary of the Committee on Scientific Aids to Learning in New York.

Prall Ill in Maine

Some delay also developed, it was revealed, with the enforced absence from Washington of Chairman Anning S. Prall of the FCC, who was suddenly stricken seriously ill at his summer home at Boothbay Harbor, Me., shortly after his arrival there July 2 for a brief vacation. On July 13, A. Mortimer Prall, son of the chairman, informed BROADCASTING by telephone that his father was much improved after having suffered a severe bronchial attack. Whether there were other complications was not disclosed. In his 77th year, Mr. Prall has been in comparatively good health for some time and the attack developed suddenly. How soon he will return to his desk could not be ascertained, but his son declared he was definitely on the road to recovery.

Further delay in filling the vacancy, it was indicated, might be occasioned by the sudden death of Senator Joe T. Robinson, majority leader, on July 14. It is not unlikely, it was pointed out in official circles, that all appointments by the Administration will be delayed until the Democratic majority selects its new leader, particularly in view of its absorption in the Supreme Court legislation.

While the names of Comdr. Craven and General Counsel Gary, the latter a former member of the Commission, had been advanced in connection with the FCC vacancy even before Dr. Stewart's retirement, disclosure of Mr. Wheat's candidacy developed only during the last fortnight. A visitor at the White House on July 10, he had been called back to Washington from the Pacific Coast where he had been vacationing. Although registered as a Republican, it is understood he has voted the Roosevelt ticket during the last two presidential elections and therefore can qualify for the Democratic vacancy created by Dr. Stewart's retirement.

Members of both the House and Senate, it has been clearly indicated, have beaten a path to the door of the White House during the last two weeks to assert themselves in favor of various nominees for the FCC vacancy. More than ordinary importance attaches to this because of the publicity spotlight in which the FCC has been displayed of late and the attacks charging it with lax administration and questionable procedure.

From all outward appearances, the strongest political support has been voiced on behalf of Mr. Gary, who served as a member of the FCC during the first six months of its existence in 1934, filling an interim appointment until Mr. Prall could assume the post. A native of Texas, his supporters have maintained that his appointment would aid the geographical balance of the FCC, since Dr. Stewart also was appointed as a Lone Star State resident.

Remarks attributed to the President that he was hopeful of placing a "strong technical figure" on the FCC have given rise to the view that Comdr. Craven, former Naval radio expert, might be the presidential selection. Although not an active candidate for the post, many friends are understood to have urged his selection on a "merit appointment" basis. There is no engineer among the FCC personnel and his prowess, not only in the technical end but in international communications negotiations, have been cited as qualifications which fit him for the post. Before accepting appointment as chief engineer in December, 1935, Comdr. Craven for the preceding five years served as a consulting radio engineer in Washington. His practice included all classes of independently-owned stations and he was instrumental in introducing directional antennas to procure maximum use of existing broadcasting facilities.

Mr. Wheat Enters Scene

Mr. Wheat's name was projected into the appointment picture spontaneously and is understood to have the endorsement of a powerful group of Western Senators. A native of California, he was general counsel of the California Railroad Commission prior to his appointment to the FCC less than a year ago. To him is attributed the major achievement of the FCC telephone investigation when in November, 1936, he secured a $12,000,000 reduction of AT&T interstate toll rates. Since January of this year he has been telephone rate counsel of the FCC in charge of a special department to continue the consolidation and furtherance of the investigation results. During the six months of this department's existence he also has achieved other major interstate toll rate reductions by the Bell companies and his meritorious work in this regard is believed to have resulted in presidential consideration of his appointment.

There has been some speculation about Mr. Wheat's appointment as general counsel in the event General Counsel Gary is elevated to the commissionership. Whether he would accept such an appointment is not known but this is viewed as a logical development by some officials. George B. Porter, assistant general counsel for broadcasting and former acting chief counsel of the old Radio Commission, likewise is mentioned for possible promotion to the general counsel's job if Mr. Gary is elevated to the commissionership for the seven-year term.

The keynote of conversation in connection with the appointment is that of strengthening the Commission in an effort to check the onslaught of criticism both within and outside Congress. With two proposals for sweeping investigations pending in Congress and with internal dissension rife on the Commission itself, the Administration is known to be desirous of strengthening that agency and instilling in it a new leadership. Not only the presidential secretariat but the President himself has been giving more than cursory consideration to the vacancy and many Administration leaders together with important figures in the industry, have been consulted about the FCC and its internal plight.

Because the new appointment, while nominally to fill a vacancy on the Telegraph Division, may have a bearing on the entire complexion of the FCC, the broadcasting industry is known to be desirous of a "strong" commissioner. With the International Telecommunications Conference, to consider revision of treaty policies in connection with worldwide wave allocations, scheduled for Cairo next February and with an impending broadcasting reallocation in this country slated following the Pan-American conference in Havana Nov. 1, the industry feels it has an important stake in FCC affairs and for that reason would prefer someone conversant with the technical and legal aspects of radio rather than some appointee outside the communications and radio ranks.

Possible FCC Shift

There has been some talk of a shift in the assignments of members of the FCC following the new appointment. Judge E. O. Sykes, acting chairman of the FCC during the enforced absence of Chairman Prall, now sits as chairman of the Broadcast Division. However, his wide experience in international negotiations as delegate to a number of world and continental conferences, might lead to his appointment, possibly on a temporary basis, as chairman of the Telegraph Division succeeding Commissioner Stewart, since this Division has been charged largely with the preparation of the agenda for the Cairo conference. Should that develop, then the new appointee might become chairman of the Broadcast Division.

The health of Chairman Prall also may have some bearing upon the personnel assignment situation. As chairman of the full FCC, he is burdened not only with the duties of that office but also sits as a third member of each of the three divisions — telephone, telegraph as well as broadcasting. He was reappointed last March by President Roosevelt as chairman and that appointment runs for one year. Until he returns to his desk the disposition of the personnel

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Recording Parley in New York Is Called by Musicians Union

Members Will Not Be Allowed to Record Unless Agreement Is Reached, Labor Group Threatens

By HAL TATE

Informing transcription and recording companies by mail that they will no longer be able to make records employing members of the American Federation of Musicians unless an agreement is reached by Aug. 15, Joseph N. Weber, AFM president, "invited" transcription and recording representatives to a meeting with the AFM executive board in New York July 26.

Mr. Weber implied the possibility of a merger between some of the recording firms and stated he hoped this was the case as it would be much easier to deal with "a single party than with many." As far as could be learned, no such mergers were in prospect, transcription men declaring that Weber's statement was merely wishful thinking.

Just what will happen at the July 26 meeting is a matter of conjecture. At least it is certain that the so-called Petrillo Plan will not go into effect. This plan called for the station broadcasting the transcription to pay a salary to as many local musicians at the scene of the broadcast as were originally used in the making of the transcription. Obviously, this would mean the death of transcription firms and it was pointed out that if the AFM desired this it would certainly not be inviting the transcription representatives to the New York session.

Compromise Seen

It is expected a compromise will be reached entirely satisfactory to James C. Petrillo, president of the Chicago Federation of Musicians and leader of the fight to ban recordings and transcriptions. In stead of the Petrillo Plan, an agreement by transcription firms to restrict their output is expected. In other words, each transcription firm might have a quota of recordings during a specified period with the larger firms getting proportionately a larger quota.

In any event it is hoped some definite agreement will be reached, for the AFM is just as anxious as the recording companies to come to an amicable understanding. Not only has the AFM lost thousands of dollars since the Petrillo Plan has been in effect, due to advertisers refusing to make transcriptions because of the red tape and tremendous expense involved, but the AFM fears the CIO may become too powerful in the radio field. In the past the club held over advertisers' heads by the AFM was the point that American Federation of Labor men were employed in the technical division of radio stations. Being in sympathy with the AFofL affiliate, AFM felt these station workers might refuse to broadcast anything they considered unfair to their fellow members. But with the rapid strides taken of late in the radio field by the CIO, such a threat is rapidly losing its sting. In a recent survey made by Walter Damm, WTMJ manager [BROADCASTING, July 1], it was shown that among local stations 33.34% of the organized technical employes belong to the American Radio Telegraphists Association (CIO) as compared to 50% belonging to the International Brotherhood of Electrical Workers (AFofL) and 16.6% belonging to company unions. With two-thirds of the employes not members of an AFofL organization, it would be difficult for the AFM to threaten advertisers.

In Chicago Mr. Petrillo told BROADCASTING: "We (the musicians) are going to try and make an agreement with the transcription companies in New York." This was quite in contrast with his attitude of a few months ago when he stated there would be no compromise agreement. In addition to Mr. Weber and Mr. Petrillo, other members of the AFM executive board, who will be in New York July 26 are C. L. Bagley, Los Angeles, vice-president; Fred W. Birnbach, Newark, secretary; Harry E. Brenton, Boston, financial secretary-treasurer; C. A. Weaver, Des Moines; A. C. Hayden, Washington; J. W. Parks, Dallas; and Walter M. Murdoch, Toronto.

Although in the circularized letter sent by Mr. Weber, transcription companies are not mentioned, it is no doubt intended for them as well as recording companies, inasmuch as the letter was sent to transcription firms. The complete letter follows:

Kindly be advised that the members of the American Federation of Musicians will cease making phonograph records from Aug. 15, 1937 on for any corporation or manufacturer of records who has not meanwhile come to some agreement with the Federation in reference to the regulation of the use which is to be made of records made by its members.

The Executive Board of the American Federation of Musicians will be in session beginning July 26, 1937 at the President's office of the Federation, 1450 Broadway, New York, and you are hereby invited, in the event that you desire the future services of members of the American Federation of Musicians in making records to meet with said Board for the purpose above explained.

Our organization is advised that a merger between some recording companies is in the offing. Of course we hope this to be so, as it is easier to negotiate and transact business with a single party than with many.

If you are disposed not to accept the invitation, then our organization will of course be free to hold that you no longer desire the services of its members in the making of records.

JOHN F. ROYAL, NBC vice-president in charge of programs, sailed July 14 for Europe on the *Normandie* for a five-week business trip on the continent.

HEAR YE! PEOPLE OF BOSTON!

"Few Hear My Voice But Millions Hear The Voice Of The Colonial Network"



TOWN CRIER—Of the Colonial Network busy with his news near the Old State House, Boston. The photographer says he had to make this picture a fast one, for two seconds after it was taken a crowd gathered.

IN 1658 when the first Towne Crier of Boston, William Courser, paraded the streets, his antics were one of the few excitements in the daily lives of the Puritans and today Bostonians are just as much excited about James Waldon, Towne Crier of the Colonial Network. For an hour Waldon visits 10 historical places in downtown Boston, cocked hat at an angle and resplendent in coat of colonial blue.

Ringing his bell to summon passers-by, he unrolls a quaint scroll and cries out the five evening program features of Colonial Network. "Hear Ye, Hear Ye! Citizens of Boston Towne!", he begins, and concludes every performance with "Note ye well! Few hear my voice, but millions hear the voice of the Colonial Network!"

From Old South Church to the City Hall, from King's Chapel to Winthrop Square, from Boston Common to the Old State House goes this new-fashioned Towne Crier attracting attention and building good-will in an old-fashioned way. According to reports from the Colonial Network, the Town Crier is a favorite of the tourists, too, as well as of John Shepard, 3d, Colonial and Yankee president. The idea was originated by Al Stephenson, Yankee-Colonial press chief.

Cowles and Hill Sign Contract for Purchase Of WNAX, Yankton, S. D.

A CONTRACT to purchase WNAX, Yankton, S. D., has been entered into by the South Dakota Broadcasting Corp., of which Gardner Cowles Jr., and Luther Hill of Iowa Broadcasting System are the stockholders, it was announced July 13 coincident with the filing of an application with the FCC seeking approval of the transfer. It is understood the purchase price is in the neighborhood of $175,000.

The contract was entered into by the new South Dakota corporation with Charles H. Gurney, head of WNAX Broadcasting Co., licensee of the station. The South Dakota corporation is a newly-formed company incorporated in South Dakota. Mr. Cowles is president of Iowa Broadcasting System executive editor of the *Des Moines Register & Tribune* and publisher of the picture magazine *Look*. Mr. Hill is vice-president of IBS.

WNAX operates on the 570 kc. channel with 5,000 watts local sunset and 1,000 watts night. It is a CBS outlet. The contract was for purchase subject to FCC approval, of all the capital stock of the WNAX Broadcasting Co., which is chiefly owned by the House of Gurney Inc., mail order seed and nursery dealers. Charles H. Gurney and his father, D. B. Gurney, who control the company are also large oil and seed distributors in South Dakota.

New York Network Takes Programs Of WLW-Line

NEW YORK Broadcasting System has made arrangements with the WLW-Line for programs originating at WLW, Cincinnati, to be fed to the stations of the New York state group as well, with the exception of WINS, New York key station of the regional chain. This is the third such affiliation to be made within the year by Burt Squire, general manager of the network, who has already secured programs for his group from WAAB, Boston, and WHN, New York. The latter station acts as a supplementary key station for NYBS during the evening hours when WINS is off the air, and WHN also feeds the programs of the WLW-Line, for which it is the New York outlet, to the state hookup. In addition to WINS, the NYBS includes WABY, Albany; WIBX, Utica; WSAY, Rochester; WMBO, Auburn; WBNY, Buffalo.

Placing Sen Sen Spots

AMERICAN CHICLE Co., Long Island City, is using spot announcements in California, Northern Ohio, Missouri, Michigan and Pennsylvania in a campaign for Sen Sen. One-minute announcements, recorded by Alsop Radio Recording Inc., are being placed through Badger, Browning & Hersey Inc., New York. Announcements will be broadcast on Thursdays for three weeks, omitted for the fourth week, broadcast for three more weeks, etc. Stations to be used include: KMJ, KHJ, KFBK, KFSD, KFRC, WBCM, WXYZ, WKBZ, WASH, WDAF, KSD, KWTO, WADC, WHBC, WHK, WSPD, WKBN, WLEU, WHP, WFIL, WCAE, WGBI.

Segal-Smith Refuse Trade on Charges

FCC Counsel Offered To Drop Them; Hearing Set

FOLLOWING the refusal of Paul M. Segal and George S. Smith, Washington radio attorneys, to yield to a proposal that they admit a "technical violation" of the FCC regulations, Samuel H. Kaufman, special counsel of the FCC, on July 13 met with the four members of the Commission then in Washington and procured an order setting the Segal-Smith matter for hearing Sept. 13.

Mr. Kaufman, a New York attorney employed to investigate charges—instigated by Telegraph Commissioner George H. Payne—of alleged improprieties in FCC practice, had proposed to counsel for Messrs. Segal and Smith that he would recommend that the Commission discontinue the proceedings if they would admit the "violation." This they declined on the grounds that "such an admission would be contrary to fact and would be implied reflection on other members of the bar."

Simultaneously, it was learned that Kaufman, an aspirant for the U. S. district attorneyship of New York City to succeed LaMar Hardy, had engaged in radio practice prior to his retention by the FCC in the current proceedings. He was identified with the so-called "Brooklyn cases" involving competitive applications of four part-time stations, although he did not appear of record in the proceedings before the FCC.

When questioned by BROADCASTING, via long distance telephone, in his connection Kaufman at first denied any such participation, but later indicated he desired to check his office records. He added, however, under further questioning, that if any effort was being made to "try the prosecutor" then the attorneys involved would "get the short end of the deal." He did not elaborate on this statement.

Payne Leads Attack

The FCC order citing the Washington attorneys related to allegations concerning "dummy" applicants purportedly advanced to "deceive" the Commission. These charges were categorically denied by the attorneys in answers filed last month [BROADCASTING, July 1], in which they sought dismissal but desired a hearing if the dismissal was not forthcoming on the basis of the full disclosures in the answers.

The practices complained against by a committee headed by Mr. Payne, counsel for Messrs. Segal and Smith contends, were entirely ethical and have been followed by other members of the bar in the belief that they are proper.

Messrs. Segal and Smith are of counsel for BROADCASTING Magazine in the $100,000 libel suit instituted against it by Commissioner Payne last winter based on an editorial in the Oct. 15 edition criticising Payne's conduct at the FCC's October allocations hearings. The suit awaits trial in the United States District Court for the District of Columbia.

The recommendation of Kaufman, who conducted informal private hearings with Messrs. Segal and Smith and various other witnesses appearing voluntarily, was not made public by the Commission, which presumably will reach its own conclusions following the formal hearing. The FCC action occasioned some surprise since Mr. Kaufman had made his offer to recommend discontinuance if the attorneys would admit the "technical violation."

Telegram to Kaufman

Henry Monsky, Omaha attorney of counsel for Messrs. Segal and Smith, on July 3 sent the following telegram to Kaufman declining to enter into any "deal" involving an "unjustified admission":

Samuel H. Kaufman
15 W. 81st St.
New York City

"Cannot comply with your suggestion that admission of technical violation be made in re Palmer as basis of disposition of proceedings without further hearing or penalty. Such admission would be contrary to fact and would be implied reflection upon other members of the bar who have, believing it to be proper, on occasion indulged in similar practice and would be an unjust aggravation of the harmful effects already suffered by respondents. If, as already indicated upon the whole record, the proceedings should be disposed of and terminated without further hearing, embarrassment or penalty, then may I hope in all fairness that such disposition shall be made without requiring as a condition thereof an unjustified admission."

(signed)
HENRY MONSKY

Kaufman made no reply to the telegram.

The entire Commission proceeding was started and has been pressed from the outset by Mr. Payne, other commissioners having stated that they were duty-bound to carry forward an investigation demanded by a fellow commissioner into charges such as the Payne committee made. With Payne on the committee were Commissioners Walker and Brown.

Payne Urged Counsel

Appointment of Kaufman as special counsel was made upon the recommendation of Commissioner Payne after Carl F. Arnold, FCC assistant general counsel, had resigned June 2 to return to the post of dean of the University of Wyoming Law School. While Arnold, who originally worked with the Payne committee as counsel, did not formally state his reasons for resignation, he was represented in the press as having informed friends that he was out of sympathy and "disgusted" with the manner of the proceedings. The charges against Messrs. Segal and Smith were made public in press reports emanating from Mr. Payne, before the attorneys had been formally notified of their nature and without a prior hearing.

Each of the attorneys involved has stated in his sworn answer that he stands ready "to furnish the Commission any additional information pertaining to the charges that it may desire." The FCC at an en banc meeting on June 30 had ordered the special counsel to submit a report by July 14, which Payne requested be moved up to July 13. Present at the July 13 meeting were Commissioners Sykes, acting chairman, Payne, Brown and Walker.

Throughout the weeks of investigation since issuance by the FCC on May 19 of the order to show cause, Kaufman has been in frequent contact with Commissioner Payne. It is understood that several of the commissioners were uninformed of the progress of the proceedings, and asked for a report by July 14. Chairman Prall and Commissioner Case were out of the city when the hearing order was issued.

Kaufman in Brooklyn Case

Kaufman's association with the Brooklyn cases, it was learned, dates back to 1934. As a member of the Wall Street law firm of Kaufman & Weitzner, he acted as counsel in the formation of a corporation titled "Broadcasters of Brooklyn", which made application in February, 1934 to take over the licenses of three of the four part-time Brooklyn stations involved in the protracted litigation.

In recent hearings before the FCC en banc, which were decided for the second time last month, the participation of the Kaufman firm was developed under cross-examination. Samuel Gellard, of WLTH, testified that his station had been enticed into the Broadcasters of Brooklyn organization, through political representations.

Mr. Gellard has stated in connection with the Brooklyn cases that he had entered the Broadcasters of Brooklyn combination with which Kaufman was identified in the hope of combatting competitive applications for his facilities. Kaufman sought to confirm an arrangement under which the three stations in the Broadcasters of Brooklyn group would pay his office the sum of $2,500 "after the application for the radio license, now pending before the Federal Communications Commission, is determined." Another $750 described as "presently due" also was required, plus any disbursement outstanding or which might be incurred. In addition it was the understanding that the firm of Kaufman & Weitzner would be retained as general counsel of the group for 1935 for an additional fee of $2,500 plus other costs which might be incurred.

Warner Bros. Revealed as Real Backer Of Applicant for Cleveland Station

HITHERTO undisclosed activities of Transamerican Broadcasting & Television Corp. and its parent company, Warner Bros., including participation in applications for new stations in Cleveland and Schenectady, were developed July 9-12 at hearings before an examiner of the FCC in Washington.

The hearing was on the application of the Great Lakes Broadcasting Corp. for a new regional station to operate on 1270 kc. with 1,000 watts night and 5,000 watts day, with the testimony taken by Examiner Tyler Berry. In the testimony it was brought out that Great Lakes is 60% owned by Transamerican and that Transamerican in turn is 65% owned by Warner Bros., the motion picture company, with the latter pledging $100,000 to Transamerican for the building of the projected station.

Transamerican, organized more than a year ago to engage in station representation along with other broadcast operations, also is financially interested in the application of Citizens Broadcasting Co. for a regional station in Schenectady, it was brought out.

Opposing counsel inquired deeply into the structure of Great Lakes and its inter-relation with Transamerican and in turn with Warner Bros. WJAY, Cleveland, affiliate of WHK under *Cleveland Plain Dealer* ownership, opposed the new station application on economic grounds. In addition, WHIO, Dayton, WJAS, Pittsburgh and WCAD, Canton, N. Y., appeared as respondents because of possible interference in connection with the projected frequency assignment.

Stock Ownership

In the course of the examination, it was brought out that the charter for Great Lakes was filed in October, 1936, with stock to be issued in the total of 100 shares of common. The original application, filed in December, 1936, showed the stockholders as John L. Clark, with two shares, and Emanuel J. Rosenberg, with one share, only three shares being issued. They identified themselves in the application as in the "radio advertising" business. Mr. Clark is president of Transamerican, and Mr. Rosenberg vice-president and general manager. Virgil Reiter Jr., was listed as president of Great Lakes Broadcasting Co. He is a Transamerican vice-president. However, there was placed in the record of the Commission an agreement between Transamerican and Great Lakes, whereby Transamerican was authorized

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UP Appeals Decision

UNITED PRESS has appealed the decision of Justice Lewis J. Valenti of the Supreme Court of New York denying its motion to have the $50,000 libel suit instituted against it by Transradio Press Service dismissed for lack of sufficient grounds. Transradio which claims it was libeled in a letter sent out by UP last February to a number of midwestern stations, stating that several stations had canceled Transradio service because it was unsatisfactory, has permitted UP to hold up its answer to the charges until its appeal is acted upon by the Appellate Court. Since this body has recessed for the summer, no further action in the case will be taken until probably October or November.

Lanny Ross to Packard

PACKARD MOTOR CAR Co., Detroit, has signed Lanny Ross as singing star of a new hour musical series to replace the summer program featuring Johnny Green's orchestra. The new series starts Sept. 7 on an NBC-Red network, Tuesdays, 9:30-10:30 p. m. (EDST). Agency is Young & Rubicam Inc., New York.

Customary Slack In Time Sales of Season Overcome

NAB Finds Gain of 32.5% in May Over Figure of 1936

BROADCAST advertising overcame the customary decline from April to May this year and total volume rose a little less than 1% for the month, according to the monthly compilation by the National Association of Broadcasters. An increase of 32.5% in gross time sales as compared with May of last year was recorded by the medium, the NAB announced July 13.

The increase from April to May was ascribed mainly to a 6.7% jump in local volume. National network gross declined 2.3%, regional network sales were up 21.9% and national nonnetwork business fell off .6%, the NAB reported.

As compared with May of last year national nonnetwork advertising showed the largest gain, 45.5%. National network volume was up 32.1%, regional network volume rose 10.4% and local business increased 21.1%.

Radio Leads All Media

Broadcasting continued to lead the advertising field in its May figures, the NAB reported, national magazine volume increasing, national farm paper declining and newspaper lineage remaining the same. The broadcast medium's increase of 32.5% over May of last year compared with a national magazine increase of 19.6%, national farm paper rise of 4.2%, and newspaper decline of 1.1%.

Live talent revealed the only increase in the NAB's analysis of rendition, particularly in the national nonnetwork field but transcriptions rose especially in the local field. Compared to May of last year, total live talent volume increased 41.7%, transcriptions 25.1%, records 9.4% and announcements 29.1%. Largest gains over the previous May were registered by announcements in the national field and local live talent.

By geographical areas, the New England-Middle Atlantic region recorded the most pronounced gain, both as compared with April and with the previous May.

Main increases by sponsor groups as against May of last year occurred in national network household equipment and soap and kitchen supply advertising, regional network drug and tobacco, national nonnetwork food products and tobacco, and local food products and radio set advertising. Retail volume over individual stations totaled $1,333,180, a gain of 6.4% over April and 21.8% over the previous May.

Total broadcast advertising (gross) for 1937 follows:

	May	*Cumulative Jan.-May*
Nat. net.	$5,875,531	$30,009,052
Reg. net.	137,734	541,167
Nat. nonnet.	2,962,200	13,812,100
Local	2,349,700	10,452,200
Total	$11,325,165	$54,814,519

Rogers Peet on Air

ROGERS PEET Co., New York (men's clothes stores), Boston, will make its radio bow Aug. 30, with Gabriel Heatter in five-weekly news broadcasts on WOR, Newark. Marschalk & Pratt Inc., New York is agency.

Soaring of Network Business for June Proves Summer Slump Theory Is False

CONTINUING to pile up proof that radio's summer slump is a thing of the past, the coast-to-coast networks reported a combined revenue for June of $5,579,099. an increase of 41.9% over June of 1936, when the network income was $3,930,734. Two causes are probably responsible for most of the increase: The intensive promotion the networks have given to surveys showing that the summer audience is almost as large as during the colder months and the desire of advertisers to hold onto choice network periods that would be snapped up by their competitors if they were to sign off during the summer.

With six months of 1937 passed into history there is now no room for doubt that this will be the biggest year in broadcasting to date. Despite floods and strikes which tied up production in many large manufacturing plants and caused the cancellation of much advertising, advertisers have spent a total of $35,766,876 with NBC, CBS and Mutual, 27.1% more than during the first half of 1936, for which period the total network revenue was $28,141,225.

Considered individually, two networks showed gains and two showed losses for the month as compared with June of last year, but all showed increases for the six-month period. NBC's Red network reported a 48.4% gain for June, outweighing the 4.9% loss reported by the Blue network by enough to show an increase for the combined Red and Blue of 29.3%. Together the NBC chains did a June business of $3,003,387 in 1937, as compared to $2,323,456 in June, 1936. For the six months, the Red did 36.3% better than in 1936, and the Blue 2.9% better, showing a combined increase for the half-year of 24.2%.

CBS Shows Big Gain

CBS showed the largest increase for the month, its income of $2,476,576 being 64.8% greater than in June 1936. For the first half of 1937 CBS did a total business of $14,803,265, an increase of 32.3% over the $11,185,775 taken in during the same period in 1936. MBS, for the first time this year, showed a loss as compared to a year ago, its June revenue being 5.1% under that for June 1936. For the year, however, MBS received $1,016,020, a gain of 13.6% over the $894,358 reported for the first six months of 1936.

Gross Monthly Time Sales

	1937	*% Gain Over 1936*	*1936*
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,303,519	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510

ATLANTIC REFINING USING 65 STATIONS

ATLANTIC REFINING Co., Philadelphia, will broadcast college football games this autumn on 65 stations in 14 eastern states within its market area, according to Joseph R. Rollins, Atlantic advertising manager. Announcement of games was not made because schedules are not complete but each station will carry from eight to 11 contests. The list of stations by states follows:

Connecticut—WDRC, WTIC, Hartford.
Delaware—WDEL, Wilmington.
Florida—WRUF, Gainesville; WJAX, Jacksonville; WIOD, Miami.
Georgia—WSB, WTFI, Atlanta; WRDW, Augusta; WTOC, Savannah.
Maryland — WBAL, Baltimore; WTBO, Cumberland.
Massachusetts — WEEI, WBZ, Boston; WORC, WTAG, Worcester; WBZA, WMAS, Springfield.
New Jersey—WPG, Atlantic City; WOR, Newark.
New York—WODO, Albany; WNBF, Binghamton; WBEN, WGR, Buffalo; WESG, Elmira; WHAM, WHEC, Rochester; WFBL, WSYR, Syracuse; WIBX, Utica.
North Carolina—WBT, Charlotte; WDNC, Durham.
Ohio—WADC, Akron; WHBC, Canton; WHK, Cleveland; WHKC, Columbus; WKBN, Youngstown.
Pennsylvania—WCBA, Allentown; WFBG, Altoona; WEST Easton; WLEU, Erie; WHP, Harrisburg; WGAL, Lancaster; WIP, WCAU, KYW, Philadelphia; WCAE, KDKA, WWSW, Pittsburgh; WRAW, Reading; WBGI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WORK, York.
Rhode Island—WPRO, WJAR, Providence.
South Carolina—WFBC, Greenville.
Virginia—WCHV, Charlottesville; WBTM, Danville; WSVA, Harrisonburg; WLVA, Lynchburg; WGH, Newport News; WRNL, WRVA, Richmond; WDBJ, Roanoke.

CBS Buys Theatre

AVON Theatre, 251 W. 45th St., New York, which CBS has been operating as Radio Playhouse No. 2 for audience broadcasts for more than two years, has been purchased by the network. This is the first purchase of improved property to be made by CBS, which leases two other theatres, the Hammerstein and the Golden, for audience shows. These, however, will probably be dropped when the network in 1939 completes the new studios and office building it is planning to build on Park Ave.

Coca Cola Discs

FOLLOWING a test campaign conducted by the Coca Cola Co., Atlanta, in cities in which the Coca Cola bottling plants were owned by the parent company, a series of quarter-hour programs titled *Refreshment Time With Singin' Sam* has been recorded by WBS for the company, which is offering them to its non-owned bottlers for broadcasting locally. Felix W. Coste of D'Arcy Adv. Co., St. Louis, Coca Cola agency, supervised the test campaign, in which *Singin' Sam* was pitted against a half-hour variety show. More than 50 bottlers are said to have begun broadcasting the current series on a five-time-weekly basis, and other cities are expected to be added as the campaign progresses.

Agency to Expand Autumn Business

Schwimmer & Scott Placement To Surpass Past Seasons

SCHWIMMER & SCOTT Adv Agency, Chicago, currently placing its fall radio business, will use more radio time during the coming season than ever before. Included in the fall plans are a half hour network show for an undisclosed advertiser and for a quarter-hour transcribed program scheduled to go on 35 stations for another client.

Plans for national advertisers follow: Sof-Wash Products Co Chicago (hard-water softener), will continue its present spot campaign on KRNT, Des Moines, and may expand schedule to take in 15 more cities; Silex Co., Hartford, Conn (glass percolators), may expand spot announcement schedule to include 25 stations from coast-to-coast; Melville Shoe Co., New York (Thom McAn shoes), may resume spot announcements on nationwide scale; Lea & Perrins Inc., New York (Lea & Perrins sauce), may resume spot announcements coast-to-coast.

Local Accounts

In addition to the national business, local radio advertising in Chicago will exceed that of last year. Schwimmer & Scott, said to place more local advertising in Chicago than any other agency, disclosed the following fall plans: Morris B. Sachs (retail clothier) will continue *Amateur Hour* program every Sunday over WENR and 1½-hour daily musical program on WAAF; other programs featuring "name" talent to be placed on 50,000-watt stations also planned; Levinson Radio & Appliance Stores (retail radios), will continue nightly two-hour *Music Clock* on WCFL, will continue other daily programs on WINDWAAF and WHFC and may use additional programs on other stations; Pontiac Dealers of Cook County will continue half-hour Sunday program on WMAQ; Chrysler Illinois Co. will continue half-hour Sunday program on WBBM; Salerno-Megowan Biscuit Co. expects to put on quarter-hour script show on a 50,000-watt station six times weekly; Fox Deluxe Beer will continue six quarter-hour programs weekly on WGN and may use six quarter-hour programs weekly on smaller stations; Studebaker Sales Co. of Chicago will continue six quarter-hour periods weekly on WCFL featuring a musical show; Stineway Drug Stores expect to buy "bulk" time daily on a Chicago Station; *Chicago Herald & Examiner* (classified ads) will continue the *Courthouse Reporter* on WJJD, may make other radio commitments. Christian Business Men's Association will continue one-hour program daily on WJJD. In addition, the Chrysler Kansas City Co. will resume a half-hour weekly music show over WHB this fall and the Gruen Watch Co., New York, will continue seven daily time signals on WCFL.

AMERICAN TOBACCO Co., New York, will sponsor a series of week quarter-hour talks by Dorothy Thomson, for Pall Mall cigarettes, tentatively set for NBC-Red, Friday 10:45-11 p.m. to begin Aug. Compton Adv. Inc., New York agency.

Ideals of Scripps' Plan Are Well Received

But Station, Agency and Sponsor Executives Point to Practical Objections to Be Found in Its Execution

EVOLUTION of a trend toward "balanced programming" paraded into the open by WWJ, Detroit, this month in announcing a radical change of program policy, is having significant repercussions throughout the industry.

Following disclosure of the plan in the July 1 BROADCASTING, which proposes specially built programs in immovable periods, with or without commercial sponsorship, reactions have been obtained from executives representing advertiser, agency and station. Generally they are in accord with the objective of the policies outlined by W. J. Scripps, general manager of WWJ, although a number of individuals took occasion to point out shortcomings and questioned the logic of the project at this time.

Feeling that the WWJ pronouncement posed a serious question of future program operations, BROADCASTING sounded out sentiment among the groups most vitally affected. In addition to agency and advertiser viewpoints, the reactions of various types of stations also were procured.

Mr. Scripps, who was elected a vice-president of the NAB at the Convention in Chicago last month, is one of the pioneer figures in radio despite his youth. It was his amateur radio station that became WWJ in 1920, and it claims the distinction, along with KDKA, Pittsburgh, of being the first actual broadcasting station to operate regularly in the United States.

Mr. Scripps feels that the WWJ programming policy is another pioneering effort that will lead the broadcasting industry out of the wilderness of over-commercialism and sameness of programs. Basically his plan is to diversify the program offerings of WWJ for each hour of the day and each day of the week. Specially-built local programs would be available for sponsorship only if the sponsor accepted the program as offered. This will be done irrespective of network program schedules and sponsorship.

Jack Latham Comments

The first agency reaction received after publication of the WWJ policy was from Jack Latham, spot radio buyer of Young & Rubicam Inc., New York.

"Unsolicited or not," he wrote, "I cannot help but comment on WWJ's new program policy. To my mind it represents a tremendous amount of courage for any one station to take such a stand.

"The management of WWJ is certainly to be commended and I, for one, not only support such an attitude, but also fervently hope that the result will be so outstandingly successful that the other larger stations throughout the nation will follow the example. Too many stations have made it a practice to pack their schedules regardless of program value. The mind and the eye seem to have been focussed altogether too much on the almighty 'net.'

"In reading Bill Scripps' article I find one paragraph with which I must quibble. He says 'that the sponsor, with his eye always on sales, doesn't take a hand in programming'. Every major advertiser, either on its own initiative or through a reputable agency, attempts to study this problem and to tune the program to their particular sales job or requirements."

Sound, Says Mr. Bellows



Mr. Bellows

Henry A. Bellows, executive of General Mills Inc., former CBS vice-president and an original member of the Federal Radio Commission, declared he viewed Mr. Scripps' plan as "absolutely sound."

"I would be inclined to carry it even one step further," Mr. Bellows said. "Not only, in my judgment, must each station so arrange its schedule as to give its listeners an adequate variety of programs, but I think sooner or later it is going to be necessary, in the public interest, for all the stations serving a community to get together sufficiently so that at any given period the listeners will have a reasonable opportunity for selection.

"The *Gold Medal Hour* over CBS is our specific contribution toward solving the problem. We have felt that good service to the public requires intelligent programming, with adequate variety, and we have found that we cannot count on this unless we take enough time to build our programs ourselves on this basis.

"I am not so sure that Mr. Scripps has found the only, or even the best, method of solving the problem. Whether advertisers will buy ready-made programs for certain periods seems open to question. I believe, however, that any station is wholly right in taking the position that during certain periods advertisers will be permitted to put on programs of specified types, in order that the complete schedule of the station may render an adequately varied service to the public as a whole."

"Right Direction"—Pryor



Mr. Pryor

Arthur Pryor Jr., vice-president of Batten, Bartin, Durstine & Osborn Inc. New York, the man who delivered a few lethal blows at commercial and program practices of stations at the NAB Convention last month, likewise went along with the Scripps plan. Calling it a "move in the right direction," he declared, however, that it was his opinion that whether the final outcome will be of benefit "depends entirely upon the execution of the plan."

Pumpian Sees Handicaps

A number of important handicaps in the plan suggested by WWJ was seen by N. H. Pumpian, director of media of Henri, Hurst & McDonald Inc., Chicago, who, however, agreed that basically there is a need for better handling of the public's radio program diet.

"First, from a commercial standpoint, we must bear in mind that the advertiser will continue to sponsor the type of program that he considers having a major audience and representing the most popular type of show. In view of the manner in which American broadcasting is organized, it seems reasonable that the advertiser will want to give the American public the kind of show that meets its fancy. For example, if the Jack Benny comedy type of program is in highest favor, as it is, isn't it good business for the advertiser to use this type of program rather than sponsor a symphony or dramatic presentation? I believe that advertisers are sufficiently astute and keep their finger on the pulse of listening trends sufficiently to know when the public wants a change in programs.

"I believe that there is a great opportunity for program development on the part of stations and networks in their sustaining activities.

Point No. 2—On the basis of Mr. Scripps' programming plan, what will happen if the preceding and following network sponsors change their type of show? Does this mean that an advertiser, after he has built a following on a specific type of program, must arbitrarily change his radio offering because the surrounding network features have been changed? While there might be some theoretical advantage to this, it doesn't seem good business nor practical from a commercial standpoint.

"Third—It would seem to me that instead of trying to pioneer in an individualistic way, Mr. Scripps might accomplish his purpose more effectively by an agreement with all radio stations in Detroit so that a radio listener would have a dialing choice during most hours of the day to suit his particular interest. I think it is more important that radio stations stagger their schedules with each other in order to afford greater program variety for the listener to draw from.

"It should be remembered that advertisers will continue their purchase of the radio medium only so long as it proves profitable. When returns from radio level off in comparison to response from other media, then we can expect commercial interest in radio to wane. This development may go to a point where government subsidy to maintain radio broadcasting will be necessary, with a situation similar to that in Great Britain resulting. Personally, I prefer the American system of commercial broadcasting, even at the expense of some of its disadvantages."

"Up to Networks"—Shepard



J. Shepard

The networks, rather than the individual stations, must start the trend toward balanced programs if it is to get anywhere on a large scale, in the judgment of John Shepard 3d, president of the Yankee and Colonial Networks. Regarded as one of the most astute broadcasters in the country, Mr. Shepard has been a persistent advocate of improved programming by stations.

Commenting on Mr. Scripps' plan, Mr. Shepard said that his organization and he believed most all other stations have tried to keep a fair balance between programs "but there are so many things that arise it really makes it an impossibility, particularly in

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FIFTEEN PERCENTERS—This quartet made its first and last appearance at the Stanley Hotel, Estes Park, Colorado, last month, on the occasion of the KLZ-KVOR Good Will Tour, attended by some 50 advertiser and agency executives. Left to right are O. C. Brown, advertising manager of the *Daily Oklahoman & Times*, Oklahoma City; C. J. Baker, Maxon Inc., Detroit; John F. Mayer, Street & Finney Inc., New York, and Leonard T. Bush, Compton Advertising Inc., New York. Following the rendition, the quartet received a spontaneous shower of coppers. They swear the song was not *Pennies From Heaven*.

Transfer of Stock By WGAR Refused

FCC Declines to Permit Sale To WGAR-WJR Principals

WITHOUT stating its reason, the FCC Broadcast Division on July 2 denied authority to transfer the stock of WGAR, Cleveland, from the corporation operating it to another comprising the same principals, thereby setting a precedent in such transfer cases.

Refusal to grant the request, which had been recommended by one of the FCC examiners, gave rise to speculation as to whether the Commission took into account the transaction whereby WJR, Detroit, owned by the same interests, in 1935 sold some 20% of its stock to the public through W. E. Hutton & Co., investment bankers. The application for assignment was from WGAR Broadcasting Co., of Cleveland, to WJR, The Goodwill Station, operating the Detroit outlet. Actually, the transfer was viewed simply as a "paper transaction," since the principal ownership would remain the same.

Control of WGAR is vested in G. A. Richards, president, through ownership of 625 shares of the 1,000 shares outstanding; Leo J. Fitzpatrick, vice-president and general manager of WJR, with 225 shares; P. M. Thomas, comptroller of WJR, 50 shares and John F. Patt, vice-president and general manager of WGAR, 100 shares. These individuals, and certain others, also owned all of the stock of WJR prior to the public sale of a portion of the stock.

Approved by Examiner

In September, 1935, when the WJR transaction was evolved, WJR submitted to each of the WGAR stockholders an offer to exchange 20 shares of WJR for one share of WGAR, subject to the provisions that the shares were not to be delivered and exchanged and would not be transferred until the FCC's consent had been received. The offer was accepted by the WGAR stockholders and the application for transfer filed. When the FCC failed to find upon examination that public interest would be served, the application was designated for hearing, which was held Oct. 2 before Examiner Ralph L. Walker. Last January Mr. Walker recommended favorable action.

Under FCC procedure reasons for the denial of the application were not made public but probably will be before the effective date of the order on Aug. 31. Whether its grounds are founded upon the WJR transaction or upon any conclusion that the values cited for the transfer were not in justifiable proportion to tangible value of the property, as has been expressed by examiners in other transfer cases, will not be ascertained until the statement of facts and grounds for decision are made public.

Counsel for WGAR in the proceeding was Seymour O'Brien, understood to be attorney for the Hutton Company. In the hearing it was brought out that the WJR contract with Hutton provided for the sale of certain shares of WJR stock. In addition the contract provided that subject to the FCC consent, WJR would acquire all of the stock of WGAR from the owners in exchange for 20,000 shares of capital stock of WJR. Then the owners of the WGAR stock agreed to offer 9,200 shares of the capital stock of WJR.

Examiner Walker, in his recommendation, concluded that it appeared that the application could be granted within the purview of the Communications Act; that the group of stockholders who now control WGAR also control the proposed transferee, WJR, and that public interest would be served by consenting to the proposed transfer of control "in that the services of the engineering, program and other departments of WJR, the larger station, will be more readily available to WGAR."

Under FCC procedure it is possible for WGAR to petition the FCC en banc for a rehearing and reconsideration. It also has the option of appealing the case to the U. S. Court of Appeals for the District of Columbia.



NEW HOME OF KGNC—July marked the opening of this $40,000 one-story structure in downtown Amarillo, now occupied by the *Amarillo Globe-News* station headed by Ted Taylor, who is also secretary-manager of the Tri-State Fair, with Wesley Izzard as production manager and secretary-treasurer. Completely Western Electric equipped throughout, the new KGNC plant includes a large studio for audiences and features the latest acoustical treatment.

Plans for Removal of Network Shows Shifted When San Francisco Protests

WIDESPREAD resentment on the part of San Francisco air fans, the mayor, board of supervisors, the Down Town Association and the Chamber of Commerce over the Don Lee network's proposed removal of two major shows from San Francisco to Hollywood, brought about a change of heart in the broadcasting company. And the result was—the shows stay at KFRC, San Francisco.

Pressure brought to bear by the Chamber of Commerce was in part, instrumental in making the Don Lee network change its mind about its previously announced plans to shift production of two local daily programs, *Morning Merrymakers* and *Feminine Fancies* to Hollywood the end of June. The proposed move was to be an economy step and would call for the elimination of the orchestra maintained by the KFRC studios.

When the plight was made public Charles Page, executive vice-president of the San Francisco Chamber of Commerce sent a letter to Wilbur Eickelberg, KFRC manager, requesting that production be increased instead of decreased in San Francisco. Eickelberg was at the NAB convention in Chicago, however, and Page sent him a wire later. The executives of the San Francisco Musicians Union, No. 6, likewise started wires to the Don Lee officials in Chicago, protesting the dismissal of the studio orchestra. After a conference in the East, the chiefs of the California network sent the following telegraphic reply to Mr. Page of the Chamber of Commerce:

"The Don Lee Organization, moved by your letter, has cancelled all plans to move any of its programs from San Francisco or decrease its personnel in any way. Stop. Appreciate spirit expressed in your letter and glad to cooperate. Kind regards, Wilbur Eickelberg."

Meanwhile, however, NBC went ahead with its previously announced plans to move *One Man's Family*, its prize dramatic show, to Hollywood on Aug. 8. This will take a weekly payroll of more than $2,000 away from San Francisco.

The removal will take from the Bay City Carlton E. Morse, the author and 11 cast members, which include: J. Anthony Smythe, Minetta Ellen, Michael Raffetto, Bernice Berwin, Kathleen Wilson, Barton Yarborough, Page Gilman, Winifred Wolfe, Walter Patterson, Helen Musselman and Barbara Jo Allen.

Carlton Morse declares it is not a permanent removal, but just a "vacation" for the cast "What is contemplated is not a permanent change, but just a change in scenery. I see no reason why we should not return in the autumn," he concluded.

When in San Francisco recently Ford Billings, general manager of the California Radio System stated that he considered San Francisco an important program producing center for radio. He added that the California Radio System would maintain the same amount of production at San Francisco as it has in the past. The network maintains a 20-piece orchestra and a large staff of artists at San Francisco.

CHICAGO'S famous Grant Park concerts, featuring famous orchestras and artists, are being carried over the NBC-Blue, CBS and MBS networks under the cooperative sponsorship of the Chicago Park District with James C. Petrillo, president of the Chicago Federation of Musicians, as supervisor.

Wheeler Gambling Bil May Affect Broadcast Covering Horse Race

A BILL which may have a bear ing upon broadcasts of race trac information, and possibly of re sults, was introduced in the Sen ate July 8 by Senator Wheeler (D Mont.), chairman of the Senate In terstate Commerce Committee, t which it was referred. Setting u criminal penalties for the trans mission of gambling informatio by radio, wire or cable, the bill wa introduced at the request of the In ternational Association of Polic Chiefs, having been endorsed b that body at its national conven tion in Kansas City last year.

Jurisdiction would be given th Department of Justice to enforc provisions of the act. The fine and length of prison terms for vio lations were left blank, to be in serted after committee considera tion. The measure would place broad interpretation on transmis sion of gambling information. No only those sending and receivin the information, but also the wir or radio concerns transmitting it would be liable.

The term "gambling informa tion" was defined as includin "any information previous to th occurrence of an event, the occur ence or result of which is uncer tain, relating to the mathematica changes of or odds on the occur ence of or a particular result o any such event or the amount o money wagered on the occurrenc of or a particular result of an such event."

There were immediate repercus sions from newspapers, on th ground that the bill would preclud publication of advance selections o horse races and also might possibl prevent publication of crop esti mates, stock market prognostica tions and similar data. For th same reasons, telegraphic com panies also were expected to pro test. The language of the bill, i was said, appeared to permit an nouncement over stations of rac results. However, it would pre clude advance information an "tipster service," it is felt.

WPG SALE RUMORS OFFICIALLY DENIE

SPIKING recurring reports tha WPG, Atlantic City municipal sta tion, will be sold, C. D. White mayor of the municipality, assert ed July 9 that the city did not con template any change whatever i the ownership or operation of th station. WPG operates five-sev enths time on the 1100 kc. chan nel, sharing with WBIL (formerl WLWL) of New York.

Arde Bulova, New York wate manufacturer and broadcaster, re cently acquired WLWL. A pla has been under way to procure fu time operation for the new WBI through a switch in frequency fo WPG to 1130 kc., deletion of WO New York station operating o 1130 kc., also owned by Bulova and procurement of consent fro KSL, Salt Lake City, whereb WPG would be permitted to ope ate full time with 1,000 watts o its 1130 kc. clear channel.

Mayor White declared that WP not only was not for sale but th city did not contemplate an change in channel assignment.

Senate May Hold Post-Session Probe in Fall

White Resolution Covers Fact-Finding Study of Entire Communications Field; Rates and Press Covered

N INTENSIVE Senate subcommittee "study" of the entire communications realm but with particular emphasis on broadcasting and its regulation is possible during the fall recess of Congress as the outgrowth of the White resolution (S Res-149), introduced July 6 in the Senate.

Sweeping and all inclusive in scope, the resolution proposes a fact-finding analysis of communications, seeking new declarations of policy which would stabilize the industries involved and methods of governmental regulation. Practically every phase of broadcast operation debated in or out of Congress during the last half-dozen years is covered in the 27-point document placed in the hopper by Senator White (R-Maine). Although a minority member, Senator White is regarded as the foremost expert in Congress on matters relating to radio and communications.

Early Action Unlikely

Referred to the Senate Interstate Commerce Committee, the resolution probably will be considered as soon as that committee finds it possible to hold another meeting. There is little likelihood of action authorizing an investigation during the current session, because of the pressure of other legislation.

Administration Senators queried on the White proposal were inclined to be dubious about the resolution viewing it as a possible anti-New Deal "fact-finding" study that might easily be converted into an attack upon administration policies dealing with radio.

The crux of the resolution is expressed in a clause which would authorize the Committee to "make a thorough and complete investigation of the broadcasting industry in the United States and of broadcasting, and of the acts, rules, regulations, and policies of the FCC with respect to broadcasting and to report to the Senate the results thereof."

The resolution was couched in prosaic language and did not condemn existing practices but rather inquired as to their existence. In addition to raising the issues of alleged monopoly both in broadcasting and in communications, the resolution mentioned such matters as purported playing of politics on the FCC; sale of stock by broadcasting companies; purported payment to licensees for not interposing objections to pending broadcast applications; extent of newspaper ownership and its effect upon competing newspapers; effect of chain operations upon the financial set-up of chain affiliated and independent stations and the desirability of special regulations governing chain operations; time used for broadcasting of commercial programs and whether there should be control or regulation of radio advertising; the extent to which stations are used to build up other businesses or enterprises in which the licensees are engaged; investments in stations; sale prices of stations sold or transferred together with statements of the fair value of the physical assets; minority transfers, and the geographical distribution of facilities to ascertain whether there is an equitable distribution of service throughout the industry.

Senator White favors a recess inquiry by a subcommittee, possibly of five members, which could hold its fact-finding hearings after Congress adjourns. Adjournment is expected in September with the new session to convene in January.

Senator Wheeler (D.-Mont.), chairman of the Interstate Commerce Committee, declared July 8 he was in sympathy with the White resolution. The Maine Senator had discussed the proposal with him earlier this session but Senator Wheeler had not seen the resolution prior to its introduction. The committee chairman has been an outspoken critic of existing conditions in broadcasting and has favored particularly separation of newspaper and station ownership. Senator Wheeler likewise has been an opponent of purported network monopoly in broadcasting, and of superpower.

Appraisal of Policies

Following introduction of his proposal, Senator White emphasized that he did not propose a "fishing expedition" into broadcasting or its regulation but desired a study of conditions as they exist to correct any evils.

"We would like to determine whether our legislation rests on solid ground and whether we ought to declare a different policy than that prescribed in the Act of 1927," he declared. "If that policy is construed as sound, we should then devise methods of making it more effective."

Sen. White asserted he was interested only in the inquiry from the "study standpoint" and in the enunciation of policies which would make enforcement more effective. He pointed out that actually there has been no appraisal of radio policies since the Radio Act of 1927, which now is embodied as part of the Communications Act adopted in 1934.

Senator White asserted his resolution has no connection whatever with the Connery Resolution (H-Res-92), proposing an inquiry into alleged monopoly of broadcasting which has been pending before the House Rules Committee practically since this session convened last January. The Connery measure drew the opposition of the administration forces because it had all the earmarks of a muck-racking inquiry by a special committee rather than one of the regular committees of Congress.

Earnings of stations, with a possible view toward some sort of rate regulation, are part of the White Resolution. On this score Mr. White declared he felt rate regulation "very definitely ought to be considered." While broadcasting stations cannot be defined as common carriers open to all comers, he asserted they might be defined as utilities of a character which should be subjected to rate control. In this connection, as in all others, he said he had an open mind and simply wanted to sound out industry sentiment and place all groups on notice as to the intended scope of the inquiry.

Press-Radio Ownership

Similarly, his resolution raised the issue of newspaper ownership, which is described as a "very interesting question." Referring to the Wheeler proposal for complete divorcement of newspapers from ownership of stations, the Senator asserted he would like to inquire into the situation obtaining between newspapers which own radio stations and those which do not, insofar as competition is concerned.

"The question also arises whether the two means of reaching the American eye and ear should not be competitive. Of definite consequence to the newspapers themselves is the question whether this adventure into the radio business will not cost them a substantial degree of independence because of the fact that stations operate under a government franchise whereas newspapers do not."

The White Resolution grows out of a strongly worded address delivered by the Maine Senator in the Senate on March 17, in which he urged an inquiry into the commercial rates and profits of stations with a view either to possible rate regulation or levies to meet the cost

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Text of White Resolution Proposing Radio Probe . . .

Whereas the Communications Act of 1934 declared it to be the purpose of Congress—

(a) To maintain the control of the United States over all the channels of interstate and foreign radio transmission; to provide for the use of such channels but not the ownership thereof by persons for limited periods of time under licenses granted by Federal authority, and that no such licenses should be construed to create any right beyond the terms, conditions, and periods thereof;

(b) That no station license should be granted until the applicant therefor had signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of such frequency;

(c) That there should be no transfer or assignment of a station license or the frequency authorized to be used without the consent in writing of the licensing authority, to the end that technical considerations, citizenship, character, the financial and other qualifications of a transferee or assignee should be taken into account in determining whether a transferee or assignee possessed the statutory qualifications of a license holder and that his use of a frequency would be in the public interest;

(d) That the people of the different States and the communities thereof should have efficient and equitable radio service;

(e) That broadcasting licenses should not be for a longer term than three years, but with the right of the Commission to grant a renewal from time to time upon the same considerations which justified the original license;

(f) That the Commission should include in the license granted to a licensee engaged in foreign communication such of the terms, conditions, or restrictions which the President might impose with respect to cable licenses under the Act entitled "An Act relating to the landing and operation of submarine cables in the United States", approved May 27, 1921, as would make certain just and reasonable rates and service and that a licensee should not enjoy exclusive rights of operation;

(g) That all laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, and agreements in restraint of trade should be applicable to the manufacture and sale of and trade in radio apparatus and devices entering into or affecting interstate or foreign radio communication, and that should any licensee be guilty of any violation of such laws his license should be revoked;

(h) That a station license should be refused any person unlawfully monopolizing or attempting unlawfully to monopolize radio communication through control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to any person having used unfair methods of competition;

(i) That there should be no combination between wire companies and radio companies if the purpose or effect thereof was to lessen competition in interstate or foreign communication; and

Rights in Frequencies

Whereas it has been charged among other things and is believed by many persons that rights in frequencies beyond the terms of licenses are being asserted by the holders thereof and recognized by the Federal Communications Commission; that licenses, though in form limited in time as provided by law, and the frequencies therein granted are being treated by the holders and the users thereof and by the Commission as though granted for much longer terms than designated in the licenses; that the licensing authority has in effect recognized vested property rights of great value in licenses and in frequencies contrary to the letter and spirit of the law; that by various devices and means control of licenses and of frequencies have passed to others than the original licensee without the written approval of the Commission or with Commission approval given in disregard of congressional purpose; that persons and companies have been engaged in the acquisition and sale of broadcasting stations, licenses, and frequencies; that the licensing authority has permitted concentration of stations in some parts of the country and has failed to give equitable radio service to the people of the several States and the communities thereof; that with the approval of the Commission there has come about a monopolistic concentration of ownership or control of stations in the chain companies of the United States; that through exclusive traffic arrangements and otherwise monopolistic control of the facilities of foreign communication by radio is being accomplished, and that the acts and attitude of the Commission are aiding and encouraging such monopoly; that the Commission in its decision of causes disregards its own rules and standards; that in the determination of matters before it the Commission has been affected and controlled by political and other influences not contemplated by statute and not entitled to consideration by a regulatory and quasi-judicial body; and that it has failed to observe and effectuate the purpose of the Congress and the laws enacted by it in the foregoing and other respects: Therefore be it

Committee Authorization

Resolved, That the Committee on Interstate Commerce is authorized and directed to make a thorough and complete investigation of the broadcasting industry in the United States and of broadcasting, and of the acts, rules, regulations, and policies of the Federal Communications Commission with respect to broadcasting and to report to the Senate the results thereof.

In particular, but not to the exclusion of other matters, the said Committee is authorized and directed to make and to report to the Senate the results of an investigation and study of—

(1) The cases if any in which the Commission has departed from or has modified the application of its regulations and the engineering and other standards generally

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Filmland Clamors for Radio Artists

Hollywood Producers Set Up Scout Offices To Comb Studios

By DAVID GLICKMAN

COLLAPSE of motion picture domination of radio talent is in the immediate offing, in the opinion of observers in Hollywood. All indications point to a swing of the balance of power from pictures to radio, with the latter lending what talent it chooses to films and lifting what it wants from that field of entertainment.

Radio has suddenly come to the realization that it has been giving everything to the Hollywood motion picture industry, it is pointed out, but getting very little in return, except criticism.

Signal indication of the trend to radio power is the failure of major Hollywood film companies to block-book their player lists to network shows. Balking of topline motion picture stars to restrictions which their studios have sought to impose upon their radio activities is also indicative of the breakdown.

A fundamental cause of the motion picture industry's power leakage is the studding of feature player contract lists with talent primarily loyal and contracted to radio. Major picture studio talent lists show definite domination by radio headliners in at least two instances and heavy enrollment almost without exception.

Need of New Talent

The motion picture industry is constantly in need of new faces and talent and has conducted extensive raids on radio for entertainers and dramatic players, with Hollywood scouts reaching out to many broadcasting studios. With radio remaining virtually the only virgin field for new and untried talent, most of the major Hollywood picture studios have established intelligence boards in the larger cities to look over and pass temporary judgment on local radio talent.

First to effect such a tieup was RKO Radio Pictures Inc., which brought Patricia Dunlap, Chicago radio entertainer to Hollywood for screen tests. Columbia Pictures Corp., has a similar "discovery" organization independent of the studio's regular casting and agent channels, while Twentieth Century-Fox Film Corp., first studio to recognize in NBC's Don Ameche a potential dramatic star, has set dates for a series of screen tests of radio actors and entertainers soon to be brought to Hollywood. Tyrone Power, at this studio, is a former NBC Chicago personality. Recent Universal Picture Corp. acquisitions are William Lundigan, Syracuse announcer; Ella Logan, from radio; Michael Fitzmaurice, Los Angeles announcer and radio actor. Warner Bros. has Walter Cassel and Doris Weston, both NBC contractees.

Paramount Productions Inc. contract list is indicative of radio's domination. Talent under contract includes Jack Benny, Burns & Allen, Charles Butterworth, Bing Crosby, Dorothy Lamour, Kenny Baker, Gladys Swarthout, W. C. Fields, Martha Raye, Fibber McGee & Molly, Niela Goodeele, Andre Kostelanetz, Judy Canova, Shirley Ross and a host of others whose allegiance is strongly shared by radio.

Pertinent example of film company's loss of power is seen in the failure recently of Paramount to put Dorothy Lamour on the CBS *Hollywood Hotel* program as guest artist. NBC Artists Bureau, with whom she is under contract, turned down the appearance because she was signed exclusively for another weekly program. Although Miss Lamour was willing to go on the broadcast, and Paramount brought pressure to bear, radio held the balance of power and refused to yield, winning its point.

Hollywood advertising agency executives are also of the opinion that the motion picture control is virtually at an end and predict that radio's easy-big money days for guest artists are going into eclipse. They point out that sponsors are tired of paying exorbitant prices for guest star appearances which have enriched film celebrity purses by more than a quarter million dollars this past year. This, they say, will be eliminated shortly.

These advertising executives have found that "name value" is over-rated unless coupled with adequate material. Headline names are taking secondary place in the current balance of radio values they say. Several of the leading Hollywood agencies, Young & Rubicam Inc. among them, are definitely emphasizing material in shaping dramatic programs. They feel that the vast amount of available box office talent in Hollywood will insure capable casting. The about face on the commercial agency front, only recently seeking to build shows around headliners, is throwing the whole business of radio entertainment open to new ideas and giving strong impetus to a broadened scheme of entertainment.

The market has become strong likewise for assembled shows with one or more top talent headliners. But with a 52 weeks season, the commercials are weighing every factor involved before signing contracts. It is the material and its possibility of carrying a wallop over a sustained period that is interesting the Hollywood agencies. Bitter experience of having to bolster a lagging show with costly guest stars from the motion pictures has made them not only cautious but forehanded in diagnosing show setups.

DON WILSON, NBC Hollywood announcer, has been cast for a character role in *Behind the Mike*, to be produced by Universal Pictures Corp. He is also appearing as narrator for a series of 13 sport shorts, to be released by RKO Radio Pictures Inc., Walter Bunker, NBC Hollywood producer, was a collaborator in writing *Behind the Mike*.

Don Lee to Add More Stations to List; KOL, Seattle, — KQW, San Jose, Likely

DON LEE Broadcasting System, the Pacific Coast unit of Mutual Broadcasting System, plans to add two more stations to its list of ten by Aug. 15. It is understood KOL, Seattle, and KQW, San Jose, Cal. have been signed.

This was indicated July 10 by Lewis Allen Weiss, general manager of Don Lee following his return from San Francisco. The report was that active affiliation would start within 30 days. It also was indicated three more California stations will be added shortly and that negotiations are on to bring seven stations in Washington and Oregon into the affiliated group.

Negotiations are definitely on with KIEM, Eureka, and KVCV, Redding, to affiliate by fall. KHSL, Chico, is another objective. KOL and KQW will take all Don Lee network programs originating from KHJ, Los Angeles, and also Mutual programs under the planned agreement. KQW is operated by Ralph R. Brunton who also operates KJBS, San Francisco. KOL, a link in the CBS Pacific Coast network, an affiliation which will be severed by January, is operated by Archie Taft and Louis Wasmer. KIRO, then becomes the CBS Seattle outlet.

Don Lee may also have a Fresno station, a construction permit for new outlet in that city having been granted to George Harm by the FCC. Mr. Harm is Cadillac motor car distributor at Fresno and thus associated with the Don Lee organization. The FCC permit is for a 100-watt station, operating on 1310 kc. with unlimited time. Don Lee network owns and operates KHJ, KFRC, KGB, KDB, and has as affiliates KFXM, KPMC, KDON, KGDM, KVOE and KXO.

Discussing MBS plans, Mr. Weiss stated that arrangements have been completed in the East to send a heavy schedule of football broadcasts over Mutual this fall and the network will increase its sports coverage generally, as well as originate several other types of transcontinental programs from Los Angeles and Hollywood.

Two new network programs to be produced at KHJ for Mutual release have already been set, he said. George Jessel and Norma Talmadge have been signed to head a new variety show under group sponsorship, starting Sept. 5. Titled *30 Minutes in Hollywood*, it will be heard Sunday, 2:30-3 p. m. (PST), and will carry a dramatic spot and be augmented by a name orchestra, probably David Broekman's. The second is a nightly quarter-hour sponsored script show starring Nat and Alexander Carr, in a *Max & Mawrus* skit reminiscent of their "Potash and Perlmutter" comic antics. Eight weekly transcontinental programs now originate from KHJ.

With all this heavy production scheduled Don Lee Broadcasting System is continuing its negotiations with NBC to lease that network's present quarters in Hollywood [BROADCASTING, July 1]. Mr. Weiss stated that inventory of the NBC Hollywood studios has been taken and terms are being discussed. If they come to an agreement Don Lee network will move into the NBC studios by Jan. 1. Under these conditions MBS should make its future plans announcement by the end of July.

Meanwhile the Don Lee Broadcasting System is in for a big publicity buildup. Radio Features Service Inc., Hollywood, has been hired to supplement the activities of Seymour Peiser, Don Lee network publicity director, in publicizing network programs.

ASCAP Affiliation With AFofL Urged

Help in Legislative Battles Seen Under Union's Wing

A DEFINITE move to affiliate ASCAP with the American Federation of Labor was started in Hollywood July 7 at a meeting of more than 100 members of the organization, when E. C. Mills, ASCAP administrative committee chairman was principal speaker.



Mr. Mills

ASCAP has battles on its hands in 22 states against adverse legislation and many of the leaders of the organization feel that these fights can be carried on more successfully under the protection of AFofL. There are, however, so many problems to be solved, so many questions to be answered before such affiliation can be consummated, that the plan to take a formal vote was postponed until a future date, when such action will be taken in New York, according to Mr. Mills. The intervening time will be used to perfect plans and to judge the results, pro and con. Members at the meeting apparently were not of one mind on the subject, which was the reason for deferring the vote to seek AFofL affiliation, although Mr. Mills stated that the move to join was favorably received.

Mr. Mills told those at the meeting of the troubles besetting the organization in its effort to enforce collective bargaining for its members and the harmful bills introduced in many legislatures, all of which, he said, are sponsored by smaller radio stations to prevent the operation of ASCAP as such bargaining agency. The AFofL setup, he advised, would give them complete autonomy, and the right to decide as a unit the extent of their support of other labor groups on strike.

It was pointed out that the executive committee of the AFofL has already indicated its willingness to accept ASCAP membership as a union group, affiliated with the Musicians' Federation. Regardless of a victory for ASCAP in its hearings before Federal Courts, the organization will probably go union, feeling this is the most satisfactory method to protect its royalty-gathering functions.

W. T. Grant Placing

W. T. GRANT Co., New York, which operates 479 variety stores throughout the country, will launch a radio and newspaper-magazine campaign early in the fall, using a transcribed quarter-hour variety show to be broadcast three times weekly for 13 weeks on 19 stations beginning Sept. 5. Station list is not definitely set as yet, but the cities in which the programs will be broadcast are: Buffalo, Detroit, Jacksonville, Miami, Philadelphia, St. Paul, New Orleans, Nashville, Louisville, Richmond, Memphis, Dallas, Indianapolis, El Paso, Houston, San Francisco, Los Angeles, Salt Lake City and Kansas City. Agency is N. W. Ayer & Son Inc., New York.

First Prize Winner: **BROADCASTING KANDID KAMERA KONTEST** . *Photo by Herb Hollister, KANS, Wichita*







SECOND AND THIRD — Richard Hance, 16-year-old son of Kenneth Hance, vice-president of KSTP, St. Paul, won the $50 second prize in the BROADCASTING Kandid Kamera Kontest for the photo at left. It shows (left to right) his mother and father in conversation with Niles Trammel, NBC Chicago vice-president. At right is an action shot of William S. Hedges, vice-president and general manager of WLW, Cincinnati, which the judges decided was taken under difficult lighting conditions. It was snapped by F. W. Borton, of WQAM, Miami, and won the $25 third prize. (See next page for award of $10 novelty prize, won by Richard M. Shafto, of WIS, Columbia, S. C.)

Herb Hollister Wins Kandid Kontest

Young Hance and Borton Next; Shafto Wins Novelty Prize

HERB HOLLISTER, general manager of KANS, Wichita, was selected by a board of impartial judges as winner of the $100 first prize in the Kandid Kamera Kontest, staged by BROADCASTING in connection with the NAB Convention held June 20-23 in Chicago.

Richard Hance, 16, an embryo engineer and son of Kenneth M. Hance, vice-president of KSTP, St. Paul, was awarded the $50 second prize. F. W. Borton, of WQAM, Miami, Fla., won the $25 third prize. The novelty prize of $10 was awarded to Richard M. Shafto, of WIS, Columbia, S. C.

Judges of the contest, all nationally-known figures in the photographic world, were Arthur A. DeTitta, Washington manager, Movietone News Inc.; Harry M. Van Tine, manager, International News Photos, Washington, and Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

First Prize to Hollister

After examining nearly 200 prints, many of which were of outstanding excellence, the judges selected Mr. Hollister's luncheon board-meeting shot [page 17] of C. W. (Chuck) Myers, retiring NAB president, and John Elmer, new president, agreeing unanimously on the photograph which they declared of exceptional merit both from the standpoint of all-around technical quality and subject matter.

Second prize was awarded young Hance, who snapped the candid picture (above) of his father and mother in conversation with Niles Trammel, NBC Chicago vice-president. The elder Hance submitted his photos along with those of his son as one entry.

The third prize was awarded Mr. Borton because his photograph (above) of William S. Hedges, vice-president of WLW, on the rostrum, obviously was taken under difficulties. It was viewed as particularly good in view of the fact that no lighting aids were used. Moreover it was declared to be excellent from the standpoint of subject matter.

Selection of the novelty prize proved a comparatively simple task, the judges quickly and unanimously choosing a bathroom scene [page 19] snapped by Mr. Shafto who included a number of novel studies in his entries. Another Shafto entry, showing a mural in the Associated Music Publishers headquarters at the Sherman, received serious consideration for this prize.



LOOK AT THIS ONE—The judges in the BROADCASTING Kandid Kamera Kontest stopped for a moment as they passed among a number of big tables on which were spread nearly 200 photos entered by camera-minded radio folk. Left to right are Harry M. Van Tine, International News Photos; Arthur A. DeTitta, Washington manager, Fox Movietone News Inc.; Andrew J. (Buck) May, manager, news photo department, Harris & Ewing Inc.

Honorable mention awards [page 19] to W. R. Cline, of WLS, Chicago, for his photograph of J. Leslie Fox, commercial manager of KMBC, Kansas City, in conversation; to Royal E. Penny, WPTF, Raleigh, N. C., for an action photo of H. K. Carpenter, WHK-WJAY, and Mrs. Carpenter dancing at College Inn; to Mr. Shafto for a shot of Ned Midgley, BBDO time buyer, caught at a telephone; to Mr. Hollister for a striking action photo of Reggie Schuebel, of Biow Co., while she was being tossed about by a group of professional tumblers who performed at the NAB banquet; to William H. West, manager of WTMV, E. St. Louis, for action photo of Harry Butcher sinking a putt; to Mr. Hance for candid shot of a group of reps.

Special mention was also awarded by the judges to the following for excellence in either subject matter or technical merit; Clark A. Luther, manager, WOC, Davenport; Phil Lasky, manager, KSFO, San Francisco, for a group of candid pictures which were not large enough to conform to Kontest rules; to C. W. Horn, NBC director of research and development, for a group picture of the NBC delegation at the convention.

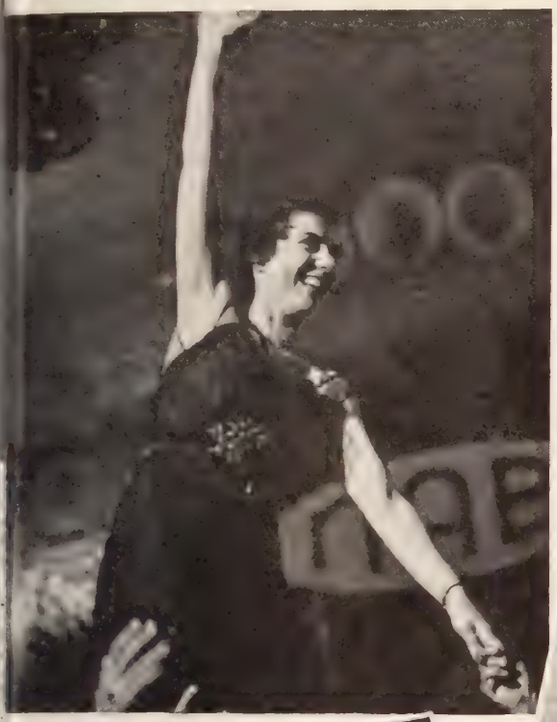
Judges Given Freedom

The three judges examined the contest photographs July 8. They were given copies of the Kandid Kamera Kontest rules and taken into a large room where all the photographs were laid out on tables. No names of contestants could be seen and the judges were given absolute freedom of selection.

After a preliminary examination of the nearly 200 entries, they selected about 40 out of which the winning photographs were chosen. The judges, all of whom are experts at operating both movie and still equipment of all kinds, spoke highly of the excellence of the pictures.

Subject matter of the entries covered everything from drawing-room scenes in trains to shower-bath portrayals. A dozen or so night pictures were taken at the Braddock-Louis fight while a number were snapped during the competition for the BROADCASTING golf trophy.

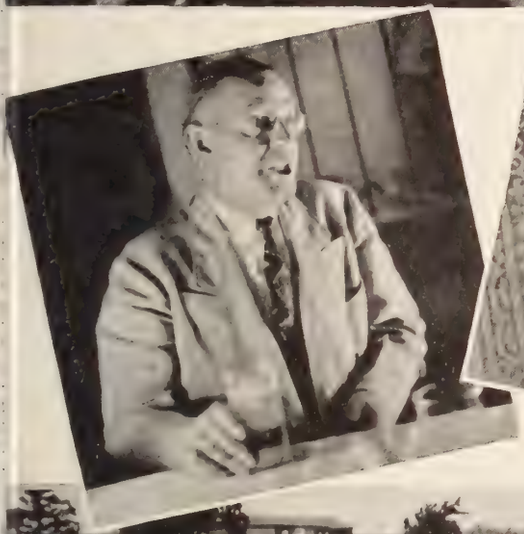
NOVELTY PRIZE AND HONORABLE MENTIONS IN KANDID KAMERA KONTEST















AMONG THE KANDID—Here are some more of the outstanding photos selected by the judges in the BROADCASTING Kandid Kamera Kontest at the NAB convention. In center is the masterpiece that won the $10 novelty prize. It was entered by Richard M. Shafto, of WIS, Columbia, S. C. Other photos on this page were awarded honorable mention. Upper left is another entry submitted by Herb Hollister, of KANS, Wichita, who won the first prize. It shows Reggie Schuebel, of Biow Co. Inc., being tossed about in a professional tumbling act at the NAB banquet. Center left is a candid character study of J. Leslie Fox, commercial manager of KMBC, Kansas City, taken by W. R. Cline, commercial manager of WLS, Chicago. William H. West, manager of WTMV, E. St. Louis, shot the photo at lower left, which shows Harry Butcher, CBS vice-president and winner of one of the two BROADCASTING golf cups, sinking a putt during the NAB golf tournament.

Kenneth Hance, vice-president of KTSP, St. Paul, whose son won the second prize in the Kandid competition, snapped the photo in the upper right corner. Portrayed are (left to right), John Blair and George Bolling, of the Blair firm, and Henry I. Christal, of Edward Petry & Co.

Mr. Shafto won honorable mention for the right center photo showing Ned Midgley, BBDO time buyer, at a telephone. Royal E. Penny, of WPTF, Raleigh, N. C., was awarded honorable mention for the lower right shot of H. K. Carpenter, head of WHK-WJAY, Cleveland, and Mrs. Carpenter. The picture was taken as they danced in College Inn. At left is Lew Avery, director of sales, WGR-WKBW, Buffalo.

NBC Considers Separate Red-Blue Staffs

Sales and Programming Would Be Divided; Addition of 10 Southern Stations Furthers Expansion of Blue

IN AN EFFORT to establish the Blue Network as a complete nationwide entity, NBC executives are giving serious consideration to the establishment of separate sales and programming organizations for the Red and Blue chains.

Having taken a major stride toward expansion of the Blue with the addition of 10 southern stations, effective Aug. 1, President Lenox R. Lohr now has before him the plan whereby further competition would be injected into the dual network operation through completely separated sales and programming organizations. A suggestion that the name of the Blue be changed to complete the separation of identities is understood to have been dropped.

If the separate organization plan, now actively before the NBC control board, is adopted, there would be a new set of executives named for the Blue Network—possibly a new vice-president for sales and another for programs. General offices, accounting and engineering departments and other staff operations presumably would remain the same since they are noncompetitive with both the Red and the Blue executives reporting to President Lohr.

With 136 stations now on the combined roster of the Red and the Blue, NBC has completed the major portion of its expansion project for the Blue. In announcing the addition of 10 stations in the South and Southwest, NBC increased to 30 the number of additional stations available to the Blue since Jan. 1. These are in addition to the 77 stations which previously constituted the Blue. A number of the stations, of course, are supplementary to both the Red and the Blue.

Aside from the changes already announced affecting the Blue, there are several others in the offing. WAPI, Birmingham, now the NBC-Red outlet, is slated to become a CBS station as of Aug. 1, under a lease arrangement with the three Birmingham universities owning it, now pending before the FCC for approval. NBC already has completed arrangements whereby WBRC, Birmingham, present CBS outlet, becomes its Red station upon the switch-over. It is believed this change will be effected Aug. 1 whether or not the FCC approves the WAPI lease arrangement.

In the Dallas-Fort Worth market and in Oklahoma City, NBC has only one outlet. WFAA-WBAP, which together constitute a full-time clear channel assignment with 50,000 watts, now serve the former area. The plan, however, is for the WFAA to become a full-time Red station in its own right when KGKO, Wichita Falls, finally is moved to a point midway between Dallas and Fort Worth by the *Fort Worth Star-Telegram*, operator of WBAP, at which time it will become the Blue outlet. The KGKO removal is being held up pending approval of a transmitter site by the FCC. The *Dallas News*, operating WFAA, is expected to consummate an arrangement for full-time operation on the 850 kc. channel after the KGKO installation is completed.

In Oklahoma City the present NBC-Red and Blue station is WKY, of the Oklahoma Publishing Co. One of two local stations in the city may be considered as the possible Blue outlet at some future time.

Birmingham, Cleveland Shifts

The WAPI transaction involves procurement of the lease of the 5,000-watt half-time station by a new corporation, The Voice of Alabama Inc., in which CBS holds 45% interest. The FCC Broadcast Division on July 6 approved transfer of the license of WAPI from the WAPI Broadcasting Corp. to the three Alabama colleges, but it did not act on the assignment to the Voice of Alabama Inc. Whether it will designate the assignment for hearing is not revealed. Should it fail to approve the leasehold arrangement by Aug. 1, then it is possible that the individuals in Voice of Alabama Inc. will enter into an employment contract with the colleges, pending the FCC action. In addition to CBS, the other principals are Ed Norton, Birmingham businessman and principal owner of WMBR, Jacksonville, and Frank Holt, Birmingham businessman. The terms of the lease provide for rental of $1,000 a month from Aug. 1, 1937, to July 31, 1952, with additional compensation commitments if the station becomes a full-time outlet with 50,000 watts.

On Sept. 26, upon the change from daylight to standard time, WGAR, Cleveland, present NBC-Blue outlet, switches to CBS while WHK, *Cleveland Plain Dealer* station, becomes the Blue outlet. This arrangement was consummated several weeks ago. KIDO, Boise, Idaho, may not join the NBC as an optional outlet until December or January because lines are not available.

Whether the Blue will be expanded in the Southeast remains to be determined. Last month two lines were run through Richmond, where the new WTRD was added as a Blue outlet with WMBG becoming the Red in lieu of WRVA, which joined NBC. Other major

(*Continued on page 68*)

How NBC's Networks Will Line Up After August 1

NBC RED NETWORK

BASIC RED NETWORK

WEAF	New York
WNAC	Boston
WTIC	Hartford
WJAR	Providence
WTAG	Worcester
WCSH	Portland, Me.
KYW	Philadelphia
WDEL	Wilmington
WFBR	Baltimore
WRC	Washington
WGY	Schenectady
WBEN	Buffalo
WCAE	Pittsburgh
WTAM	Cleveland
WWJ	Detroit
WSAI	Cincinnati
WIRE	Indianapolis
WMAQ	Chicago
KSD	St. Louis
KSTP	Minn.-St. Paul
WHO	Des Moines
WOW	Omaha
WDAF	Kansas City

SUPPLEMENTARY BASIC

*WLW	Cincinnati
WFEA	Manchester
WSAN	Allentown
WORK	York
WMBG	Richmond
WCOL	Columbus
WGL	Fort Wayne
WOOD	Grand Rapids
WBOW	Terre Haute
WGBF	Evansville
WEBC	Duluth-Superior
KSOO	Sioux Falls
KANS	Wichita

* For alternate use in Cincinnati.

SUPPLEMENTARY FACILITIES

CANADIAN GROUP

CRCT	Toronto
CFCF	Montreal

SOUTHEASTERN GROUP

WTAR	Norfolk
WPTF	Raleigh
WSOC	Charlotte
WFBC	Greenville
WWNC	Asheville
WIS	Columbia
WCSC	Charleston

MID-SOUTH GROUP

WAVE	Louisville
WSM	Nashville

SOUTH CENTRAL GROUP

WMC	Memphis
WSB	Atlanta
WAPI	Birmingham
WJDX	Jackson
WSMB	New Orleans

SUPPLEMENTARY

WROL	Knoxville

FLORIDA GROUP

WJAX	Jacksonville
WFLA-WSUN	Tampa
WIOD	Miami

SOUTHWESTERN GROUP

KGBX	Springfield, Mo.
KVOO	Tulsa
WKY	Oklahoma City
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KTBS	Shreveport
KTHS	Hot Springs
KARK	Little Rock
KPRC	Houston
WOAI	San Antonio

SUPPLEMENTARY

KFDM	Beaumont
KRIS	Corpus Christi
KRGV	Weslaco

NORTH CENTRAL GROUP

WTMJ	Milwaukee
WIBA	Madison

NORTHWESTERN GROUP

WDAY	Fargo
KFYR	Bismarck

RED MOUNTAIN GROUP

KOA	Denver
KDYL	Salt Lake City

PACIFIC COAST RED

KPO	San Francisco
KFI	Los Angeles
KGW	Portland, Ore.
KOMO	Seattle
KHQ	Spokane

SUPPLEMENTARY

KTAR	Phoenix
KOB	Albuquerque

SPECIAL HAWAIIAN

KGU	Honolulu

CALIFORNIA SUPPLEMENTARY

KFBK	Sacramento
KWG	Stockton
KMJ	Fresno
KERN	Bakersfield

NORTH MOUNTAIN GROUP

*KIDO	Boise
KGIR	Butte
KGHL	Billings

* Joins Dec. 1, 1937.

NBC BLUE NETWORK

BASIC BLUE NETWORK

WJZ	New York
WBZ	Boston
WBZA	Springfield
WEAN	Providence
WICC	Bridgeport
WFIL	Philadelphia
WBAL	Baltimore
WMAL	Washington
WSYR	Syracuse
WHAM	Rochester
WEBR	Buffalo
KDKA	Pittsburgh
*WGAR	Cleveland
WSPD	Toledo
WXYZ	Detroit
WCKY	Cincinnati
WOWO	Fort Wayne
WENR-WLS	Chicago
KWK	St. Louis
WMT	Cedar Rapids
WTCN	Minn.-St. Paul
KSO	Des Moines
KOIL	Omaha
WREN	Kansas City

* WHK will replace WGAR when daylight time ends Sept. 26.

SUPPLEMENTARY BASIC

*WLW	Cincinnati
WFEA	Manchester
WABY	Albany
WSAN	Allentown
WORK	York
WRTD	Richmond
WJTN	Jamestown
WLEU	Erie
WCOL	Columbus
WGL	Fort Wayne
WOOD	Grand Rapids
WBOW	Terre Haute
WGBF	Evansville
WEBC	Duluth-Superior
KSOO	Sioux Falls
KANS	Wichita

* For alternate use in Cincinnati.

SUPPLEMENTARY FACILITIES

CANADIAN GROUP

CRCT	Toronto
CFCF	Montreal

SOUTHEASTERN GROUP

WTAR	Norfolk
WPTF	Raleigh
WSOC	Charlotte
WFBC	Greenville
WWNC	Asheville
WIS	Columbia
WCSC	Charleston

MID-SOUTH GROUP

WAVE	Louisville
WSM	Nashville

SOUTHERN GROUP

WNBR	Memphis
WSGN	Birmingham
WAGA	Atlanta
WDSU	New Orleans
KXYZ	Houston
WJBO	Baton Rouge

SUPPLEMENTARY

WROL	Knoxville
WFDM	Beaumont
KRIS	Corpus Christi
KRGV	Weslaco

FLORIDA GROUP

WJAX	Jacksonville
WFLA-WSUN	Tampa
WIOD	Miami

SOUTHWESTERN GROUP

KGBX	Springfield, Mo.
KVOO	Tulsa
WKY	Oklahoma City
KGNC	Amarillo
WFAA	Dallas
WBAP	Fort Worth
KTBS	Shreveport
KTHS	Hot Springs
KARK	Little Rock
KPRC	Houston
WOAI	San Antonio

NORTHCENTRAL GROUP

WTMJ	Milwaukee
WIBA	Madison

NORTHWESTERN GROUP

WDAY	Fargo
KFYR	Bismarck

BLUE MOUNTAIN GROUP

KVOD	Denver
KLO	Ogden

SUPPLEMENTARY

KGHF	Pueblo

PACIFIC COAST BLUE

KGO	San Francisco
KECA	Los Angeles
KFSD	San Diego
KEX	Portland, Ore.
KJR	Seattle
KGA	Spokane

SUPPLEMENTARY

KTAR	Phoenix
KOB	Albuquerque

SPECIAL HAWAIIAN

KGU	Honolulu

CALIFORNIA SUPPLEMENTARY

KFBK	Sacramento
KWG	Stockton
KMJ	Fresno
KERN	Bakersfield

NORTH MOUNTAIN GROUP

*KIDO	Boise
KGIR	Butte
KGHL	Billings

* Joins Dec. 1, 1937.

Of the WLS Homemakers' Hour . . . .

Mr. Edward N. Nelson of the WADE ADVERTISING AGENCY says

★

Thank you, Mr. Nelson. Your letter explains why 28 other advertisers have used the WLS Homemakers' Hour during the past six months with more than half using it on a continuous schedule.

WLS' leadership in programs is one of the reasons WLS listeners are loyal and responsive—why WLS clients' sales soar in the midwest area—why WLS Homemakers' Hour advertisers renew again and again.

Wade Advertising Agency

NEWSPAPER, MAGAZINE AND FARM PAPER

Advertising

208 W. WASHINGTON ST.

CHICAGO
ILLINOIS

Mr. Glenn Snyder,
Radio Station WLS.,
1230 W. Washington Blvd.,
Chicago, Ill.

July 2, 1937.

Dear Mr. Snyder:-

After an association with WLS for six years, during which time our account, the Illinois Bottled Gas Co. used your facilities on a seasonal basis, we believe you will be interested in knowing about the results obtained from the WLS Homemakers' Hour.

A considerable number of our dealers have commented favorably upon the fine reception they have received because of these announcements over WLS and state that in many cases the prospective customers were fully informed about our product.

Sales during 1937 have surpassed by far our highest expectations and since WLS was the only advertising medium employed, we believe credit should be given where it is due.

WLS is to be congratulated on the loyalty and enthusiasm of its listeners. Kindest regards.

Cordially yours,

WADE ADVERTISING AGENCY
Edw. N. Nelson

ENN:P

WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY

THE VOICE of ARIZONA

Now 1000 Watts

DAY and NIGHT

1390 KILOCYCLES

PHOENIX ARIZONA

BURRIDGE D. BUTLER, *Chairman*

FRED A. PALMER, *Manager*

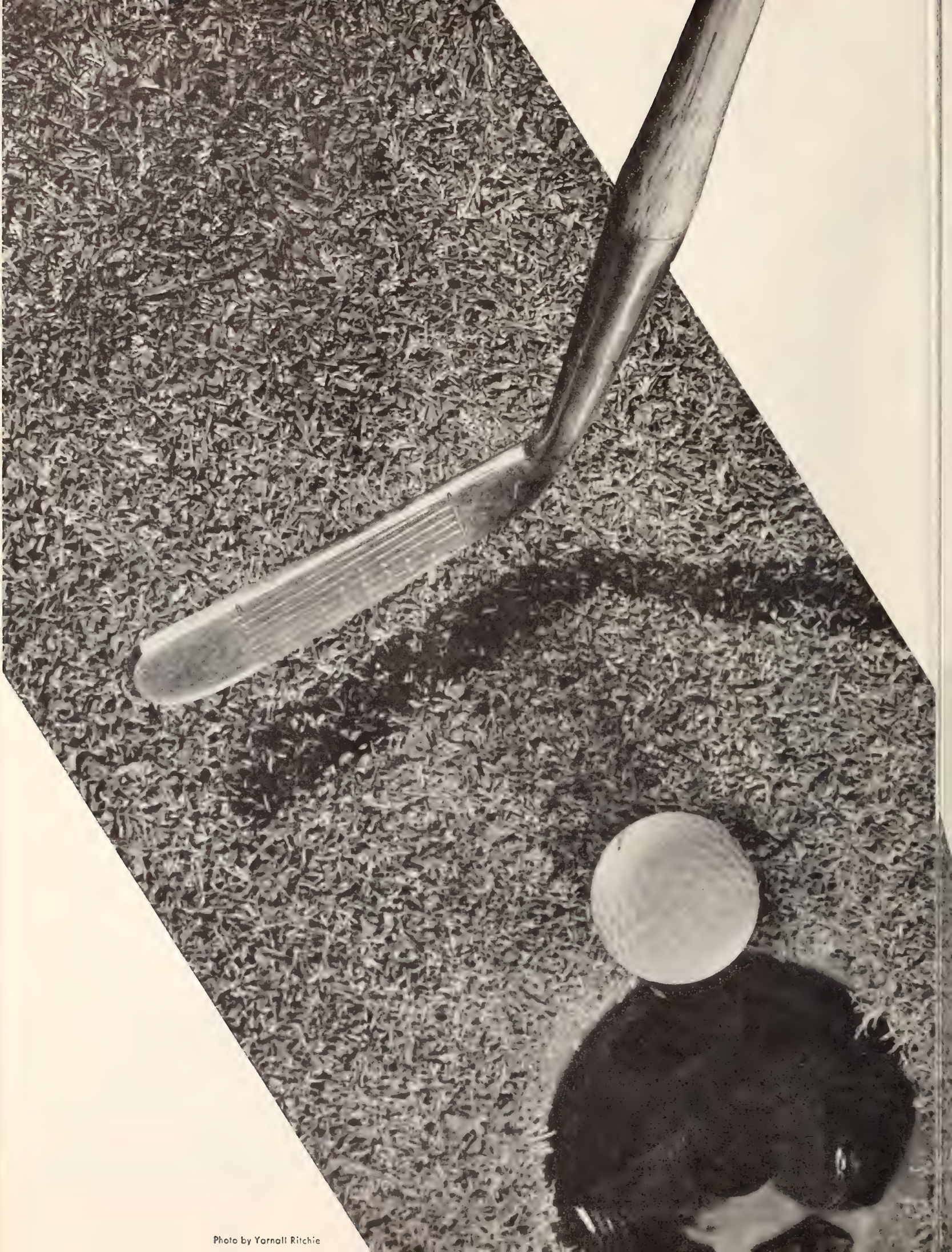


Photo by Yarnall Ritchie

plunk!

The longest drives . . . the sweetest irons . . . the crispest pitches . . . all hang in the balance until you're *in*. Merchandising is no different. Getting *home* counts . . . which explains the continuous growth of radio.* Radio is the shortest, straightest line into the greatest number of homes. Today . . . into 24,500,000 American homes . . . and millions of automobiles. Tomorrow . . . in many thousands more. And the tomorrows after . . . in still more thousands of homes and cars. (The current sales of U. S. radio sets are breaking *all* previous records.)

*Columbia will be glad to supply the radio facts on *your* industry, upon request.

SPEAKING OF BEING "ON THE GREEN"..

These are the major golf tournaments carried by CBS this summer.

NATIONAL OPEN • Birmingham, Michigan • *June 10-12 inclusive*
RYDER CUP • Southport and Ainsdale • *June 29-30 inclusive*
BRITISH OPEN CHAMPIONSHIP • Carnoustie, Scotland • *July 9*
NATIONAL AMATEUR • Portland, Oregon • *August 23-28 inclusive*

THE COLUMBIA BROADCASTING SYSTEM

WCCO is IT!



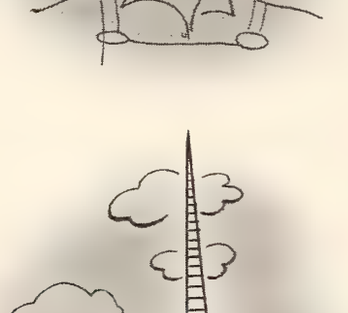
IT sells 3 times as many local and national spot program periods as its nearest local competitor.



IT is the only *single* advertising medium which completely covers "The Land of 10,000 Lakes"—where 300,000 summer visitors are spending their vacations *and* $100,000,000 (from data prepared for 1937 by the Minnesota State Tourist Bureau).



IT rates a *big* first with the farmers and the grain-elevator operators of Minnesota. In a *self*-conducted poll they gave WCCO 1,119 votes to the 555 votes awarded *all* the 11 other stations mentioned.



IT is the only super-power, cleared-channel station in the urban and rural territory comprising Minnesota, Western Wisconsin, the Eastern Dakotas (both of them), Northern Iowa, and Peninsular Michigan.

WCCO is IT!

MINNEAPOLIS-ST. PAUL, 50,000 WATTS. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, and San Francisco.

Actors' Equity Starts Radio Campaign

WHN Case Is Referred To National Board For Review

ACTORS' EQUITY Ass'n (AFofL) has started its drive to organize radio talent with the circulation of application blanks among actors engaged in broadcasting, the forms when signed authorizing Equity to represent the individual in collective bargaining with the broadcasting stations and agencies regarding matters of wages, hours and other conditions of employment. Although the current drive is concentrated largely in New York, Equity officials state that inquiries have been received from many other cities and that especial interest is being shown in Hollywood.

While these applications are being signed and collected, Equity's radio committee is busy formulating the demands which they will present to the employers of radio talent. No information regarding the details of these demands was forthcoming but it is understood that a major goal is the elimination of free appearances by talent on sustaining programs in the hope of securing sponsors.

Script Writers Sought

Equity officials state that they are certain of an overwhelming majority of radio talent signing up, pointing to a survey made three years ago which showed nearly 60% of network artists to be Equity members. Little opposition is expected from the broadcasters, who while not especially anxious to have to deal with any union are believed to prefer Equity to the other organizations in the field. Preliminary conversations with officials of NBC, CBS and a number of individual stations have given Equity to understand that although the broadcasters will not help it to organize talent, they will deal with it when it can show them that it represents the majority of the radio actors.

Not to be left out of the move to get everyone in radio into some sort of union, the script writers are now being invited into the Radio Writers Guild. This organization, which is a branch of the Authors League of America, formed to accommodate the radio writers in the same way as the Authors Guild, Screen Writers Guild and Dramatists Guild look after the interests of the writers of books, movies and plays, is now in the process of formation.

Ivan Von Auw, assistant secretary of the Authors League of America, told BROADCASTING that the RWG is being organized primarily at the request of ALA members who are now devoting most of their time to radio, but that other members will be accepted. He said that the ALA does represent its members by bargaining collectively for them but that its primary concerns are not hours and wages, since writing is largely a free lance business.

CBS Stations Reject CIO

In a post-NAB convention meeting in Chicago attended by engineers from all CBS-owned stations except WJSV, Washington, the CBS engineers voted to stay with the Association of Columbia Broadcast Technicians, company union, and not become affiliated with American Radio Telegraphists Association, a CIO organization. This was construed as a severe blow to the ARTA, which had expected engineers of all CBS-owned stations to follow the lead of WABC, New York, and WJSV, Washington, in bolting the CBS company union to join the CIO union [BROADCASTING, July 1].

New Agreement at NBC

At NBC it was reported that a new agreement was being drafted with a committee representing a majority of the technical employes of NBC network itself and its operated-stations, who have their own Association of Technical Employes, and that progress satisfactory to both employes and company was being made with respect to wages and hours. Details were not divulged, nor was it apparent on the surface whether any outside union was entering into the NBC picture.

In Chicago, great activity was being exhibited by organizers for the International Brotherhood of Electrical Workers (an AFofL union) which had organizers visiting all the engineers at Chicago stations urging them to join the AFofL union. At present, engineers at only two Chicago stations are members of the IBEW. They are the Chicago Federation of Labor station, WCFL, and the *Chicago Tribune* station, WGN. All other station engineers with the exception of those at WBBM, WMAQ and WENR, which have company unions, are at present unaffiliated. There is a possibility, however, that the unaffiliated engineers may join either the IBEW or the ARTA with the trend apparently more in favor of the former. Engineers at WAAF, however, declared they would remain independent.

WHN Case to Labor Board

The WHN case, in which the claims of the American Radio Telegraphists Association (a CIO union) to represent the New York station's technical employes in dealing with the management are opposed by AFofL unions representing the musicians and theatrical workers employed by the owners of the station, was heard before trial examiner Samuel V. Gusack of the National Labor Relations Board in New York on July 6. The testimony was sent to Washington for review by the Board, which will then render a decision.

The decision of the Board on this case is important to the entire broadcasting industry because it will establish a precedent on the question of what constitutes a unit for collective bargaining, a matter that promises to concern every American broadcaster in every department of his station, as unions and guilds for workers of every classification are entering the radio arena with increasing rapidity. Furthermore, if the Board decides that engineers have a right to choose their own representative regardless of other employes and if the WHN engineers stick by ARTA, what is the station management to do if the AFofL unions call out the musicians.

Mr. Sidney Gives Views

Louis K. Sidney, managing director of WHN, New York, testified that about the middle of April of this year representatives of ARTA visited the station claiming to represent its 18 technical employees and asking for a meeting with the management to negotiate an agreement. Negotiations were postponed until Sidney returned from the Coast on May 15 and then several meetings were held, reaching an impasse when the station refused to accede to ARTA's demand for a closed shop. At this point the situation was further complicated by a delegation from the International Alliance of Theatrical Stage Employes and Motion Picture Machine Operators and the American Federation of Musicians, AFofL unions, who claimed jurisdiction over the WHN engineers on the basis that they have been supplying labor to the parent company (Marcus Loew Booking Agency) for 30 years and who said they would not permit their members (stage hands, projection operators and musicians) to work in same place with CIO men. As the company operates more than 100 theatres, this was a serious threat, Sidney stated, adding that the station is willing to negotiate with any proper representative of any group of its employees but does not want to be in the middle of a CIO-AFofL battle for jurisdiction.

Under cross examination Sidney testified that WHN at present has contracts with only one union, the American Federation of Musicians, but that the parent company has closed shop contracts with stage hands, musicians and operators, all members of AFofL unions. He also stated that he had been approached by the IATSE on several occasions regarding organizing the WHN engineers but that he had requested the union not to go after them as the station was losing money and was not in a position to increase wages. He stated that WHN has approximately 135 employes with an annual payroll of $400,000. The average wage for the engineers is $50 a week, he said.

Harold Katan, ARTA organizer, substantiated Sidney's description of events and offered in evidence ARTA membership applications from the 18 WHN engineers, all dated April 19, 1937. He stated that ARTA has no theatrical affiliations, its members all being engaged in communications. Musicians are not eligible for membership, he said, but other station employes might be taken into ARTA if they petitioned for membership and if they were acceptable to the union's present members.

Tells of Applications

Harold E. Kane, maintenance engineer at the WHN transmitter in Astoria, L. I., testified that before joining ARTA he had been president of the Association of Technical Engineers of WHN, a company union which was dissolved by its members when they unanimously joined ARTA. He said that at a meeting held a week before April 19 ARTA applications had been distributed to the engineers to be filled out and returned to Kane, who held them until all had been returned, when he turned them over to Katan. If all had not been returned, he was to destroy those he had received and no further action would have been taken.

Under cross examination Kane testified that WHN engineers were required to be graduates of a recognized school and to have had previous experience; that while only the six transmitting engineers were required to have licenses, 15 of the staff of 18 had them; that he was paid $40 for a 48-hour week; and that he came into contact only with other engineers.

Edward J. Greco, master control room engineer at WHN, said that he had been a member of the International Brotherhood of Electrical Workers (an AFofL union) for several years, but had dropped out, and that he had not been approached by any other union except the ARTA. He stated that he had been a member of the company union from its inception some three years ago, that it had secured a raise for the men, that his salary at present is $47 a week, and that while his work brought him into contact with artists, announcers and production men, none of these was ever transferred to the engineering staff.

Jacob Rosenberg, president of

(*Continued on page 34*)



NEWS BULLETINS—For radio shoppers while they're away from home is the purpose of this gold and black display board which Benne Alter (left) and Ray Cox of WMT, Cedar Rapids, designed for hourly news flashes as a promotional tie-in with WMT. It's kept in a local hotel window in the heart of the downtown shopping district.

Addition of 11 New Stations Brings Total for Year to 31

Applications for 18 Others Denied by FCC at July Sessions; Four Grants This Month to Newspapers

TO THE 20 new broadcasting stations authorized by the FCC during the first six months of this year [BROADCASTING, July 1], the Broadcast Division at its July 2 and 6 sessions added 11 more in as many communities scattered throughout the United States. During the same sessions, which marked the end of the Division's regular meeting periods for July and August, it denied the applications of 18 persons or groups seeking new stations and declared one previously granted application to be in default in view of failure to begin construction within the requisite time.

Thus the FCC since Jan. 1, 1937, has authorized the construction of 31 new stations, mostly in the local or daytime regional categories and mostly in communities not now having radio outlets. The new station grants, like those of last year, tend to indicate that the FCC has not fixed upon a policy of opposing newspaper ownership, for of the 31 granted so far this year exactly 12 are either owned outright by or have corporate affiliations with newspapers and other periodical publishers.

Of the 11 grants at the July 2 and 6 sessions, four are identified with newspapers. Except for the new 500-watt full time station authorized in Centralia, Wash., the stations are all locals or daytime regionals, as indicated in the tabulation herewith.

On July 2 the Broadcast Division denied the application of WALR, Zanesville, O., for authority to move into Toledo where it authorized the Community Broadcasting Co. to erect a new local and denied the application of the Scripps-Howard interests to erect a similar local to be operated in affiliation with their *Toledo News-Bee*.

On July 6 the Division declared J. B. Roberts, who on Oct. 15, 1935, had secured a construction permit for a full-time 100-watter on 1420 kc in Gastonia, N. C., to be in default for failing to complete its construction, the completion date having been fixed at June 15, 1936. The station was to be known as WJBR. Mr. Roberts, described as a radio salesman, scenario writer and performer, asked for extension of completion date but failed to appear at a hearing at which Virgil Evans, operator of WSPA, Spartanburg, S. C., sought a new local station in Gastonia. The division not only declared Mr. Roberts' application in default but rejected the application of Mr. Evans.

The grants and denials were as follows:

July 6 Grants

Sioux City, Ia.—CP granted to Sioux City Broadcasting Co., 50% of the stock owned by *Sioux City Tribune* and 50% by Dietrich Dirks, formerly with KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb., sustaining Examiner Hill and effective Aug. 17; 100 watts night and 250 watts day on 1420 kc. Call letters will be KTRI.

Austin, Tex.—CP granted to State Capitol Broadcasting Association (R. B. Anderson, president, state tax commissioner; R. A. Stuart, Fort Worth attorney; A. W. Walker, professor of law, University of Texas), reversing Examiner Walker and effective Aug. 17; 1,000 watts daytime on 1120 kc., utilizing time not used by WTAW, College Station, Tex.

Lufkin, Tex.—CP granted to Red Lands Broadcasting Association (Ben. T. Wilson, Nagadoches, Tex., auto dealer and garage man; Thomas W. Baker, Nagadoches, wholesale oil distributor; Thomas W. Baker, Lufkin, banker and road engineer), sustaining Examiner Seward and effective Sept. 21; 100 watts daytime on 1310 kc.

July 2 Grants

Toledo, O.—CP granted to Community Broadcasting Co., sustaining Examiner Walker and effective Aug. 3; 100 watts daytime on 1200 kc. Stockholders listed as Frazier Reams, president, prosecuting attorney of Lucas County, O., 98%; Thomas Bretherton, Toledo attorney, 1%; Mrs. Mildred Aderman, 1%.

Dubuque, Ia.—CP granted to *Dubuque Telegraph-Herald* (F. W. Woodward, publisher), reversing Examiner Bramhall and effective July 27; 500 watts daytime on 1340 kc. Call letters will be KDTH.

St. Cloud, Minn.—CP granted to the Times Publishing Co., publisher of the *St. Cloud Times-Journal* (Fred Schilplin, publisher), sustaining Examiner Walker and effective Aug. 3; 100 watts on 1420 kc.

Fresno, Cal.—CP granted to George Harm, operator of truck line system and distributor of Cadillac, LaSalle and Oldsmobile cars under Don Lee, San Francisco, reversing Examiner Hyde and effective Aug. 10; 100 watts on 1310 kc. Call letters will be KARM.

Lawrence, Mass.—CP granted to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune*, sustaining Examiner Walker and effective Aug. 10; 1,000 watts daytime on 680 kc.

Pittsfield, Mass.—CP granted to Harold Thomas, 89% owner of WATR, Waterbury, reversing Examiner Seward and effective July 20; 100 watts night and 250 watts day on 1310 kc. Call letters will be WBRK.

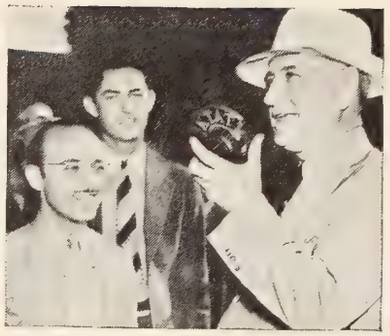
Centralia, Wash.—CP granted to Central Broadcasting Corp., sustaining Examiner Bramhall and effective July 20; 500 watts on 1440 kc. Stockholders are Elroy McCaw, Chehalis, Wash., formerly connected with broadcasting stations in the state of Washington, 25%; Cecil L. Gwinn, Centralia theater manager, 37½%; Arthur C. St. John, Chehalis Ford dealer, bus line operator and theater owner, 37½%.

Salisbury, Md.—CP granted to Frank M. Stearns, insurance man of Washington, D. C.; 250 watts daytime on 1200 kc. Call letters will be WSAL.

New Stations Denied

At its July 6 session, the Broadcast Division denied the applications for new stations of Central States Broadcasting Co., Council Bluffs, Ia., seeking 100 watts on 1500 kc., reversing Examiner Dalberg; C. W. Corkhill, Sioux City, Ia., seeking 100 watts on 1420 kc., sustaining Examiner Hill; Falls City Broadcasting Corp., Falls City, Neb., seeking 100 watts on 1310 kc., sustaining Examiner Walker; Radio Enterprises (R. Lucy and J. B. Curtis), Lufkin Tex., seeking 100 watts daytime on 1310 kc., sustaining Examiner Seward; Virgil V. Evans, operator of WSPA, Spartanburg, S. C., seeking 100 watts on 1420 kc. in Gastonia, N. C., sustaining Examiner Bramhall, and denied as in cases of default the application of J. B. Roberts, holding CP for WJBR in Gastonia, N. C., for an extension of completion date of construction effective Sept. 28.

At its July 2 session, the Broadcast Division denied the applications for new stations of Continental Radio Co. (now Scripps-Howard Radio Inc.) for 100 watts on 1310 kc. in Columbus, sustaining Examiner Irwin; denied the same company's application for 100 watts daytime on 1200 kc. in Toledo, sustaining Examiner Seward; denied a CP to WALR, Zanesville, to move into Toledo, reversing Examiner Walker; denied Marysville-Yuba City Publishers Inc., publisher of the *Marysville* (Cal.) *Appeal-Democrat*, 250 watts daytime on 1140 kc., reversing Examiner Hyde; denied Michael F. Murray, St. Cloud, Minn., 500 watts daytime on 560 kc., sustaining Examiner Walker; denied former Senator C. C. Dill 1,000 watts on 1390 kc. in Washington, D. C., reversing Examiner Bramhall; denied the *Vallejo* (Cal.) *Times-Herald* 250 watts daytime on 1320 kc., reversing Examiner Bramhall; denied the *Honolulu Advertiser* 100 watts on 1370 kc., reversing Examiner Irwin; denied Fred J. Hart, operator of KGMB, Honolulu, and KHBC, Hilo, 250 watts on 600 kc. in Honolulu, sustaining Examiner Irwin; denied the *Hannibal* (Mo.) *Courier-Post* 100 watts night and 250 watts day on 1310 kc., reversing Examiner Dalberg; denied Hannibal Broadcasting Co. 100 watts on 1310 kc., sustaining Examiner Dalberg; denied Golden Empire Broadcasting Co., Marysville, Cal., 250 watts daytime on 1140 kc., sustaining Examiner Hill; denied Old Colony Broadcasting Corp., Brockton, Mass., 250 watts daytime on 680 kc., sustaining Examiner Walker; denied Loyal H. King, 250 watts daytime on 1480 kc. in Pasadena, Cal., sustaining Examiner Walker.



FIESTA—Southwest listeners got split-second news of the opening of Fort Worth's *Frontier Fiesta* when announcers from WBAP, KTAT and KFJZ were on hand to catch every detail, even to the click of the telegraph which cut the lariat that officially opened the show. Here Len Finger of KTAT interviews Amon Carter, operator of the rival WBAP, who will soon also have KGKO in operation in Fort Worth after removal from Wichita Falls.

KGMB and Networks Quick to Respond In Search for Missing Earhart Plane

WHEN first news that Amelia Earhart and her navigator, Fred Noonan, were lost in the South Pacific was divulged to the world by radio July 2, stations and networks were quick to offer their services. KGMB, Honolulu, CBS and Mutual outlet, was on the air continuously from 6 a.m. July 3 until 2:15 a.m. July 5 sending out messages to the lost plane.

The Navy and Coast Guard at Honolulu enlisted the station in the hunt because of its ability to send out a strong, clear signal for thousands of miles across the Pacific. The management turned over its facilties to the government agencies aiding in the search and at frequent intervals during the day and night sent messages in voice in the hopes that Miss Earhart would pick up KGMB on her standard longwave receiver with which the plane was equipped in addition to shortwave.

On July 6, CBS broadcast a coast-to-coast network program of the activities in Honolulu featuring Comdr. William F. Toll in charge of the Coast Guard search and Lieut. W. W. Harvey of the Pearl Harbor Naval Base who told of his attempt to fly over the area in search of the missing plane. On July 7 MBS presented a similar program outlining the details of the day's search and describing the procedure of KGMB in its attempts to communicate with Miss Earhart.

The plane apparently could send out a carrier wave but could not modulate it. A plan was worked out whereby the carrier wave was to go on for a full minute then it was to be broken four times to indicate that KGMB was being heard. It was hoped that the plane could give its latitude and longitude by breaking the wave once to indicate one, twice to indicate two, and so on. The wave was to be broken twice if the plane was on land, three times if down in the ocean.

LEO FITZPATRICK, general manager of WJR, Detroit, is the donor of a silver cup to the local Boy Scout troop showing the greatest progress during the year.

PLANS COMPLETED FOR SALE OF KRGV

ALMOST coincident with the announcement that KRGV, Weslaco, Tex., will join the NBC supplementary Red and Blue networks on Aug. 1, it was disclosed in an application filed with the FCC that negotiations for the sale of the station have been concluded. The proposed purchasers are Gene Howe, chairman of the Plains Radio Broadcasting Co., operating KGNC, Amarillo; O. L. Taylor, manager of KGNC, and T. E. Snowden, of Atchison, Kan., and the purchase price is understood to be between $50,000 and $60,000. KRGV operates with 1,000 watts on 1260 kc.

The station would be sold by a group of 20 stockholders in KRGV Inc., headed by M. S. Niles, manager of the station, who is listed as owning 131 of the 326 outstanding shares with an option on the remainder. The other larger stockholders are C. W. Van Law, Colorado Springs, Colo., 47 shares; George Slechta, Chicago, 40; Jack Zillafro, Bradford, Pa., 40; George P. Parker, San Antonio, 28.

Messrs. Howe, Taylor and Snowden would each own one-third of the station if the transfer is approved by the FCC. Mr. Howe is head of the Amarillo Globe-News Publishing Co., publisher of the *Amarillo Globe* and *News*. He is also an officer in the *Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Midland Reporter-Telegram, Shamrock Texas* and *Childress Index*, all Texas dailies, and the *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal*. The Lubbock newspapers own KFYO in that community, of which Mr. Taylor is directing head.



Case #1527499

The dejected gentleman above has reached a stage commonly known as "mauve funk." Turning to our files, we find it all described in dossier no. 1527499. "Henry Handlebar," we read, "chairman of the board, secretary, treasurer, Handlebar Home Cake. Now sponsoring network show 'Handlebar's Harmony Hour.' DISPOSITION—Sour. REASON—Can't see the light. What light? Fact that, with 18% of his sales originating in Greater New York, he needs WOR to supplement his network campaign. COMMENT—Mr. Handlebar fails to realize that WOR territory is responsible for 22.4% of nation's food sales. Also, that all the people don't listen to the same shows at the same time. SALESMAN'S REMARKS—Contacted Mr. Handlebar again. Explained WOR's cost lowest for any 50,000-watter in richest market on earth. Put on pressure. RESULT—Will contract tomorrow for half-hour evening show. Big departure from type on network."

WOR

Blanket Contract Started by KMBC

Procter & Gamble Signs First Of Standardized Forms


Mr. Church

ARTHUR B. CHURCH, president of KMBC, Kansas City, on July 8 announced that Procter & Gamble Co., Cincinnati, was first to sign a new blanket contract which he believes may be an important step toward standardization of all blanket contracts in the industry. Mr. Church long has been interested in this phase of radio, having been an original member of the Standardization Committee of the NAB.

"Under the terms of the new blanket contract, the manufacturer who advertises a varied line of products separately may, by meeting minimum requirements, establish a better working agreement for advertising his own products or those of subsidiaries," Mr. Church said. "Our blanket contract differs somewhat from the so-called blanket contract as it is commonly understood," he said. "Its sole purpose is to fill the radio advertiser's needs better, on a basis equitable to both buyer and seller, whether those needs be individual programs, program strips, or announcements. Everybody buys on the same terms on our blanket contract—the small buyer is offered the same privileges as the large buyer."

Types of Contracts

In describing the blanket contract further, Mr. Church indicated there is a separate form for individual programs, strips and announcements, and the buyer may sign any of the blanket contract forms on either a cancellable or non-cancellable basis. If he signs the blanket contract for program strips, for example, with the non-cancellable feature in effect, he is protected against rate increases on quarter-hour program strips through the year period, and lowest strip rates on station rate card current on the commencement date will apply on all insertion orders throughout the year. If the advertiser chooses the cancellable type of blanket contract for program strips, again for example, he is entitled to earn maximum cumulative and retroactive discounts on all broadcasting of successive weekly quarter-hour strips within one year.

Rate increases, however, are protected only for 13 weeks, or for such longer period as the advertiser wishes to place non-cancellable insertion orders at rates current on commencement date. Additional insertion orders may be placed during the life of the contract at rates current on commencement date.

An added feature of the blanket contract for program strips is that under its terms the advertiser is entitled to place insertion orders for individual program periods with additional discounts, depending upon the number of non-cancellable weeks or number of weeks actually used.

Mr. Church stated his blanket contract makes another contribution to standardization in its definitions of time. The advertiser may place insertion orders for "specified time" which is cancellable by him or movable by the station on two weeks written notice; or for "guaranteed time" which is neither movable by the station nor cancellable by the advertiser, except at the end of any 13 weeks period on 30 days written notice.

Return of the blanket contract must be accompanied by insertion order from the advertiser for at least one 13-week period. Signatures on the Procter & Gamble contract were obtained in Cincinnati by Carter Ringlep, regional sales director of KMBC, and insertion orders placed through Blackett-Sample-Hummert Inc., Chicago, for to 52-weeks program strips *Kitty Keene Inc.* for Dreft, and *Ma Perkins* for Oxydol.

NBC's Washington Move

NEW STUDIOS and offices of NBC in Washington, into which the entire staff of the network and of WRC and WMAL moved July 1, will be dedicated officially July 20 with President Lenox R. Lohr and other executives of the network attending. The new capital headquarters are in the Trans-Lux Bldg., having formerly been in the National Press Bldg. Notables in public life will participate in the dedication, which will be broadcast.

CBS Plans Expansion In Hollywood Activities

CBS will tune up its production machinery to handle an increase of at least 25% in Hollywood commercial account originations by fall. So stated Donald W. Thornburgh, CBC Pacific Coast vice-president, upon his return to Hollywood early in July from conferences with New York network executives. He estimated conservatively that no less than 16 sponsored transcontinental programs were indicated for origination from Hollywood.

Thornburgh stated that the new CBS West Coast headquarters in Hollywood would be ready for occupancy about Jan. 1. Extensive experimental work is on in New York in construction and accoustics, results of which will be incorporated into the Hollywood building, he said. His opinion was, however, that scheduling of new programs from Hollywood in fall would be adequately taken care of despite building delay over the anticipated Nov. 1 move-in at the new headquarters. Besides its present headquarters at KNX, Hollywood, CBS owns and operates two theaters in that city which are utilized for broadcasts. It also has preference on two other theaters equipped for broadcasting in Los Angeles.

Rapp Manages KMA

APPOINTMENT of J. (Cy) Rapp as manager, and of Ed Cunniff as commercial manager of KMA, Shenandoah, Iowa, was announced July 8 by Earl E. May, president of the operating company. Mr. Rapp, formerly in charge of advertising and sales promotion, succeeds Bob Kaufman, who resigned recently to become sales promotion manager of WLS, Chicago, Mr. Cunniff is former director of merchandising of the station and was elevated to the commercial management coincident with Mr. Rapp's promotion.

Headliners Club Honors Coulson and Eaton for WHAS Flood Service


Mr. Coulson


Mr. Eaton

AGAIN recognizing achievements in "audible journalism" along with newspaper work and news photography, the National Headliners Club on July 10 awarded W. L. (Lee) Coulson, assistant manager of WHAS, Louisville, and Joseph Eaton, WHAS program director, a gold plaque in recognition of the best dramatic radio reporting feats of the year at its annual presentation banquet in Atlantic City. Mr. Coulson aided in directing and Mr. Eaton supervised the announcing of the big flood disaster last winter, the broadcasts being carried over both WHAS and WSM, Nashville [BROADCASTING, Feb. 15].


Mr. Kaltenborn

For the best radio reporting from abroad, a similar gold plaque was awarded H. V. Kaltenborn, CBS commentator, for his report of the battle of Spanish forces from Hendaye, France, on Sept. 2, 1936. His eyewitness account, broadcast while the battle was in progress, for the first time brought to the radio audience the sound of cannon and machine guns in actual warfare. To honor its commentator and the executives of one of its affiliated stations, CBS broadcast a dramatization of the stories behind the awards the night of the presentation.

Nine other prizes of a similar nature were awarded to newspapermen and press photographers by the Atlantic City social organization, which announced that it based its radio awards on nominations received from stations throughout the country.

Using Bakery Discs

THREE more local bakers have bought the transcribed show *Ace Williams* and will shortly begin sponsorship of 78 episodes on WCHS, Charleston, W. Va.; KWTO, Springfield, Mo., and WHIS, Bluefield, W. Va. More than 25 local bakers are now sponsoring the quarter-hour program which is broadcast five times weekly. In addition, one-minute transcriptions broadcast 3 times daily will shortly be sponsored by the Lance Cake Co., St. Louis, over a station there as yet unselected. The one-minute transcriptions are now being broadcast over KTUL, Tulsa, and WBZ-WBZA, Boston-Springfield. Columbia Transcription Service, Chicago, cut both the quarter-hour and one-minute transcriptions. W. E. Long, Chicago advertising agency, produced the transcriptions and is handling promotion in conjunction with the broadcasts.

FCC Asked to Act In Baseball Case

Western Union Investigation Is Requested by WJBK

CONTINUING its legal attack upon Western Union for refusal to provide it with ticker accounts of out-of-town major league baseball games, WJBK, Detroit, on July 8 filed with the FCC a formal complaint asking that the telegraph company as a common carrier be required to supply it with the service.

The station initially sought to institute federal mandamus proceedings against Western Union. These were denied in May and it simultaneously filed with the FCC an informal complaint seeking redress. The FCC Telegraph Division on June 3 notified the station on the basis of the informal petition that action on the mandamus proceedings in the Federal Court precluded consideration by it of the charges.

Despite the refusal of Western Union to furnish service the station has been broadcasting out-of-town games of the Detroit Club by picking up the reports in an undisclosed manner. The programs, according to an announcement by the station, are being sponsored jointly by Good Housekeeping Shops and the Coca Cola Bottling Works in Detroit.

Baseball Pioneer

The formal complaint, submitted to the full Commission but referred to the Telegraph Division, reiterates that WJBK pioneered in broadcasting play-by-play accounts of the American League games participated in by the Detroit Club and that Western Union, after providing the accounts for several seasons, this year informed WJBK it could no longer provide the service although competitive stations have been given it.

The complaint asks that the FCC make an investigation of the contractual relationship existing between Western Union and other stations in Detroit and that Western Union be ordered to show cause why it should not be held to have violated the Communications Act dealing with service of common carriers. WJBK asked to be allowed an opportunity to present evidence of pecuniary damage and that in the event the damage is found to have been caused, that a good and sufficient award be made to the station. Finally, it requested that Western Union be ordered to provide it with the play-by-play service.

Bakers Plan Series

A NETWORK program on a split NBC-Blue network to be sponsored cooperatively by local bakers is being planned for fall. The program, which would originate in Chicago, would include NBC outlets in Cleveland, Milwaukee, St. Paul, St. Louis, Philadelphia, Pittsburgh, Boston, Albany, Fort Wayne and Richmond, Va. The Hathaway Bakeries, Boston, a chain of 12 bakeries with seven outlets in New England, four in New York and one in Ohio, is also planning a weekly half-hour network show over Yankeee network and stations in New York and Ohio. W. E. Long Co., Chicago, is the agency arranging the two network shows, both of which are still in the formative stage.

WWJ



Preferred by More Than 600,000 Detroiters!



If the advertiser wishes to consider only listeners in Detroit; just those who *prefer* WWJ, this station can still offer him an audience greater in number than the entire corporate population of Buffalo, Cincinnati, or Washington, D. C.—in fact, an audience almost as great as the population of San Francisco or Pittsburgh!

There are 397,122 families in Detroit and 39%, or 154,867 of them, by actual survey, prefer WWJ to any other station. Using 4 as a family unit, this means that more than 600,000 men, women and children in Detroit, alone, think of WWJ first when they think of turning on the radio.

But that isn't all. WWJ also affords the advertiser an *additional audience of 745,970 people within the local Detroit trading area,* and still another 756,130 people outside of the trading area but within the WWJ primary coverage area.*

Be sure to check the possibilities of WWJ for your fall and winter schedules in the Detroit market.

**Jansky & Bailey, Standard Coverage and Market Data Service*

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

Public Forum Bills Offered in Senate

Schwellenbach Bills Almost Identical With Scott Measures

THREE BILLS sponsored by the Civil Liberties Union dealing with freedom of speech on the air and with guaranteed time for public forum discussions were introduced in the Senate July 8 by Senator Schwellenbach (D.-Wash.). The measures are almost identical with bills introduced in the House during the last two sessions by Rep. Scott (D.-Cal.), which are still pending. Referred to the Senate Interstate Commerce, the bills are:

S-2755 — To amend Section 315 of the Communications Act by providing that each station set aside regular and definite periods at desirable times of the day and evening for uncensored discussion on a nonprofit basis of public, social, political and economic problems, and for educational purposes, and to provide equivalent facilities for opposing speakers on controversial subjects. The FCC would appoint an advisory committee to carry the provision into effect. As protection for the station it is specified that the FCC, advisory committee and station licensee shall have no power of censorship of any kind, nor shall any license be revoked or renewal refused because of the material so broadcast.

Complete Records

S-2756 — To amend Section 315 by providing that each station licensee shall keep complete and accurate records open to reasonable public inspection on all applications for time; of all rejected applications and the reasons, and of all additions and changes requested in arranged programs on public, social, political and economic issues and on educational subjects.

S-2757 — To amend Section 326 by providing that the licensing authority shall have no power of censorship over any radio station and that no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communication. There is the added proviso, not contained in the Scott measure, that this provision shall not be construed to exempt any station from liability for any defamatory, profane, indecent, or obscene language or action broadcast by any officer, employee, agent or representative of the station.

In the latter connection, it was explained by Senator Schwellenbach that the common law, and in some instances the statutory law right for a person to sue on libel grounds, had to be protected in the legislation.

Oh Henry Placing

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars), will start daily one-minute transcribed announcements on WTAM, Cleveland, July 16. The candy company recently started a similar series of 260 transcribed announcements over KOA, Denver and WKBZ, Muskegon, Mich. All the announcements are broadcast in the evening sometime between 6 and 9:30 p.m. WBS, Chicago, cut the mini-transcriptions. John H. Dunham Co., Chicago, handles the account.



BUFFER WARNS ACTORS—Microphone crowding and backing away by actors appearing in the NBC Shakespearean cycle has brought the inventive genius of John Swallow, Hollywood studio manager, into full play. He has designed a "square-fence" called a "microphone buffer" built by NBC, which is so arranged as to keep actors at correct distance from the microphone during the broadcast. By this means the voice is pitched correctly and it assists those appearing in the cast to keep in the correct dramatic mood, with the shoving around at instigation of control room manipulators eliminated. Buffer is made of iron pipe and so successful has it proven that NBC at its Hollywood studios will use it for all dramatic presentations. Photo shows the microphone buffer in use during a recent Shakespearean broadcast. Pictured are (left to right), William Farnum, Elaine Barrie, John Barrymore, Henry Hunter and Mary Forbes.

HOLLYWOOD SHOWS CENSORED CLOSELY

GENERAL overhauling and tightening of radio utterance censorship is under way in Hollywood with the networks carrying more than an average load of glib chatter. Repercussions from several sources in recent weeks have aroused the networks to the necessity of applying curbs to ill-advised and off-color chatter after listener complaints.

The networks are anxious to keep their air channels above reproach and attempts to hold commentators within bounds have, however, not met with the fullest co-operation. Result has been that network codes are being tightened and interpreted to the word in the campaign.

Andrew C. Love was recently transferred from San Francisco to NBC Hollywood studios to take charge of the continuity acceptance department and he is required to scrutinize all scripts and pass on their acceptability. Byron Mills has a similar post with NBC in San Francisco. CBS has Marion Karol as commercial editor with similar duties in Hollywood. James Bloodworth, headquartered at KHJ, Los Angeles, is continuity editor of the Don Lee Broadcasting System, also with such authority.

Educator Joins NBC

PROF. L. D. BARNHART, of the University of Toledo, has joined NBC-Chicago as educational counsellor. Prof. Barnhart has been head of the department of speech at the Toledo school as well as director of the University Civic Theater there.



SHAKESPEARE — Seems serious to W. B. Lewis (center) CBS program vice-president, Brewster Morgan (left) producer and Conway Tearle, narrator, as they study plans for the CBS cycle of eight Shakespearian dramas which began July 12. The programs originate from the CBS Music Box Theatre, Hollywood, and a different cast of stage and film players are featured in each broadcast.

Hupp Auto to Return

HUPP MOTOR CAR Corp. announced here the appointment of H. M. Hempstead as advertising manager. Some class paper advertising is appearing at present as a prelude to a drive to begin later in the summer to reintroduce Hupp to the motoring public. Grace & Bement Inc. is the newly appointed agency. Mr. Hempstead was formerly associated with the Delco-Frigidaire division of General Motors, and with other G. M. divisions. Hupp is expected to break an extensive campaign in virtually all media to introduce its Six in the $1,000, and Eight, in the $1,200 price class. The company has been out of the manufacturing field since January, 1936, when lack of operating capital forced temporary suspension.

NETWORKS RESUME BATTLE OF BARDS

AS CBS prepared for its first appearance in the Shakespeare arena with its broadcast of *Hamlet* on July 12, preceded by a trans-Atlantic broadcast the day before from Stratford-on-Avon, NBC announced a revision of its Shakespearean schedule, substituting *The Tempest*, *Twelfth Night* and *Taming of the Shrew* for three of the more tragically dramatic shows. In broadcasting *The Tempest* on July 12 night of the CBS opener, NBC made a strong bid for the audience by casting John Barrymore as Caliban and Elaine Barrie as Ariel roles highly publicized in the pair's tempestuous romance. CBS lined up such names as Burgess Meredith, Walter Abel, Grace George, William A. Brady, Brian Aherne and Margaret Perry for its *Hamlet* cast, with Conway Tearle as narrator.

Latest innovation in the classical duel of the networks is NBC's announcement of a 75-minute broadcast of George Bernard Shaw's monumental *Back to Methuselah* the script for which is being written by Shaw himself. Broadcast is scheduled for Aug. 30.

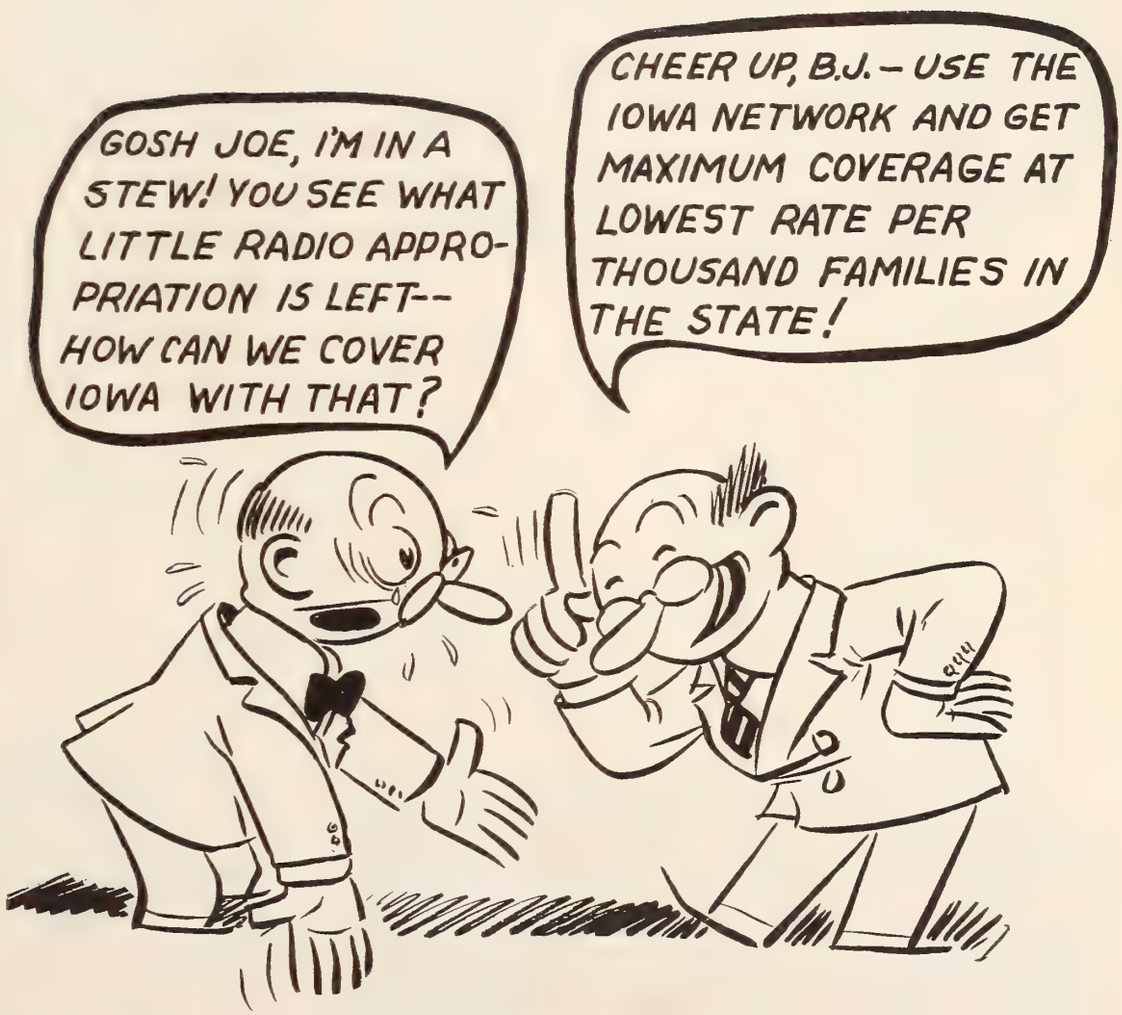
Retaliating for NBC's cutting in on the Poughkeepsie Regatta, for which CBS had obtained exclusive broadcasting rights, CBS on July 3 stationed Ted Husing on a church steeple just outside the Marquette University stadium in Milwaukee from which vantage point he viewed the A. A. U. track meet through binoculars, broadcasting to the CBS audience the feature which NBC had paid to keep exclusive. CBS had also planned to do an airplane broadcast of another supposedly exclusive NBC event, the Vanderbilt Cup races, but gave up the idea when the meet was postponed from Saturday to Monday.

New Drama Technique

LEAVING NBC and CBS to fight over Shakespeare, WOR, Newark, has announced a radio version of *Les Miserables* to be broadcast in seven half-hour installments. Orson Welles, noted actor and director, will direct the series, which will employ a new radio technique called "projection" rather than the usual radio dramatization. Keeping as closely as possible to the actual words of Victor Hugo, the broadcasts will combine the reading of descriptive passages by a narrator with the reading of the dialogue by actors, plus the addition of sound effects and an orchestral background.

WHUB to New Owners

WHUB, recently established local in Watsonville, Cal., went into new hands July 3 with the sale of the *Watsonville Register* and *Pajaronian* by Mrs. F. W. Atkinson, widow of the publisher of the newspapers and licensee of the station, Mr. Atkinson died last April. John P. Scripps and E. F. Elstrom, owners of the *Santa Ana* (Cal.) *Journal*, and Roy Pinkerton, publisher, and Fred Jenkins, managing editor, of the *Ventura County Star* and *Free Press*, were the joint purchasers. Mr. Scripps is not connected with the Scripps-Howard Newspapers. The transfer of WHUB requires FCC approval.



THE IOWA NETWORK: KRNT - WMT - KSO - - - NATIONAL REPRESENTATIVES: E. KATZ ADV. AGENCY



STUDIO
by JOHNS-MANVILLE

MODERN IN DESIGN . . . this main studio at WOW, in Omaha, Nebraska . . . and designed for modern broadcasting. Which means broadcasting whose high-fidelity reproduction is permanently protected against faulty acoustical conditions by the use of Johns-Manville Acoustical Materials and J-M Sound Isolation.

Like WOW, many a leading station throughout the country has learned that their best assurance of perfect acoustical conditions lies in designing and building studios in accordance with the present-day sound-control methods developed by the pioneers of the field—Johns-Manville. For details, write Johns-Manville, 22 E. 40th St., N.Y.C.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

New FTC Powers Approved as Lea Bill Is Sanctioned by House Committee

NEW POWERS for the Federal Trade Commission to check false advertising and unfair trade practices were approved July 9 by the House Interstate and Foreign Commerce Committee. The Committee substituted the bill introduced by its chairman, Representative Clarence F. Lea (D-Cal.) for the Wheeler Trade Commission Act Amendment (S-1077) passed several weeks ago by the Senate.

Another Senate measure, the Copeland Pure Food and Drug Bill (S-5), likewise was sidetracked by the House Committee action. Advertising control over foods, drugs, devices and cosmetics would have been vested in the Agriculture Department under the Copeland Bill.

The revised House measure would broaden the power of the FTC to put an end to unfair trade practices when these practices are judged contrary to public interest. Under the present act, FTC action can result only from alleged injury to a competitor. The advertising provisions of the new act provide for issuance of cease and desist orders similar to those now issued in unfair trade cases. In addition, the FTC may issue an injunction to stop publication of advertising it believes harmful to health, published with intent to defraud or mislead. Radio broadcast licensees, publishers and advertising agencies are specifically exempted of liability for false advertising except where they seek to protect the manufacturer responsible. The measure provides a $5,000 fine and six months imprisonment for convictions of false advertising. The courts, however, would be empowered specifically to exempt a newspaper, magazine or periodical from an FTC injunction when it can be shown that the injunction would prevent publication on a regular time or date.

Should a difference of trained opinion arise over the falsity of advertising, the bill would specifically exempt the manufacturer from penalty if the article is accurately labeled or described as to its contents. In a last minute change, the committee decided to exempt soap in all forms from the definition of cosmetics.

In reporting out the bill, the Committee eliminated a provision in the original draft which would exempt companies subject to the jurisdiction of the FCC. The original bill proposed that banks and common carriers "subject to the acts to regulate commerce" should be exempted. The Communications Act of 1934 was described as one of those acts.

It was learned that the Committee, by a vote of 12 to 6, eliminated this provision on the ground that there had never been any conflict as between the jurisdiction of the Trade Commission and the FCC. Whether an effort will be made on the floor to reinstate the provision so as to avoid any possible interference with FCC regulation of broadcasting stations and telephone and telegraph carriers was problematical.

The Lea Bill is designed as a substitute both for the Copeland Bill and the Wheeler Bill, both of which have been passed by the Senate. The Copeland Bill would have reposed control over sale and advertising of food, drugs and cosmetics largely in the Department of Agriculture, whereas the Wheeler measure as well as the Lea Bill proposed broadening of the authority of the Trade Commission.

Under Section 15 of the bill, the term "false advertisement" is described as an advertisement other than labeling "which is misleading in any material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates; if at the time of the dissemination of the advertisement there exists a substantial difference of opinion among experts qualified by scientific training and experience, as to the truth of a representation, the advertisement shall not be considered misleading on account of such representation, if it states clearly and prominently the fact of such difference of opinion: Provided that no advertisement of a drug shall be deemed to be false if it is disseminated only to a member of the medical profession, contains no false representation of a material fact and includes, or is accompanied in each instance by truthful disclosure of the formula showing quantitatively each ingredient of such drug."

Spooks In the Mike

THE first haunted microphone is claimed by KFRU, Columbia, Mo. During a dramatic program the other afternoon, right in the middle of a highly emotional scene, the mike began sliding slowly to the floor. When the show ended everyone was down on his knees. KFRU engineers are in the market for a non-skid mike stand.

New Program Service

A NEW SERVICE for radio program producers has been established at 350 Madison Ave., New York by Clafton W. Cousens, space representative for Conde Nast publications for eight years. Mr. Cousens will represent writers, personalities, musical talent, dramatic talent and complete shows to assist the radio producer in every phase of his program needs. Under Mr. Cousens wing are such well-known personalities as Emily Post, Fay Bainter, Mal Stevens, Stanley Woodward and many others. Under sponsorship to Lever Brothers is his *Big Sister* serialized program, sold through Ruthrauff & Ryan Inc.

ALL NEWS broadcasts over KSL, Salt Lake City, now use two announcements—one for the news and one for the commercials which are limited to 50 words.

WHKC - Columbus Joined Mutual July First



THE BIG DAY IS COMING !

On September 26th WHK engineers flip a switch for the first time. It's an important switch to Cleveland's pioneer radio station because it brings NBC Blue Network programs to Northern Ohio listeners via WHK.

And on this same big day an event of equal importance takes place at WJAY, the sister station of WHK in Cleveland. WJAY engineers flip *their* new switch, thus bringing Mutual Broadcasting programs to WJAY listeners.

Because of the proved excellence of Blue Network and Mutual programs it is a foregone conclusion more listeners than ever will tune to WHK and WJAY. And because of this greater coverage, radio time buyers cannot afford to overlook WHK and WJAY when making up schedules.

We have some interesting facts and figures to prove that Northern Ohio will produce sales for you if you use WHK or WJAY.

GREAT LAKES EXPOSITION 1937 CLEVELAND MAY 29 - SEPT. 6



WHK CLEVELAND

H. K. Carpenter, Vice Pres. and Gen. Mgr.

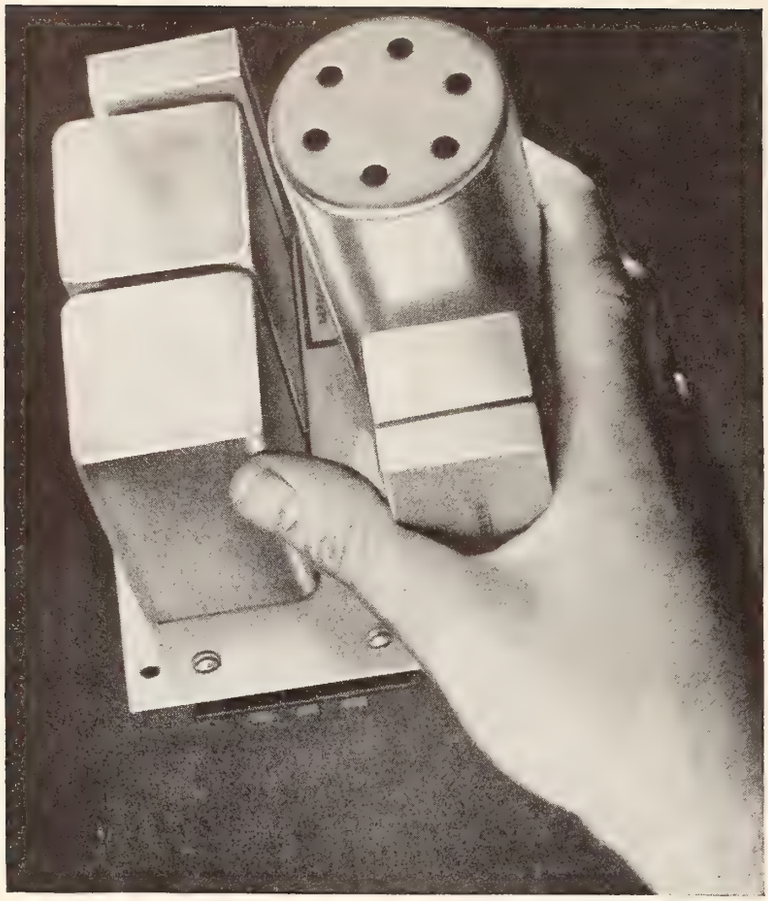
C. A. McLaughlin, Sales Manager

WJAY CLEVELAND

J. T. Vorpe, Production Manager

E. L. Gove, Technical Supervisor

FREE & PETERS, Inc.—National Representatives, New York - Chicago - Detroit



Western Electric 104A Amplifier measures 5¼" x 4⅞" x 6¾"

Here's your PRE-AMPLIFIER!

New 104A brings you

1. Premixing amplification
2. Gain of approximately 29 db
3. High Quality at Low Cost

Western Electric's new 104A Amplifier is a single stage, fixed gain unit primarily designed for use in studio amplifier channels as a premixing or low level amplifier to improve the signal to noise ratio. It may also be applied to existing studio channels using equipment such as the 701A Speech Input Bay when high level mixing is desired.

The outstanding features are: extremely compact and economical to operate—gain of approximately 29 db—frequency response flat within 1 db from 30 to 10,000 cycles—30 or 250 ohm input—30 or 500 ohm output. Three of these amplifiers may be mounted on Western Electric 998 type mounting plate which occupies only 5¼" space on standard relay rack or in equipment cabinet. For full details: Graybar Electric Company, Graybar Building, New York, N. Y.

Distributed by Graybar

Western Electric

BROADCASTING EQUIPMENT

Distributed by GRAYBAR Electric Co.

In Canada: Northern Electric Co., Ltd.

Labor Moves on Radio

(*Continued from page 25*)

Local 802, AFofM, testified that his local, with more than 17,000 members, has a closed shop agreement with every radio station in New York. He stated that his union has an agreement with the IATSE that in case of an IATSE strike the musicians must strike too.

John C. McDowell, secretary of Local No. 1, Theatrical Protective Union, a member of IATSE, testified that his union has jurisdiction over all theatrical mechanical employes. He stated that it has a closed shop agreement with Marcus Loew Booking Agency which would be violated if ARTA were allowed to represent the WHN technicians. Under questioning he said that his union takes in only technical theatrical employes, excluding actors, writers, producers and clerical employes and that it has no agreement with any radio station. He admitted that it could not act for the WHN engineers unless they authorized it to do so, but said that a strike would be called if ARTA were given recognition.

James J. Brennan, president of Local No. 1, TPU, and sixth vice-president of IATSE, also claimed jurisdiction over all theatrical technicians and stated that his union acts for sound technicians employed by moving picture producers and in servicing sound booths in theatres. He said it has agreements with all picture companies but none with broadcasters and that the radio engineers would probably be organized separately. If the WHN engineers joined IBEW, as some station technical staffs have done, IATSE would not contest that union's authority, he stated, as it is also an AFofL affiliate. He said that if the NLRB ordered WHN to recognize ARTA the IATSE would probably call a strike, but that he could not say definitely that they would.

The case was presented by Lester M. Levin of NLRB. Irving H. Greenfield was counsel for WHN and Murray S. Kaplan for IATSE.

Akron Union Started

At WJW, Akron, a group of announcers and engineers met early in July, formed the Radio Workers Guild, with Gerald Roberts, chief engineer, as president, and presented their demands for a uniform contract to the station management. A few days later the RWG was taken in as a chapter of ARTA, the CIO communications union, and a contract negotiated with Sam Townsend, station manager.

Fitger Beer Adds

FITGER BREWING Co., Duluth, added WDAY, Fargo, July 15 making the fourth station broadcasting 10-weekly spot announcements calling attention to the beer company's weekly half-hour show on a special Minnesota network and giving details of a contest. Other stations broadcasting the spots are WCCO, KFYR and WEBC. The network program is broadcast Friday evenings over WCCO, WEBC, WMFG and WHLB. Leo Burnett Co. Inc., Chicago is the agency.

Amos 'n' Andy to Shift Without Break in Series

CAMPBELL SOUP Co., Camden, has signed *Amos 'n' Andy* for a three-year term beginning Jan. 3, 1938. Continuing on the same network on the same days at the same times (NBC - Red, Monday thru Friday, 7 to 7:15 p. m. and 11 to 11:15 p. m.) the team will not miss a single broadcast, signing off their final Pepsodent broadcast after more than eight years under the same sponsorship on Friday, Dec. 31, 1937, and beginning their new series for Campbell on Monday, January 3, 1938.

According to present information they will continue their adventures along the same lines as heretofore, the only differences being the addition of a group of Canadian stations to the 41 outlets of the Red Network now carrying the *Amos 'n' Andy* programs and the change in commercials from toothpaste to soup. Agency for Campbell is F. Wallis Armstrong Co., Philadelphia, with Lord & Thomas acting as agents for the team.

With its sponsorship of the blackface team Campbell will be returning to NBC, on which it formerly sponsored a half-hour morning program every day but Sunday and an evening half-hour once a week. For the past few years, however, the Campbell radio advertising has been exclusively CBS, on which it currently sponsors the Friday night *Hollywood Hotel* full hour programs and the half-hour *Ken Murray* shows on Wednesdays. Whether either or both of these programs will be affected by the new series has not been announced.

Independent Musicians Reject Offer of Petrillo

THE EXECUTIVE board of the American Musicians Union, Chicago independent group, has refused James C. Petrillo's offer to join his Chicago Federation of Musicians, although nearly 50 members of the AMU have bolted the group to join the CFM. Mr. Petrillo, to offset the CIO, had written letters to the AMU men offering to make them members in installment plans—$5 down and $5 per month until the $50 initiation dues were paid.

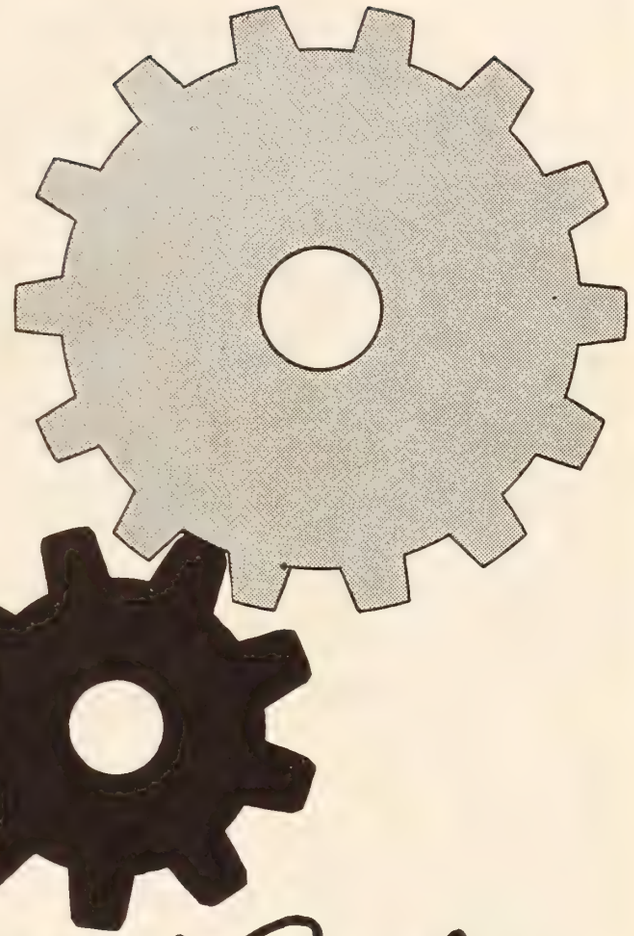
Although the AMU has not actually received a CIO charter yet, unofficial recognition has been given it because the bandsmen have been playing at numerous CIO affairs. The AMU boasts nearly 1,000 members as compared to Mr. Petrillo's 5,600, and it was Mr. Petrillo's intention to consolidate the two rival unions. AMU musicians told BROADCASTING that Mr. Petrillo was not offering them anything that could not be obtained by any other musician.

Midwest to Meet

MIDWEST BROADCASTING Co., successor to the old Affiliated Broadcasting Co., will hold a meeting in Chicago the first week in September.

HANFORD'S SWEET BUTTER Co., New York, has appointed Norman B. Furman Inc., New York, as its advertising agency. Company is currently using six English and six Jewish announcements weekly on WBNX, New York.

GEARED FOR GREATER GREATNESS



on our 10th Birthday

Birthday Broadcast

SUNDAY, JULY 25th

A history-making outdoor broadcast—direct from our transmitter location—will mark the Tenth Birthday celebration of WTMJ. From early morning 'til late afternoon, more than 20,000 guests will be royally entertained. Inspection tours will be the order of the day—advertiser's display booths will be featured. Folks won't forget this "party" —nor will they forget *you* if your product is among those present!



A heap of hammering has been going on 'round WTMJ these past two years. Riveters and riggers have been busy. Wire "planters" and painters, too.

But now, all is quiet on our eastern and western fronts. Our two-year progress program has been completed. And on this, the tenth anniversary of our birthday, we're proud of the wonders the workers have wrought.

First, we see a battery of sleek, streamlined studios—air-conditioned, acoustically perfect, mechanically modern—all aimed at the bull's-eye of flawless input!

Next, our eyes climb skyward up the dizzying height of our new 400-foot vertical radiator . . . then back to earth, to rest on a transmitter of the most recent type. We throw out our chest a little when a hard-bitten engineer tells us that the fidelity and coverage of our output has been ballooned 28 per cent!

Thus, with score after score of advancements in design and equipment, WTMJ reaches newer, loftier peaks in radio quality. Thus, with matchless broadcast and reception betterments, WTMJ extends its overwhelming popularity with Wisconsin listeners. *The leader remains the leader!*

Here, surely, is definite advertiser assurance of broadcast perfection. Here, truly, is trustworthy promise of more ears for the advertiser's money.

We urge you to gear in with this prosperous, profitable market . . . through the geared-up facilities of a Greater WTMJ!

THE MILWAUKEE JOURNAL STATION

Edward Petry & Co., Inc., Representatives

NEW YORK — DETROIT — CHICAGO — SAN FRANCISCO

WTMJ

FOUR-STATION NET IN THE NORTHWEST

A FOUR-station northwestern combination — comprising KFPY, Spokane; KRSC, Seattle; KXL, Portland; KGIR, Butte—was announced July 8 with completion of arrangements whereby the stations will be sold nationally as a unit. In addition, any combination of the stations will be available on a regional network basis with Postal Telegraph lines used. Programs will be interchanged on a regular schedule.

Arrangements for the hookup were completed by T. W. Symons Jr., operating KFPY and KXL, Ed Craney, operating KGIR, and Robert E. Priebe, operator of KRSC. The former three stations are jointly operated by the Symons-Craney group.

At the same time is was announced that Joseph H. McGillvra, station representative, would represent the combination. A joint rate card will be announced.

Broadcasts Play Big Part in Program Of Scouts at Jamboree in Washington

RADIO is credited by Boy Scout executives with much of the success achieved by the Boy Scout Jamboree, which wound up a busy week in Washington on July 8. Broadcasting networks cooperated with Scouts to give the event even more extensive coverage from the national capitol than marked the inauguration of President Roosevelt last January.

Besides a schedule of some 50 broadcasts from the Jamboree site, networks had for weeks carried pre-Jamboree programs and individual stations all over the country had joined with the networks in plugging the event. The result was that some 25,000 Scouts were in the capital city, countless other thousands of visitors swarmed over the 300-odd acres of tents and booths, and millions in the United States and other countries participated via the loudspeaker.

Scouts themselves proved intensely radio-minded, the youths providing talent for many of the Jamboree broadcast programs. In addition many of them had their own amateur sets and a shortwave set was operated from Jamboree headquarters to dispatch and receive messages, official and personal to and from Scouts and relatives.

Network Studios

The three major national networks—NBC, CBS and Mutual, had fully-equipped studios in their exhibit booths and nearly 100 announcers, engineers and production men handled the broadcasts, besides answering questions from crowds of lads who wanted to know more about technical details. Shortwave stations of the national networks relayed the Jamboree programs to foreign countries.

Augmenting the camp studios of the networks were pack transmitters that were carried like a knapsack and elaborate trucks equipped with transmitters capable of contacting network points as far away as 50 miles.

Culmination of the radio activity at the Jamboree were the closing night events, when mobile units connecting perhaps 200 network stations described President Roosevelt's drive from the Capitol to the White House reviewing the Scout's "stationary parade." At the reception later at the White House grounds and the farewell events the networks were in the center of activity. These programs wound up a series of broadcasts that had started June 27 when first arrivals at the Jamboree camp sites were interviewed on the air.

On July 5 the networks broadcast what was described as the largest choir ever to appear on the air, a choir of 25,000 boys singing in unison from the base of Washington Monument. The event was a non-sectarian inspirational convocation. The same day a high pontifical mass was carried to the world by radio.

A number of regular network programs were shifted to the Scout center during the Jamboree, one of the most interesting being the *Magic Key* on NBC-Red with John B. Kennedy interviewing the lads and injecting authentic Jamboree atmosphere into the broadcast. Lowell Thomas was another commentator who went to the Monument site for atmosphere. Lanny Ross, a former scout, sang at the Grand National Convocation on the night of July 4.

Out of the Jamboree came the news that a network of Boy Scout amateur stations is planned. With some 350 of them licensed to operate "ham" sets, the Scouts believe that a chain of stations would prove of public service in case of emergency and besides would provide experience in relaying messages of the type enjoyed by amateurs who cooperate with the Army in handling shortwave service.

The Jamboree youths operated their own shortwave station W3USA, during the event, using a new model Coast Guard 93-foot radiator and a Collins transmitter also provided by the Coast Guard. Operating on 3505 kc., the Scouts sent code messages to their homes.

Henry W. Yahnel, of Helmetta, N. J., a scoutmaster, was in charge of the shortwave setup. Broadcast program activity at the Jamboree was directed by Leslie C. Stratton, New York, director of Scout public relations.

Will Promote Tea

FINANCED by tea growers in India, Java, Ceylon and Sumatra, the Tea Bureau of the United States has been formed in New York to promote the consumption of black tea in this country. It plans a $1,000,000 campaign during the next 12 months, using newspaper, magazines and other media. William Estey & Co., New York, is the agency. Benjamin Wood, formerly with *Good Housekeeping*, has been appointed managing director of the organization, which takes over the functions of the Tea Market Expansion Bureau organized in 1936.

REPUBLIC PICTURES has purchased the movie rights to *The Lone Ranger*, dramatic cowboy serial of the radio which Gordon Baking Co., Detroit, sponsors three times weekly on MBS in the interest of Silvercup Bread. The firm will make a 15-episode serial of the story.

WBNS WANT TO KNOW MORE? ASK JOHN BLAIR & CO.

THE OHIO FUEL GAS COMPANY

99 No. Front Street COLUMBUS, OHIO

July 7, 1937

Mr. W. I. Orr, Sales Manager
Station W. B. N. S.
33 North High Street
Columbus, Ohio

Dear Mr. Orr:

Your organization will be interested in the unusual success of our gas refrigeration sales campaign which closed June 30, because of the responsible part that WBNS played in it. Our four programs daily, presenting Jim Cooper, The Gas Company News Commentator, have become an institution in Central Ohio. During more than 3000 broadcasts that have carried this program, we have invested the bulk of our advertising appropriation for Central Ohio in this media.

In the three-month campaign on Servel Electrolux gas refrigerators this year, Columbus exceeded its 1936 record by 26%. This achievement has added significance when it is known that Columbus led all cities of its classification in the country in gas refrigerator sales last year. In 1936 Columbus exceeded its 1935 gas refrigerator campaign sales by a fraction over 100%. In the same campaign 1935 exceeded 1934 by 57.4%. It was in 1934 that we first used Jim Cooper on WBNS. That year's spring gas refrigeration campaign exceeded 1933, our biggest previous campaign, by 171%. So you can see that since using this program, we have increased our campaign sales of Electrolux in Columbus by 975%.

Of course, during this time the product was improved, conditions were bettered and we raised the standard of our sales force, but Columbus increased its business considerably over the increases in our territory beyond the area served by WBNS.

It is significant that in the campaign just closed a special reward was offered to salesmen who sold 60 or more refrigerators in the 77 selling days of April, May and June. Wholesale orders were excluded so the business all came from individual purchasers. Out of 26 salesmen in Columbus, 15 of them won the distinction of selling 60 or more refrigerators, the high and second high men selling 97 and 96 gas refrigerators respectively.

We want to express our appreciation to WBNS for the part you have played in contributing to our success.

Very truly yours,

James E. Humphreys
Advertising Manager

James E. Humphreys
RN

KXYZ HOUSTON TEXAS

Join the *National Broadcasting Company* on Aug. 1, 1937

KRIS CORPUS CHRISTI TEXAS

Two New Mediums of Proved Power For the National Advertiser Interested In Prosperous, Fast-Moving South Texas

1 *Management*

1 *Order for both Stations*

1 *Check pays the bill*

1 *Set of Continuity Serves both Stations*

2 *Sets Merchandising Men to add impetus to your business in South Texas*

Advertisers and Agencies in this section consider these stations indispensable in any plan to interest and sell the people of these rapidly-growing communities.

The unusually powerful listener influence exercised by both KXYZ and KRIS has been constructed by means of a policy that renders essential service.

South Texans keep these stations tuned in for Trans-Radio News, Sports Programs and Reports, and numerous other Features not available from other sources, resulting in a coverage that has been tremendously productive for a long list of successful users of station time.

Now, with the added interest of NBC service, and with a merchandising set-up that covers every sectional source of retail distribution, KZYZ and KRIS are in exactly the right position to do a "bang up" job for the national advertiser.

Gulf Coast Broadcasting Company

Gulf Building . . . . . Houston, Texas

THESE STATIONS ARE PRIMARILY INTERESTED IN CREATING

ADVERTISING VALUE

FOR THE BUYER OF RADIO STATION TIME

First Radio Institute Conducted in Southwest

THE Southwest's first Radio Institute, attended by 150, was conducted by Southern Methodist University in Dallas July 7 as part of its summer Radio Workshop session which concluded July 12. The Institute was presided over by Dr. C. O. Clough, extension director of SMU, and Ben H. Farrow, former director of the *Ohio School of the Air* and instructor in the Radio Workshop, who will spend the next six weeks conducting a Radio Workshop at the University of Texas, after which he will join WBEN, Buffalo, as educational director.

Principal speakers included Martin Campbell, general manager of WFAA; Mrs. J. C. Vanderwoude, state radio chairman, and Mr. Darrow. Students at SMU, just before Mr. Darrow departed, formed the *Darrow Radio Guild* in his honor. It is planned also, as a result of his visit, to institute a *Texas School of the Air.*

CBS Outlet in Fresno

WHEN the new KARM goes on the air in Fresno, Cal., using 100 watts on 1310 kc. in accordance with a July 2 authorization by the FCC Broadcast Division, CBS reports it will join CBS, which since Jan. 1 has been without an outlet in that city. KMJ, the McClatchy station in Fresno, joined NBC at the beginning of this year, shifting with the other McClatchy stations off CBS. The station's construction is expected to be completed by Oct. 15 unless rival applicants for new facilities in Fresno appeal. The effective date of the grant is Aug. 10. The licensee is George Harm, local Cadillac, LaSalle and Oldsmobile dealer for Don Lee and operator of a truck line and shipping warehouse.

WHEN WAIM, Anderson, S. C., joins the CBS network on July 18, the dedicatory program will feature the presentation of 16 scholarships to local young men and women who won top places in WAIM's *School of the Air* contest.



OLDEST—Shriner attending Detroit convention in June is interviewed for CKLW, Windsor-Detroit, and Mutual Network, by Announcer Joe Gentile (behind microphone at right) while Art Sutton, CKLW program manager (in white), looks on. From this stand, in addition to interviewing the 91-year-old Shriner, MBS carried details of the big convention parade.

Committee Membership Considered by Elmer as He Assumes NAB's Helm

APPOINTMENT of committees of the NAB for 1937-1938 is under consideration by John Elmer, WCBM, Baltimore, newly-elected NAB president.

In Washington on July 8 to go over industry affairs with James W. Baldwin, NAB managing director, Mr. Elmer asserted that he hopes to complete his personnel of the NAB committees within a short time. Major attention is being given to the appointment of a Legislative Committee of 48, with the members to include a broadcaster from each state in the country. Other committees to be appointed include the Commercial Section and its various divisions and the Engineering Committee.

Mr. Elmer has announced definitely that he plans to spend at least one day each week at NAB headquarters and he has invited members to visit him at the offices in the National Press Building. He has selected Thursday as his regular day at NAB headquarters but he plans to spend as much additional time in Washington, only 35 miles distant from his native Baltimore, as may be necessary in the conduct of the association's affairs.

Since the Chicago convention last month, Mr. Elmer declared, he has conferred with Mr. Baldwin on mandates of the business meetings. Plans have not yet been crystallized on any phases of the association's new activity during the coming year, he said.

KTMS INSTALLATION HAS NEW FEATURES

FEATURING several new departures in engineering technique, the new KTMS, Santa Barbara, Cal., 500 watts on 1220 kc., will go on the air on or about Aug. 15 with Norman R. McLaughlin as general manager. Construction of the station by the *Santa Barbara News & Press*, of which T. M. Storke is publisher, was authorized last Feb. 9.

Studios are now under construction and will occupy a wing of the *News-Press* Bldg. Norman D. Webster, chief engineer of the McClatchy stations, is consulting engineer supervising the installation of the transmitter, which will have two 250-foot vertical radiators space-phased 180 degrees and top-loaded 87 degrees in accordance with the recent IRE paper by Dr. G. H. Brown, now of the firm of Godley & Brown, consulting engineers. The directional is designed to concentrate coverage to the Northwest and Southeast and to eliminate waste coverage over the Pacific Ocean to the South and the sparsely populated mountainous regions to the North.

C. M. Mugler, of the Acoustical Engineering Co., Los Angeles, has been engaged as acoustical engineer supervising the studio installations. He recently completed the KEHE studios in Los Angeles and the KFWB studios in Hollywood.

Manager McLaughlin until recently was an account executive with the Don Lee System. Previously he was with the McClatchy stations as manager of KWG, Stockton, and KERN, Bakersfield. The station's chief engineer will be Clinton C. Van Cott, who has resigned as chief engineer of KERN and joins KTMS Aug. 2.



NO OTHER basic network station delivers primary coverage throughout the WOWO primary area—or even claims to.
Without WOWO all network coverage maps record incomplete coverage of the rich and responsive tri-state market (61 counties in Indiana, Ohio and Michigan) which is WOWO's radio community. To the 571,003 families (owning 417,500 radio sets and buying $520,300,000 of merchandise annually) in this community, WOWO is their home town station; 1160 kc. their radio main street.

J-99487

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. Fort Wayne, Ind.
10,000 Watts NBC Basic Blue
E. KATZ SPECIAL ADVERTISING AGENCY

OKLAHOMA STARTS SPENDING A $55,000,000 WHEAT CROP!

● With the best cash crop of wheat since 1928 put away, Oklahoma farmers are feeling flush and ready to let themselves go. With their incomes from wheat doubled over last year, they have become A-1 prospects for sellers of everything from toothpaste to tractors.

The way cotton and other major crops are lining up, Oklahoma's rural population is due to continue hitting one jackpot after another during the balance of the year.

Go to them now with your sales story while they are looking for buying ideas.

WKY, most frequent and welcome guest in the farm homes of Oklahoma, will take you directly into the family huddles where plans for spending a $55,000,000 wheat crop are now being made.



WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

National Representative — E. KATZ SPECIAL ADVERTISING AGENCY

CBS Sued by Rosenstein For Alleged Script Misuse

CHARGING unauthorized use of a radio serial titled *Dick Barnes, Hollywood's Star Reporter*, Jack Rosenstein has filed a $15,000 suit in the Los Angeles Superior Court against Columbia Broadcasting System of California Inc., Milton Weinberg Adv. Co., A. J. Krank Co., Milton Weinberg and Lloyd Pantages. Rosenstein in his suit alleges that he submitted his program to the defendants last year and that later his material was used on CBS by those named in the suit, under title *Lloyd Pantages Covers Hollywood*.

A. J. Krank Co., St. Paul (cosmetics & shaving cream), sponsors *Lloyd Pantages Covers Hollywood* weekly quarter-hour news program, on 6 CBS Pacific Coast stations, having started May 26 for 52 weeks, the broadcast originating from KNX, Hollywood. Pantages is a former Hollywood syndicate writer. Milton Weinberg Adv. Co., Los Angeles, is the agency.

Demand for High Frequency Facilities Made at Conferences Held in Europe

A WORLD-WIDE demand for additional high frequencies for international broadcasting, together with pleas of commercial aviation for more bands, probably will feature the International Tele-communications Conference to be held in Cairo beginning Feb. 1 of next year, it was indicated July 12 by J. C. McNary, Washington consulting engineer of the firm of McNary & Chambers. Mr. McNary was NAB observer at two international radio conferences held in Europe during May and June and has just returned to this country.

How prominently the regular broadcast band will figure in the Cairo discussions, Mr. McNary said, is problematical at this time. He asserted there was considerable talk at the International Radio Consulting Committee (CCIR) conference in Bucharest regarding increase in the regular broadcast band to 1600 or 1700 kc. as a means of benefiting the tropical countries, where those frequencies apparently work best. There was little talk of widening of the band below the 550 kc. limit prevailing in this country, although European countries are using two bands in the lower end of the spectrum.

American Representatives

The CCIR Conference, which Mr. McNary attended as a non-voting delegate for the NAB, was held from May 21 to June 8. This conference is purely recommendatory in its scope and many technical matters relating to broadcasting, such as changes in tolerances, were considered with a view of presentation to the Cairo Conference, which is a treaty-making conclave held every five years. Some 30 nations were represented at the meeting. More room for international high-frequency broadcating was asked, with the conclusion that the subject be taken up at Cairo.

Allocation of frequencies to particular nations was not touched at Bucharest, with the understanding it would come up at Cairo. The American delegation at the conference was headed by Dr. John H. Dellinger, radio chief of the Bureau of Standards, and included Capt. S. C. Hooper, Navy Department, Col. S. D. Crawford, Signal Corps, Francis deWolf, Chief, Treaty Division, State Department, and Gerald C. Gross, Chief, International Section, FCC. In addition to Mr. McNary, other non-voting delegates included Dr. C. B. Jolliffe, former FCC chief engineer, for RCA and NBC, and E. K. Cohan, technical director of CBS.

The International Broadcasting Union (UIR) Conference held at Lausanne, Switzerland, June 16-25, also was attended by Mr. McNary. The organization is made up of the radio administrations of practically all countries of Europe, with leading broadcasting organizations of other nations as associate members. Some 33 nations were represented.

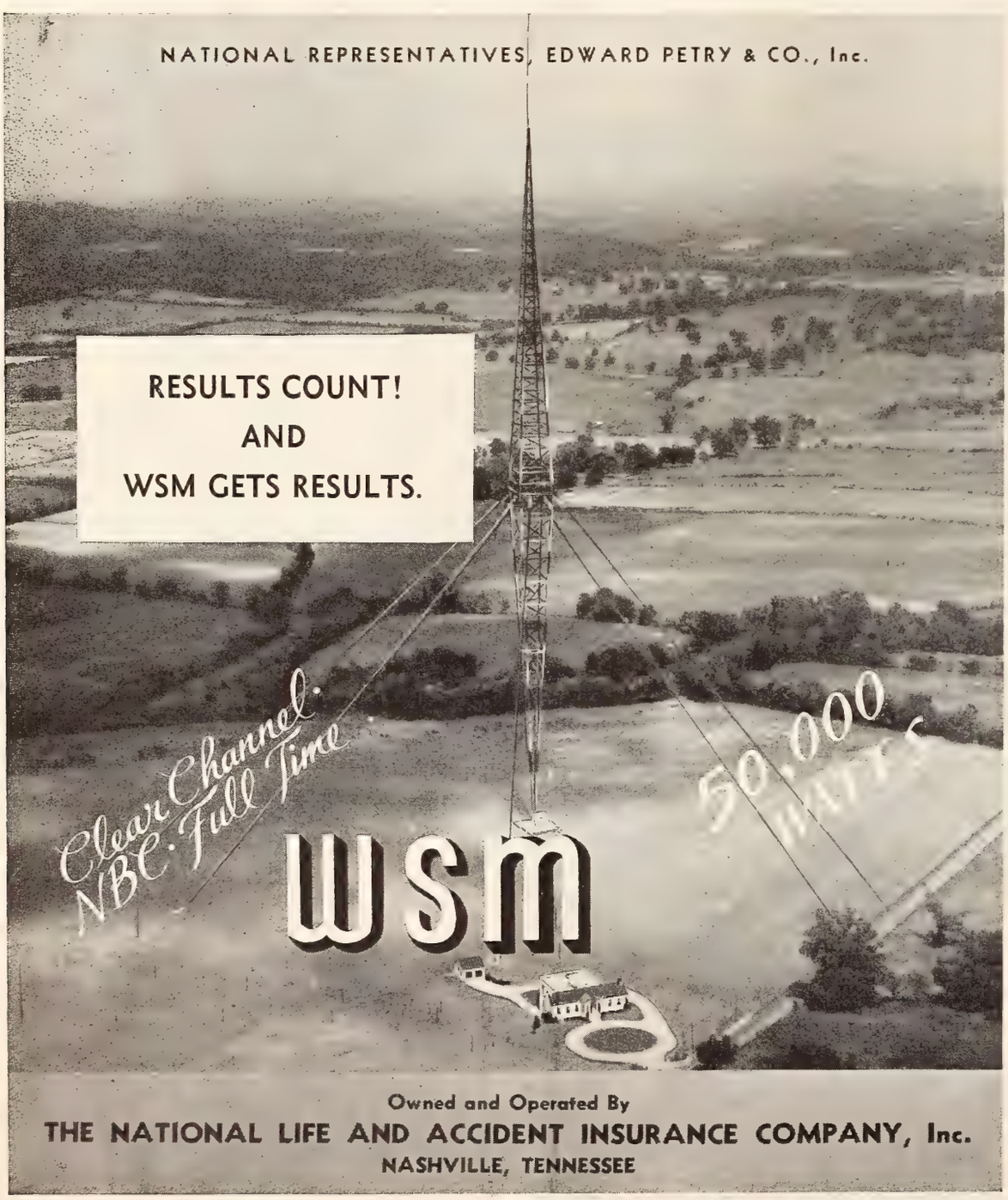
The Technical Committee of the UIR devoted most of its attention to high-frequency international broadcasting without formulating any definite policy but it adopted a plan to make additional observations as to the type of service stations operating internationally are rendering both in Europe and in this country.

There have been complaints of great interference by these stations, and the UIR was concerned with a way of alleviating the interference through making available additional wavelengths for the purpose. It was concluded also that the Cairo Conference would have to settle this controversy.

In addition to the demand for additional international broadcasting frequencies, commercial aviation, by virtue of its rapid development during the past five years, also is demanding more wave bands. It appears at this time, therefore, that international broadcasting and aviation service will be pitted against telegraphic services, ship-to-shore telephone services and the amateurs for more frequencies.

Attending the Lausanne Conference in addition to Mr. McNary were Cesar Saerchinger and his successor as CBS European representative, Edward R. Murrow, and Dr. Jolliffe and Max Jordan for NBC.

The Egyptian Government already has appointed an organized committee for the international conferences under the chairmanship of the Minister of Communications. Thus far, it was stated, the Egyptian Government has received more than 1,200 amendments to the convention adopted at the last conference at Madrid, which lasted 99 days. It was estimated the Cairo Conference would run six weeks.

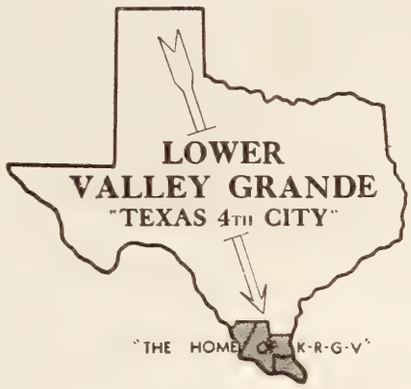


WCAU Announcers' Farm

THE WCAU system of farming out announcers begun last year by Stan Lee Broza, program director, to overcome the shortage of experienced announcers has resulted in the addition to the WCAU announcing staff of George Thomas. WCAU, Philadelphia, retains an option on the services of prospective announcers who are sent to small stations in and near the city to get experience and training. The arrangement gives the small stations the advantage of getting better announcers than are usually obtained from local auditions. Mr. Thomas comes to WCAU from WHAT, Philadelphia.

"It's A Pushover"

WHEN KRGV DOES THE PUSHING



HERE'S WHY!

1. The *4th Major market* of the Nation's greatest state.
2. NBC's *Southernmost outlet* (effective August 1st).
3. Over *200,000 people* in KRGV's primary area.
4. Served by "*One Station Only*"—KRGV.
5. Over *30,000 radios* within a radius of 40 miles.
6. 1000 watts of power—*full time.*
7. NBC Thesaurus—Standard Radio—MacGregor—and Transradio Service.
8. A marketable crop "*Every Month*" of the year.
9. $38,000,000.00 "Agricultural" annual income.
10. *304 producing* oil wells (in 4 counties).
11. "*Two*" Deep Water Sea Ports.

"Pushover" Your Sales Campaign With —

KRGV

WESLACO, TEXAS

SERVING LOWER VALLEY GRANDE "TEXAS' 4TH CITY"

National Representatives

WILSON & ROBERTSON

KANSAS CITY — CHICAGO — NEW YORK

SUBSCRIBERS

ALABAMA	
WSGN	Birmingham
WMFO	Decatur
ARIZONA	
KOY	Phoenix
ARKANSAS	
KUOA	Siloam Springs
KFPW	Ft. Smith
CALIFORNIA	
KPMC	Bakersfield
KIEM	Eureka
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara
KGER	Long Beach
COLORADO	
KFEL	Denver
KFKA	Greeley
KGHF	Pueblo
CONNECTICUT	
WTIC	Hartford
WELI	New Haven
DISTRICT OF COLUMBIA	
WJSV	Washington
FLORIDA	
WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach
GEORGIA	
WTFI	Athens
WGST	Atlanta
WMAZ	Macon
IDAHO	
KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston
ILLINOIS	
WGN	Chicago
WJBL	Decatur
WTAX	Springfield
INDIANA	
WTRC	Elkhart
WLBC	Muncie
IOWA	
WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KANSAS	
KFBI	Abilene
KIUL	Garden City
KVGB	Great Bend
KWBG	Hutchinson
KENTUCKY	
WLAP	Lexington
LOUISIANA	
WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport
MAINE	
WCSH	Portland
MARYLAND	
WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick
MASSACHUSETTS	
WEEI	Boston
WCOP	Boston
WTAG	Worcester
MICHIGAN	
WHDF	Calumet
WJR	Detroit
MINNESOTA	
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul
MISSISSIPPI	
WAML	Laurel
WQBC	Vicksburg
MISSOURI	
KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield
NEBRASKA	
KFAB	Lincoln
KOIL	Omaha
NEW MEXICO	
KGGM	Albuquerque
KRQA	Santa Fe
NEW YORK	
WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse
NORTH CAROLINA	
WBIG	Greensboro
WAIR	Winston-Salem
NORTH DAKOTA	
KLPM	Minot
OHIO	
WJW	Akron
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown

WOR master control

Jack Arthur "on the ai

WOR

BAMBERGER BROADCASTING SERVICE, INC · NEWARK, NEW JERSEY

New York Business Office

1440 BROADWAY, NEW YORK, N. Y.

June 10, 1937

World Broadcasting System, Inc.
711 Fifth Avenue
New York City

Gentlemen:

The excellence and constant development of electrical transcriptions has elevated the standards of program meterial broadcast by the majority of stations throughout the country.

World Broadcasting System has contributed widely to the improvement and perfection of recorded programs. There is no doubt left with either the broadcaster or the listener concerning the value of the programs which are presented through this scientific medium.

Due to time varinces, many of the major programs of the future will be recorded prior to their actual presentation. This method secures a more desirable broadcasting period on stations throughout the country. It eliminates the necessity of broadcasting programs at a time which is not suited for the particular locality.

Cordially yours,

J. F. Poppele,
Chief Engineer.

WOR transmitter tower

"World" disc on WOR turntab

"... this scientific medium"

From his experience with transcription broadcasts over "One of America's Great Stations," J. R. Poppele, Chief Engineer, WOR, Newark, N. J., says—

"World Broadcasting System has contributed widely to the improvement and perfection of recorded programs. There is no doubt left with either the broadcaster or the listener concerning the value of the programs which are presented through this scientific medium."

The scientific accuracy of recordings made at Transcription Headquarters is apparent in two important ways. First, World's wide range Vertical facilities (in New York, Chicago and Hollywood) were developed by the best brains in sound reproduction, combining the engineering talents of Bell Laboratories, Western Electric, Electrical Research Products, Inc., and World Broadcasting System. . . . Second, the results of World's method prove the value of the service rendered to many advertisers and many radio stations. And these results are written in figures that show the biggest rate-of-gain in the industry's history.

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · LOS ANGELES · SAN FRANCISCO · WASHINGTON

WBS

SUBSCRIBERS

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA
Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ St. Johns
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke

Saskatchewan
CJRM Regina

FOREIGN
Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
3 ZB Christchurch
4 ZB Dunedin
2 ZB Wellington

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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WWJ Program Plan

BACK in 1920, the station that is now WWJ, Detroit, had something to do with the onset of this thing called broadcasting. Although there has never been a conclusive finding, WWJ claims the distinction of having been the first station still extant to begin regular operation. KDKA, Pittsburgh, makes a similar claim. It is certain, however, that these stations ran one-two as the progenitors of regular broadcasting.

Now WWJ, through its youthful and aggressive head, William J. Scripps (who as an amateur hobbyist founded WWJ for his father's *Detroit News*) has ventured upon another pioneering effort. He has ordained a radical new policy governing WWJ programs. Under his "balanced programming" plan, fully described in the last issue of BROADCASTING, commercial sponsorship would become a secondary consideration. He feels that an impending revolution of the public against sameness of programs and inferior offerings thus can be averted.

We are all in favor of better programs, more carefully planned. We believe WWJ has taken a courageous and commendable stand. We know the motives are proper. But we doubt whether the plan is practicable for general application to all broadcasting outlets. WWJ, because of its position as the adjunct of a great newspaper, is more ideally suited for the experiment than most stations.

In this issue we publish the reactions to the WWJ plan of leading figures among advertisers, agencies and stations. Practically all agree that the step is a gallant one. But most of the individuals inject their own views as to how the result can best be accomplished.

We do not admit that the program situation is as dangerous as Mr. Scripps views it. Yet we are strongly in favor of any movement that will tend to improve the level of radio's offerings and bring about greater diversification. Mr. Scripps proposes to build sustainings on a take-it-or-leave-it basis insofar as sponsorship is concerned, but we feel that by so doing he will tend to shut off the avenues of ideas that lead from agencies and from advertisers themselves. We think too, that the listener has a way of showing whether he favors particular programs or successions of programs and we have not detected any united outcry against the prevaling program menu.

Finally, it is clear that advertisers will use radio only so long as they get results. The program must pay. If, under Mr. Scripps' plan, the identity of the sponsor will be submerged to such an extent as to make justifiable returns difficult, then it is entirely wrong.

The WWJ plan, as it progresses, will bear close watching. If it works as Mr. Scripps predicts, there will be plenty of stations prepared to follow suit. And if it doesn't, some good still will be accomplished for it focuses attention in the right direction.

IF PRE-SEASON plans of agencies mean anything, broadcasters will see spots before their eyes in greater numbers than ever before. That augers well for another banner year. Once again we urge broadcasters to "eye those spots" lest they tend to unbalance their programs by cramming too much in the way of commercials in too short a period.

The White Resolution

TODAY there are pending in Congress two resolutions proposing investigations into broadcasting and its regulation. One is the Connery Resolution, introduced at the opening of the session and now languishing in the House, which from the start had all [illegible] marks of a headline-hunting, sensatio[illegible] fishing expedition by a select comm[illegible]ne second, introduced within the last fortnight, is that offered by Senator White (R-Me.), proposing a studious, fact-finding inquiry by a standing committee of the Senate, or one of its subcommittees, to appraise existing conditions and devise new policies if they are deemed necessary.

Senator White is a close student of communications and radio. He is perhaps the best informed man in Congress on the subject. He is a conservative. He was co-author of the original Radio Act of 1927, and he is familiar with its shortcomings. He also is cognizant of the conditions existing in the regulation of radio which were not contemplated by the framers of that original law.

The White Resolution is an amazing recital of practically every charge and every controversy that has arisen in radio and its regulation during the last half-dozen years. There are implications of possible rate regulation for broadcasting. Such mooted questions as newspaper ownership of stations, of allegations of monopoly, of network regulation, of stock selling, of improprieties in regulation through purported exertion of political pressure, are all raised in the all-inclusive measure.

It would be folly to attempt to brush aside the White Resolution with the assertion that all of the charges are groundless. Radio regulation has not been above reproach by any means. Senator White does not charge that broadcasters are to blame. On the contrary, he says they simply have taken advantage of the existing situation.

He implies, and perhaps properly, that the major portion of prevailing questionable practices can be traced to a regulatory body which has followed the course of least political resistance. He believes that by getting all of the facts the laws can be buttressed and a better broadcasting service can result.

We have held in these columns that an investigation of radio is inevitable. So much propaganda has been spread in Congress about the industry that the Congressional cravings can be appeased only by an inquiry. We believe Senator White is sincere in his motives and constructive in his intent.

Radio broadcasting need not fear an inquiry conducted on such a plane. It can welcome any move by any branch of the Federal establishment which would point the way to a better public service, free from political axe-grinding, and uninfluenced by self-serving groups ever alert to pounce upon radio.

Let there be an investigation along the lines proposed in the White Resolution. We are confident that the result will quiet for another decade the tongue-wagging of the professional radio-baiters.

Day of the Local

DURING THE last 18½ months, the FCC has authorized the construction of 88 new broadcasting stations, not counting a half dozen or so removals from one community to another. Most of the new stations are low power locals, though some are daytime regionals and a handful are full-time regionals. Though politics may have entered into some of the grants, by and large they were wisely made—especially where they went to communities not now being served by local outlets, as most of them were.

Right here we want to say a few more words in recognition of the locals, the "hundred watters" that are now coming into their own. That they render a needful local and sometimes national service is often demonstrated, as witness the magnificent work of local stations in the Texas school explosion disaster a few months ago. That many of them have had to scratch for a living until recently is well known—but now the economic scales seem to be turning in their favors as they prove their worth not only to local merchants but to national and regional distributors.

Best business testimonial of all that the locals have been getting in the last year or so, however, is the fact that so many of them are being added to the major networks, almost always on the advice of the canny market research staffs of those networks. Once they were scorned by the networks as outlets; now they are eagerly welcomed, and several dozen of them in large cities and small now have or will soon have network affiliations. It is concrete recognition of the fact that the local station, like the local newspaper, enjoys a following oftimes overshadowing the high-power or regional station tuneable in its community, an audience that buys the same goods the big broadcasters also are selling.

We Pay Our Respects To —



CHESTER BOWLES

RADIO, it often has been said, is a young man's business. And 36-year-old Chester Bowles, chairman of the board of Benton & Bowles Inc., is one of the young men who has done most to prove the statement. With 17 network broadcasts on the air every week, and spot campaigns on more than 100 stations, the radio appropriations of his agency run well into the millions annually. Mr. Bowles himself is intensely interested in the radio phase of his business, and for several years personally engaged in the creation of programs. He is an idea man who frequently has been responsible for important advances in program building and commercial announcement technique. Today he leaves the actual production of all Benton & Bowles' radio programs in the hands of an alert, constantly expanding radio department.

Chester Bowles' marked interest in radio is interesting for at least two reasons. One, just a few years back he was an out-and-out publication man, with little sympathy for the newest medium. Too, he was born into a prominent newspaper family and raised on the tradition that black and white space was head and shoulders above any other form of advertising. His family today owns and operates, as it has for many years, the leading dailies in Springfield, Mass. [*Springfield Republican, Union,* and *News*].

Springfield was the birthplace of Chester Bowles; the date, April 5, 1901. The first 14 years of his life were spent in usual boyhood activities mixed with a liberal portion of printers' ink, and the learning of such expressions as "deadline", "type lice", "make-up" and "printers' devil". At 14 he entered Choate Preparatory School at Wallingford, Conn., where he continued his schooling until entering Yale. There he was prominent in student activities, becoming a member of the Cloister Club and Book and Snake honorary fraternity. He received his BS degree from Yale's famous Sheffield Scientific School in 1924, and returned to Springfield to sell space for one of the family newspapers.

But space selling proved a dull occupation for young Bowles, and after a short period he came to New York to enter the advertising agency field. He found an opening with the George Batten Co., which later was consolidated to form Batten, Barton, Durstine & Osborn, Inc., remaining as copywriter and account executive until in 1929 he joined with another young hopeful, William B. Benton, to organize the firm of Benton & Bowles Inc.

His exceptional ability as organizer, copywriter and idea man were called into full play now, and soon several large national advertisers were listed among the Benton & Bowles clients. Very little money was spent on radio, though, because Mr. Bowles still was a died-in-the-wool space man. But when he did turn to radio, early in the '30's, he did it with his characteristic wholeheartedness, and Benton & Bowles became one of the first of the big New York [illegible] to take a definite interest [illegible].

With the *Maxwell House Show Boat,* for example, he devised a program formula that has proved a favorite over a period of six years, and has been the model for countless other air favorites. His activity in radio grew rapidly after he was convinced of its efficacy, and "hit" programs followed one after the other. Today the Benton & Bowles broadcast schedule is at an all-time high, with such network features as *Maxwell House Show Boat, Palmolive Beauty Box Theatre, Log Cabin Dude Ranch, Adventures of Captain Diamond, Pretty Kitty Kelly, Gang Busters, Myrt & Marge* and *Floyd Gibbons;* and national spot campaigns of large proportions for General Foods Inc., Standard Milling Co., Colgate-Palmolive-Peet Co., Continental Baking Co., Best Foods Inc., and others.

If it is a network program or a spot campaign, Benton & Bowles aims for low "cost per listener." That is its yard stick. You cannot judge the value of a program, it is believed, solely by the Crossley audience reports. You must take into consideration the expense involved in getting that audience.

Many of the high-talent-cost programs, Jack Benny for example, are the best buys in radio because their vast audiences bring the cost-per-thousand listeners down to a very low figure.

But programs like *Gang Busters* with a comparatively low talent cost show a high efficiency when you consider the small expense involved in securing each thousand listeners. The five-times-a-week script shows are also an excellent example of this.

Chester Bowles is a husky six-footer with brown hair and brown eyes. He thinks quickly and acts rapidly when he has reached a decision. Once his course has been defined he follows through with a vigor and thoroughness that keeps both himself and his employes hopping. He is a master at merchandising.

When partner William B. Benton retired last year at the ripe old age of 35, Chester Bowles succeeded him as chairman of the board. But the new title did not mean less work. If anything, it made his days doubly full.

He has three children, Barbara, 9, Chester Jr., 8, and baby Cynthia, who will soon celebrate her first birthday. Mr. Bowles' favorite recreation is sailing. He enjoys books on biographical and historical subjects. In New York City the Bowles family lives at 503 E. 55th St. but weekends are spent in the beautiful country home at Saybrook, Conn., on the Connecticut River.

PERSONAL NOTES

JAMES C. McNARY and Mrs. McNary, the former Bert Siebert of the NAB, returned to Washington July 3 after nearly two months abroad during which time they observed the International Radio Consulting Committee conference in Bucharest and the International Broadcasting Union meetings in Lucerne for the NAB, Mr. McNary is of the Washington engineering firm of McNary & Chambers.

KEN SOBLE, Toronto program director, has been appointed managing director of CHML, Hamilton, Ont., by owner Senator A. C. Hardy, president of the Maple Leaf Broadcasting Co. Soble started his duties on June 28.

GEORGE M. BURBACH, business manager of the *St. Louis Post-Dispatch* and of KSD, and Mrs. Burbach on July 7 sailed aboard the *Queen Mary* for a tour of Europe. They plan to visit England, France, Germany and Switzerland, returning Aug. 17.

THOMAS MITCHELL has been appointed to the sales staff of WCKY, Cincinnati.

HENRY C. PUTNAM, announcer and account executive of KGMB Honolulu and Miss Juanita Jordan, former secretary of KGU, Honolulu, were married June 18.

JAMES COSGROVE, for the last three years account executive of KJBS, San Francisco, resigned recently to enter the agency business in San Francisco.

EARL NIELSON, former manager of KOY, Phoenix, Ariz., was recently named manager of KHBC, Hilo, Hawaii. Mr. and Mrs. Nielson and their son, Edward were accompanied to Honolulu from the Coast by J. Howard Worrall, business manager of KGMB, parent station of KHBC.

WALLACE WARREN, formerly of Central States Broadcasting Co., Omaha, has been named manager of KOH, Reno, Nev., to succeed Joy True, resigned.

J. W. WOODRUFF Jr., manager of WRBL, Columbus, Ga., and his bride are making a honeymoon cruise of the West Indies.

LOUIS G. CALDWELL, Washington attorney, planned to sail for Europe July 24 accompanied by his 10-year old daughter, Barbara. He will address the Second International Congress on comparative law at The Hague Aug. 15 on legal restrictions pertaining to broadcast programs. After visiting a number of continental countries, he plans to return Sept. 15.

THEODORE I. OBERFELDER, former sales promotion manager of Hearst Radio Inc., New York, has joined the sales staff of the New York Broadcasting System and will assume his new duties August 2.

WHYTHE WALKER, with the WBBM sales staff since 1931, has joined the sales department of WIND, Gary, Ind.

BOB SCHMIDT, sales promotion director of MBS, sailed on the *Normandie,* June 30, with his wife for a European vacation.

NORMAN S. McGEE has been appointed sales manager of WQXR, New York. He has been a member of the station's sales staff for several months and was formerly in radio and theatrical work on the West Coast.

J. V. McCONNELL, assistant to Roy C. Witmer, NBC vice-president in charge of sales, has returned to his desk after several months' illness.

ALFRED L. SEELYE, formerly a reporter on the *Syracuse Herald,* has joined the sales staff of WNEW, New York.

ALBERT A. EISENSTADT, formerly with the U. S. Census Bureau, has been appointed sales promotion manager of WNEW, New York, a newly-created post at the station.

BERTRAM LEBHAR, sales manager of WMCA, New York, is the father of a baby girl born July 1, his third child but first daughter.

RICHARD W. WEBSTER, formerly of the *Los Angeles Evening News* and *Illustrated Daily News* promotion departments, has been appointed to direct sales promotion of the Don Lee Broadcasting System and is headquartered at KHJ, that city.

ARTHUR E. McDONALD, sales manager of KEHE, Los Angeles, has returned to his desk after being confined to his home with influenza.

WILLIAM CRAWFORD, formerly of the *Pasadena* (Cal.) *Independent* advertising department, has joined KMPC, Beverly Hills, Cal., as account executive.

HARRY B. MULLINIX, formerly in the advertising department of the *Kansas City Star,* has joined KFAC, Los Angeles, as account executive.

WILLET H. BROWN, assistant to Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, Los Angeles, has been named vice-president of the network.

JOE CARTER, former announcer of WATL, Atlanta, recently became manager of WKEU, Griffin, Ga.

BOB BARRINGER, formerly of KROY, Sacramento, has joined the sales staff of KFAC, Los Angeles.

H. J. Maxwell

H. J. MAXWELL, 39, formerly assistant to Don E. Gilman, NBC western division vice-president, in San Francisco, died in Fresno, Cal., on July 7 following a heart attack. Mr. Maxwell had resigned as Gilman's assistant on June 19, 1936, to join Haskins & Sells, certified public accountants. He joined NBC shortly after establishment of the western division in 1927. He was auditor and office manager until promoted to assistant to Gilman. He is survived by a widow and three children.

BEHIND THE MICROPHONE

W. GORDAN SWAN, traffic manager of WBZ-WBZA, Boston-Springfield, has been named temporary program director while John F. McNamara is vacationing in Europe. John E. Meyers, former assistant to Elwyn J. Rowell, retiring director of the *New England Radio News Service* on WBZ-WBZA and who has joined the U. S. Department of Agriculture, has succeeded Mr. Rowell.

PAUL ALLISON, formerly of KXYZ, Houston, has joined the announcing staff of WNOX, Knoxville. Jack Morrison, formerly of WOPI, Bristol, Tenn., and WHAS, Louisville, has also joined the staff.

PAUL CURLEY is taking a leave of absence as turf announcer of WMEX. Boston, following a throat infection.

BOB CUNNINGHAM, program director of KOIL, Omaha, is the father of a baby girl, born June 24. Mr. and Mrs. Cunningham have one other child, Ann, 2.

HOYT ANDRES has joined the announcing staff of WACO, Waco, Tex.

JUNE COLLINS has returned to the program department of WIP, Philadelphia, to replace Marion Black who has resigned to marry.

JOE MICCICHE, civic announcer and publicity director of KRKD, Los Angeles will marry Josephine Gonsalez of that city July 18.

MORRISON PARKER, formerly of KCMO, Kansas City, has joined the announcing staff of WTMV, E. St. Louis. Florence Daniels has been named to the WTMV continuity staff.

NED REGLEIN, program manager of WIND, Gary, Ind., is planning a European vacation late this summer.

JOHN McCORMACK, of the WBBM, Chicago announcing staff, who recently received his transport pilot's license, is now teaching Jay Simms also an announcer, and Floyd Jones of the engineering department, how to fly.

JOSEPH J. SILVER, formerly of WLBC, Muncie, Ind., has joined the announcing staff at WAAF, Chicago. Silver will also do writing and production work at the Chicago station.

NED L. REGELEIN, program manager of WIND, Gary, will leave July 22 for a six week tour of Europe during which he will study European broadcasting conditions, particularly methods employed by the British Broadcasting Corp.

FRAN COUGHLIN, WGN continuity writer and editor, recently spoke on "Writing for Radio" before members of the Rotary Club at Freeport, Ill.

JOSEPH McELLIOTT, CBS New York photo editor, was in Hollywood early in July supervising the taking of publicity photographs for the network's Shakespearean cycle.

BILL GAY, formerly chief announcer of WMBD, Peoria, has joined the announcing staff of KNX, Hollywood.

KEN CARPENTER, NBC Hollywood announcer, has been signed by Scientific Film Co., that city, as commentator for a series of shorts to be released through Paramount.

JOSE RODRIQUEZ, formerly KFI-KECA, Los Angeles publicity director, who now conducts the daily *Classic Hour* on the latter station, has been selected by the Schirmer Music Publishing Co., as one of 30 European and American music critics to write a chapter on Arnold Schoenberg, chamber music composer, for a book soon to be published.



SUNBRITE NURSES—Were welcomed to Kansas City July 5 when they stopped off on their way to Hollywood during their 16-day trip as contest winners of the *Sunbrite Junior Nurse Corps* sponsored by Swift & Co. Dorothy Hart, 12-year-old heroine of the radio show is being interviewed by Gomer Cool and Paul Henning, KMBC announcers. Accompanied by their mothers, the 14 girls will return to Chicago July 20. Stack-Goble Adv. Agency, Chicago, handles the Sunbrite account.

WAYNE SHORT, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KSD, St. Louis.

HARRY ALGUS, assistant radio editor of the *New York American* until that paper was discontinued the end of June, has been appointed publicity director of WINS and the New York State Broadcasting System, succeeding Sylvia Press.

HARRY B. CLARK has been appointed to the announcing staff of WPRO, Providence, as a result of a test in the new program *Public Auditions* conducted on the station July 7. He is new to radio.

VERA OLDHAM, Hollywood continuity writer who wrote the dramatic serial *Drums*, is writing script for the new NBC *Maxwell House Show Boat* program for Benton & Bowles Inc. Robert Andrews is also writing for the program which originates from Hollywood.

JOHN P. MEDBURY, Hollywood columnist, is writing continuity for the weekly NBC *Olsen & Johnson* program, sponsored by Richfield Oil Corp.

JOE ALVIN, NBC Hollywood press department feature writer and Fred Date, retired Alaskan miner, have collaborated in writing a 13-episode quarter-hour adventure dramatic serial, *Martha & Bill*, which is being prepared for the network.

WILLIAM SHARPLES, who produced and directed the *Breakfast Club program on KNX*, Hollywood, for more than eight years and later on KEHE, Los Angeles, has moved to New York where he will enter radio.

GEORGE ARTZ, formerly of KFBK, Sacramento, and prior to that on the announcing staff of KQW, San Jose, Cal., has joined KMTR, Hollywood, replacing Rod Mays. Louis Kelso, formerly of WSBC, Chicago, has joined the station as announcer, succeeding Ted Lloyd.

LEE COOLEY, for four years on the announcing staff of KNX, Hollywood, has joined KMPC, Beverly Hills, Cal., as announcer and assistant news editor. He succeeds Al Perry who was transferred to the sales department.

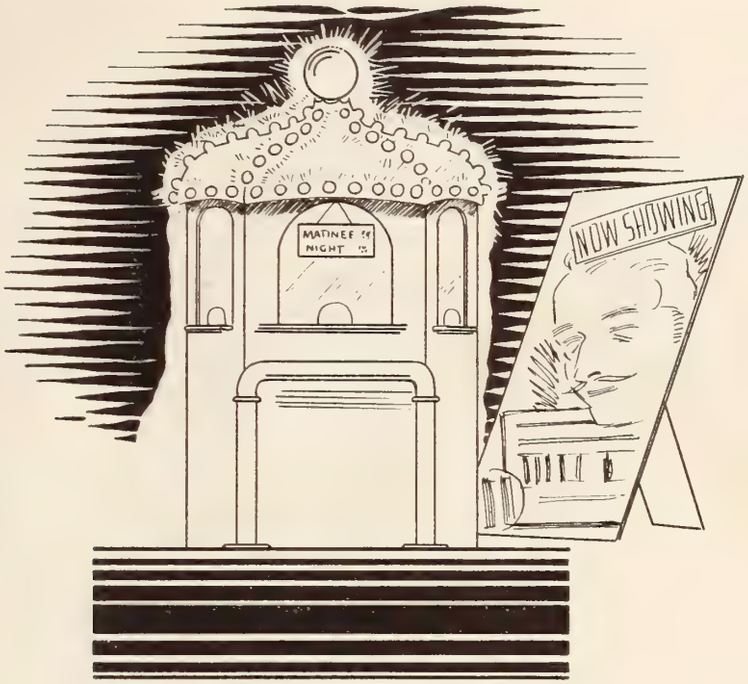
J. GUNNAR BACK, head of the KFAB-KFOR continuity department in Lincoln, Neb., was the final speaker in a vocational series sponsored by the National Youth Administration for its workers. His subject was "A Career in Radio."

Do you know

KFYR does a STREAMLINED selling job in Canada

IT'S A FACT...
Several agencies serve their Canadian Clients with KFYR. Send for our new Brochure

KFYR
MEYER BROADCASTING CO.
BISMARCK N. DAKOTA
FURGASON & ASTON
National Representatives



RESULTS ARE ***TOLD*** AT THE BOX-OFFICE-

—and WMC's "box-office" receipts show that the dollar volume of local business placed over WMC is greater than that of any other radio station in the Mid-South territory! The significance is obvious when translated in terms of results.



SCANNING *the* SURVEYS

Nationally known surveys, impartial and authoritative, definitely establish WMC first in the Mid-South in popularity and coverage by an amazingly wide margin! For detailed information, call any office of our National Representative, **E. Katz Special Advertising Agency—New York, Philadelphia, Detroit, Chicago, Kansas City, Atlanta, Dallas, and San Francisco.**

5,000 WATTS—DAY

WMC

1,000 WATTS—NIGHT

MEMPHIS, TENNESSEE

Owned and Operated by
THE COMMERCIAL APPEAL
"The Souths Greatest Newspaper"

BOTH RED AND BLUE NBC OUTLET

ARCHDALE JONES, producer of *Hollywood Extra on the Air*, since its inception early this year on KFI, Los Angeles, has severed his association with the weekly program. Glan Heisch, KFI-KECA production manager, and Don Clark, program director, have taken over production of the broadcast, which for a time was on the NBC-Pacific Red network, and now carried only on KFI, Saturday nights.

JUNE AULICK, of CBS New York press department, is in Hollywood directing publicity on Kathryn Craven's thrice-weekly quarter-hour network program *News Through A Woman's Eyes* which is originating from that city for four weeks under sponsorship of Pontiac Motor Co.

MISS HONOR HOLDEN of NBC Hollywood Artists Bureau was married to William Traynor, Chicago businessman, in that city, June 16, it was revealed when she returned to the West Coast early in July.

BOB KELLY, formerly of WTRC, Elkhart, Ind., has joined the announcing staff of WGAR, Cleveland.

DAVID VALIE, studio supervisor of KYA, San Francisco, is the father of a boy born recently.

BOB GOERNER has joined the announcing staff of KROW, Oakland.

WALLACE FORD, producer of KYA, San Francisco, was the principal speaker July 6 at the Oakland Advertising Club's Radio Day. William Gleeson, KYA's Oakland representative, was chairman.

KFPY-KGIR

Adopt baby to Keep KXL Company

See Page 51

Like Father, Like Son

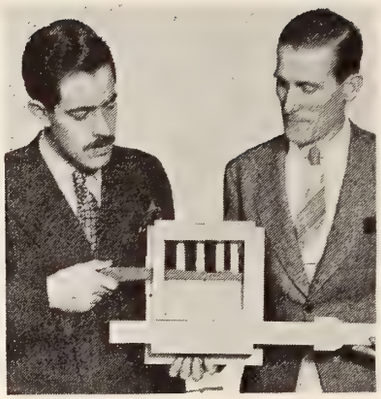
THE distinction of being the nation's youngest radio critic is claimed for Charles Raine, six-year-old son of France Raine, *Cincinnati Times-Star* radio editor. Charlie was to appear on the weekly *Headlines of 1927* programs over WCKY, Cincinnati, July 15 and tell what he thought of radio programs in general. The broadcast idea originated when Raine Sr. mentioned in his column that Raine Jr., listens to more programs than he does and often lectures his dad on the latter's printed criticisms. During the program, radio of this year is contrasted with radio of the preceding decade, which happened to be four years before the guest of the evening was born.

WILLIAM FULLER, formerly of KJBS, San Francisco, has been added to the continuity department of KFAC, Los Angeles.

HAL RORKE, formerly on the publicity staff of Metro-Goldwyn-Mayer Studios, Hollywood, has joined the CBS publicity department in that city, and is assigned to the Shakespearean series which started July 12.

JOHN ALDERMAN recently joined the announcing staff of KABC, San Antonio. He was formerly with a station in Del Rio, Mexico.

BOB HANSON, graduate of Otterbein college, recently joined the announcing staff of WADC, Akron. Others who joined at the same time were Bill Casselman and Ray Spencer.



ANCIENT LOCK—The script of *The Shunnamite Woman*, one of CBS's *Living Dramas of the Bible*, calls for the sound of a door being unlocked, so CBS sound effects men did a little research and finally, in a Bible concordance, located plans for the locks in use in Old Testament days and built one. Max Uhlig, sound effects technician, holds the lock while William Robson, director of the program, manipulates the wooden key, which is notched to lift the wooden pegs of various lengths simultaneously out of the bolt. In the broadcast the lock is fitted to a door revolving on stone hinges, another detail of Biblical construction which did not permit substitution in producing realistic sound effects.

ALBERT G. BERGMAN, producer of *Law in Every Day Life* on KECA, Los Angeles, and well-known attorney on July 8 married Janet Kaplan of that city, in Santa Barbara, Cal.

DAN SEYMOUR, announcer of the Gillette *Summer Hotel* series on CBS has been signed under exclusive contract of Columbia Artists Inc. as special announcer.

JOHN NEBLITT, formerly of KWK, St. Louis, has joined the announcing staff of WBNS, Columbus, to handle sportscasts.

AL STONE, announcer of KWTO, Springfield, Mo., has been promoted to director of music to assist George Earle Wilson, KWTO program director, in the production of fall programs.

JOE EVANS, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KWTO, Springfield, Mo., as sportscaster to replace Fred McGhee who has joined WDGY, Minneapolis.

JAMES SAMS, formerly of WIL, St. Louis, has joined the announcing staff of KXBY, Kansas City. Jay McShaw, colored pianist formerly of KOB, Albuquerque, N. Mex., has joined the artist staff of KXBY.

FRED HENRY, announcer, formerly at KNX, Hollywood, has recently been added to the staff of KJBS, San Francisco, as announcer-producer.

ROBERT GREENE, recently added to the staff of KIEV, Glendale, Cal., has been appointed chief announcer, taking over those duties from Wallace McLain, program director. Fred Gwynn, formerly of KGIR, Butte, has joined the station as announcer-producer.

TED SCHNEIDER has rejoined the program department of WHN, New York, after a period in the radio department of Jay Lewis Associates, New York agency.

BEN HAWTHORNE, radio writer and conductor of the *Morning Watch* on WTIC, Hartford, will give a lecture on radio technique to the summer students of the Connecticut State College at Storrs.

ALBERT SHAMBARGER, head of the merchandising and sales promotion staff of WHK-WJAY, Cleveland, was married in mid-July to Kay Field, Cleveland. Miss Dorothy Kerruish, of the accounting department, was married to Thomas Harrison. Miss Mary O'Delley, former WHK-WJAY program director, was married recently in Raleigh, N. C.

FRANK L. RAND, CBS publicity director in Chicago, recently returned to that city following inspection tours of KMOX, St. Louis and WKRC, Cincinnati.

BOB KESTEN, formerly of CJCS, Stratford, Ont., has joined the announcing staff of CKCL, Toronto.

COMBS BLANFORD has joined the announcing staff of WLBC, Muncie, Ind.

BOB LONGWELL, announcer of WJBK, Detroit, has been named director of publicity to replace Billy Morrell, resigned.

BYRON G. LOWREY, formerly senior announcer of WACO, Waco, Texas, has joined the announcing staff of KRLD, Dallas.

JOE ROCKHOLD, of WSPD, Toledo, has been named by the station to handle UP news.

JOHN DE YOUNH has been named junior announcer of WOWO-WGL, Fort Wayne. Bill Davis, actor, has joined the production staff of WOWO.

JAMES COOKE, at one time assistant to Al Williamson, head of the NBC-Chicago publicity department, is now secretary of the Chamber of Commerce at Cadillac, Mich.

SYLVIA PRESS, formerly publicity director of WINS, New York, has been transferred to the station's continuity department as assistant to E. A. Cleland, continuity director.

JACK HOLDEN, announcer of *Uncle Ezra* the WLS-*National Barn Dance*, and other NBC shows emanating from Chicago, recently addressed the students of Battle Creek City College, on how to become an announcer.

VINCENT CONNOLLY, announcer at WOR, Newark, sailed on the *Champlain* July 3 for a vacation in Europe.

BETTY GOODWIN, NBC's fashion editor, is one of the judges of the Best-Dressed-Woman-in-the-World contest being sponsored by the Butterick Co.

HARLAN EUGENE READ, news commentator on the Inter City network, has returned from Europe and is preparing a series of broadcasts based on his experiences abroad which he expects to put on the air this fall under the title, *The Teller of Tales*.

WINFIELD K. HUNTER, program traffic manager of WLW, Cincinnati, married Miss Vella Pauley July 3.

CLARICE MAYER, *Woman Reporter* of KYW, Philadelphia, will be married to Dr. Joseph L. Garfield Aug. 1.

ZELMA LARSSON, program director of WHDH, Boston, is announcing a Scandinavian program six days weekly.

HARRY MARTIN, of VanCronkhite Associates Inc., Chicago, is the father of a baby boy born July 4.

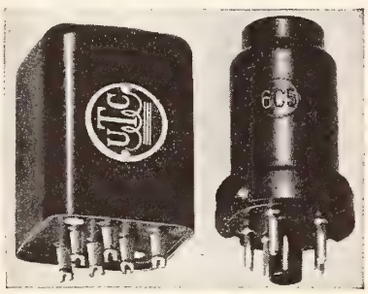
NOEL GERSON of the continuity staff of WGN, Chicago, is spending a six-week vacation in Europe.

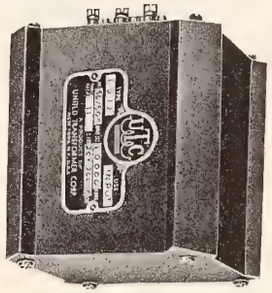
RODERICK CUPP, formerly with KTUL, Tulsa, has joined the staff of WLS, Chicago.

BILL WILLIAMS has returned to WBZ-WBZA, Boston-Springfield, as sports announcer to replace Dick McDonough who has been named sports editor of the Yankee and Colonial Networks.

ARTHUR CASEY has been named assistant program director of KMOX, St. Louis.

UTC transformers are used by such organizations as RCA, Western Electric, General Electric, Western Union, Bell Labs., U.S. Navy, U.S. Army, Department of Commerce, Columbia Broadcasting System, etc. . . .





UTC ULTRA COMPACT audio units are extremely small and weigh only 5½ ounces. The fidelity however, is excellent, the frequency response being uniform ±2 DB from 30 to 20,000 cycles. These units are ideal for remote pickup equipment and similar applications where both weight and size are paramount factors.

LINEAR STANDARD components are ideal high fidelity units for broadcast and recording service. The frequency response is guaranteed uniform from 30 to 20,000 cycles and hum pickup and insertion loss is maintained at extremely low values. These units are unequalled for studio and speech input equipment.

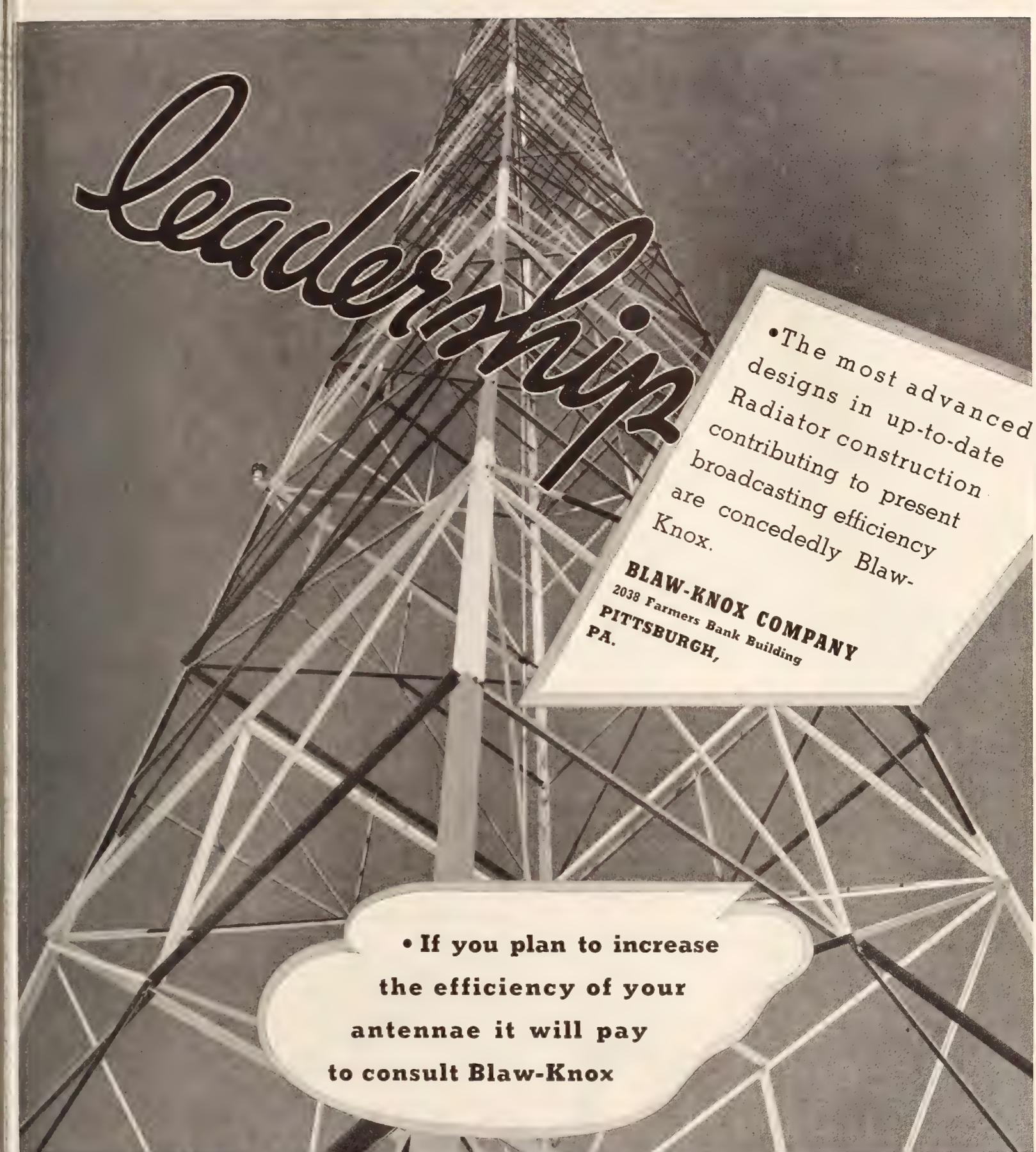


UTC HIPERM ALLOY components are similar to the Linear Standard units but of a more compact design and employ a lightweight high conductivity case so that these units can be employed for portable and compact service. They are used extensively in recording and remote pickup equipment.

Write for the new UTC Bulletin BC listing the complete line of Broadcast Components.

UNITED TRANSFORMER CORP.

72 SPRING STREET NEW YORK, N. Y.


Leadership
•The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.
BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
• If you plan to increase the efficiency of your antennae it will pay to consult Blaw-Knox
BLAW-KNOX
VERTICAL RADIATORS

Text of White Probe Resolution

(*Continued from Page 15*)

observed by it, together with the reasons for each such departure or modification;

(2) All acts by the Commission which recognize or seem to recognize the right of a licensee to a license or a frequency other than as specified in the terms, conditions, and time of the license;

(3) Whether the acts and decisions of the Commission in broadcasting cases have been influenced by matters not apparent in the public records;

(4) The geographical distribution of broadcasting facilities and whether there is an equitable distribution of broadcast service to all parts of the country and, if not, what steps should be taken to provide fair and equitable service throughout the United States;

(5) The extent to which broadcast stations have been concentrated in the larger communities of the country by transfer of stations from smaller communities to such centers or otherwise;

(6) The extent to which and the circumstances under which the ownership, control, management, or interest in more than a single broadcast station has passed into the hands of any person or group of persons;

(7) The circumstances surrounding and the considerations for the voluntary transfer of station licenses or construction permits;

(8) Instances of the transfer of minority interests in broadcasting-station licensees, and all transactions directly or indirectly affecting the control of such licensees, and whether said transfers have or have not been submitted to the Commission for approval and have received Commission approval or acquiescence;

Sale Price of Stations

(9) The sale price of any broadcasting station in any manner sold and transferred, together with a statement of the fair value of the physical assets and of other property, rights, contracts, and licenses involved in said sales, and in particular the value placed by the parties to the transaction upon the frequency licensed to be used;

(10) The sale of stock or other securities of any broadcasting stations, of any licensees, or of any person or persons directly or indirectly controlling such licensees, and the valuation put by the person transferring the same upon the station license or the frequency, the power or the hours of operation fixed in the station license, and the circumstances surrounding and the consideration for such sales and transfers and as to the participation in the negotiations for such sales and transfers by any person other than the seller and purchaser, the transferor and the transferee;

(11) The licensing of broadcast stations to persons other than the owners of the physical equipment, and in particular all cases involving the leasing of transmitting equipment;

(12) The surrender of control of facilities by licensees, including all agreements to accept proffered programs with or without supervision by the licensee;

(13) All acts or assertions by broadcast-station licensees which involve the claim to any right or interest beyond the terms, conditions, and periods of the license;

(14) Whether considerations have been paid or promised to any licensee or permitee for not interposing objection to an application for all or a part of his facilities or for other facilities which could not be granted without disregard for the Commission's rules or its standards except with the consent of such licensee or permitee;

(15) All cases in which persons, whose applications for the renewal of a broadcasting license have been refused by the Commission, have received from persons licensed to use the facilities for which renewal of license has been refused money or other consideration in excess of the value of the physical equipment taken off the air and sold to the new licensee;

(16) Cases in which the real parties in interest in any application for broadcast facilities have not been disclosed to the Commission;

(17) The extent to which holding or other intermediate companies or persons have been employed in the ownership or control of broadcast stations and the effect of such intermediate ownership or control upon the effective regulation of broadcasting;

(18) The investments by licensees in the stations authorized to be operated by them, including the investment in equipment and in other items of cost;

Profits to Be Probed

(19) The charges for the use of station facilities and the profit or loss resulting therefrom;

(20) The extent to which broadcast stations are used to build up other businesses or enterprises in which the station licensees or persons financially interested in the licensees are engaged, the extent to which the facilities of broadcast stations are refused or are granted conditionally to competitors of such other businesses or enterprises and the effect of the ownership and use of such radio facilities upon the business of those in competition with the businesses of those having the radio facilities;

(21) The extent to which broadcast stations are owned or controlled by or are affiliated with newspapers or other media of information or entertainment, and the effect of such ownership, control, or affiliation upon competing newspapers not possessing such facilities and upon the public interest;

(22) The development and present facts concerning broadcasting networks or chains, including the effects of chain association upon the licensee's control over his station;

(23) The effect of chain operations upon the financial results and status of chain affiliated stations and independent stations, the ability of the chain owned or affiliated station to render a local service, both sustaining and commercial and the duplication of broadcast programs; and the desirability of special regulations governing chains and stations engaged in chain broadcasting;

(24) The extent to which licensees of broadcast stations censor or refuse programs offered to them for transmission and the reasons for and the effects of such censorship or refusal;

(25) The extent to which, the basis upon which, and the times at which broadcast stations carry programs relating to public affairs, education, religion, labor, agriculture, charity, and public service generally;

(26) The extent to which and basis upon which broadcast stations carry programs offered by or on behalf of candidates for public office or programs relating to controversial subjects in the field of national, State, or local politics; and

(27) The extent to which, the basis upon which, the manner in which, and the times at which broadcast stations are used for commercial programs including programs advertising products claimed to have medicinal or therapeutic value and programs relating to products or services, the sale or use of which may be illegal in any State in which the programs of the station carrying such programs may be received, the time given by the several classes of stations to commercial advertising or sales talk in the programs broadcast and whether there should be control or regulation of advertising by radio and the character and extent thereof;

Foreign Broadcasting

Said committee is further authorized and directed to make and report to the Senate the facts with respect to—

(1) Competition between wire companies in communication between the United States and foreign countries, between radio companies in such foreign communication, and between wire and radio companies in this field of foreign communication.

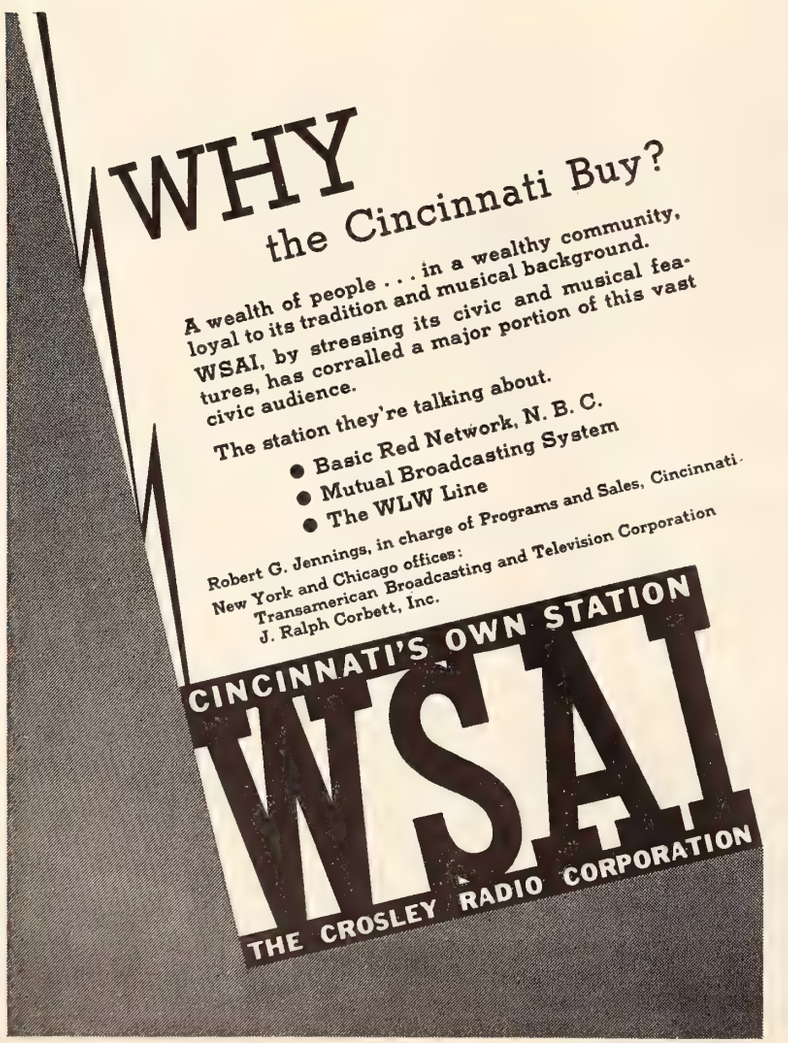
(2) Instances in which the Commission has granted licenses for transmission in foreign communication or has refused or withheld action upon applications for licenses and frequencies in this field of communication, and whether such action by the Commission or its nonaction, has been with the purpose or has had the effect of aiding one company in this branch of communications or of destroying or lessening competition between American companies in foreign communication.

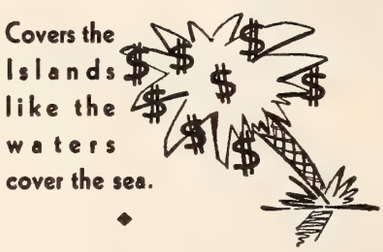
(3) The extent to which companies engaged in radio communication between the United States and any foreign country have entered into exclusive traffic arrangements or other agreements with the purpose or effect of securing a monopoly in such communication or of lessening competition therein and the effect of such arrangements or agreements upon competing American companies.

Said committee is further authorized and directed to make a study of the policies and principles which should be declared and made effective in legislation providing for the regulation and control of the radio industry, of broadcasting, and of interstate and foreign communication by radio.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings; to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjourned periods of the Senate in the Seventy-fifth Congress; to employ such experts, and clerical, stenographic, and other assistants; to require by subpena or otherwise the attendance of such witnesses and the production and impounding of such books, papers, and documents; to administer such oaths; and to take such testimony and to make such expenditures as it deems advisable. The cost of stenographic services to report such hearings shall not be in excess of 25 cents per hundred words. The expenses of the committee, which shall not exceed $, shall be paid from the contingent fund of the Senate upon vouchers approved by the chairman.







KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

COVERAGE IN THE PACIFIC NORTHWEST WITH A SINGLE CONTRACT



FOUR FINE STATIONS SERVING 80% OF THE PEOPLE OF THE PACIFIC NORTHWEST... NOW AVAILABLE WITH A SINGLE CONTRACT!

Representative , JOSEPH H. McGILLVRA *Chicago · New York*

House of Kilocycles Built by KSL

Romantic Serial Basis Of Salt Lake City Promotion

By WALLY SANDACK
KSL, Salt Lake City

HOW KSL designed a romantic serial for Jack and Jill and built them a cottage in the mountains is a masterpiece of radio promotion. KSL helped the buyer get a Federal Housing Administration loan, sold 26 episodes of the serial to 25 local building and furnishing firms and carried on an advertising campaign that got everyone what he wanted: KSL got a contract plus publicity; the builders sold materials and got 13 weeks of publicity; and Jack and Jill got a brand new home.

CONCEIVED and promoted by KSL, Salt Lake City, "The House that Jack Built," was formally dedicated June 15. Situated on a choice building site overlooking the entire Salt Lake Valley and just adjacent to the rolling campus of the University of Utah, the model home is the culmination of a popular radio romance. Adding reality to the romantic rambling of *Jack & Jill*, two air sweethearts, listeners were treated to life interest with the announcement that the couple had planned an air castle for themselves. For 13 weeks, 26 separate episodes retold a fictional story of romance that was this couple's experience. The promotion ended with the completion of their dream home.

Behind this novel and real-life program was an innovation that proved a successful medium of advertising for the contracting contributors and a financial asset to the actual home builder. At the outset it should be understood that after the fanfares and hubbub have passed off some average family will occupy the home as his own. In every community there are numerous prospective home builders that are more than willing to effect a substantial savings that this building program offers and at the same time receive for their building dollars a dwelling that is built to rigid and exact specifications. Thus the idea of a model home was well received by *Jack & Jill* and the effect of their serial was to create an advertising campaign for 25 local concerns in the building business, assure the home builder of a third savings and sell a good station contract in addition to creating inestimable good will.

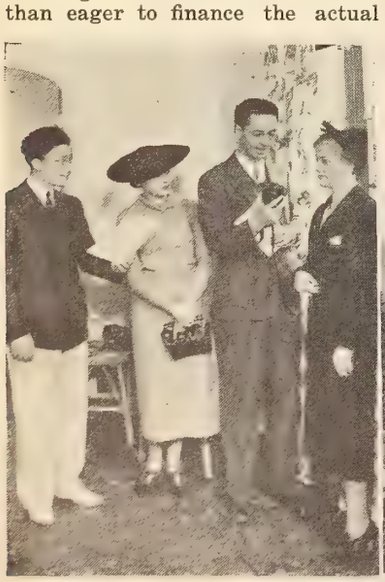
The Equity of Mr. X

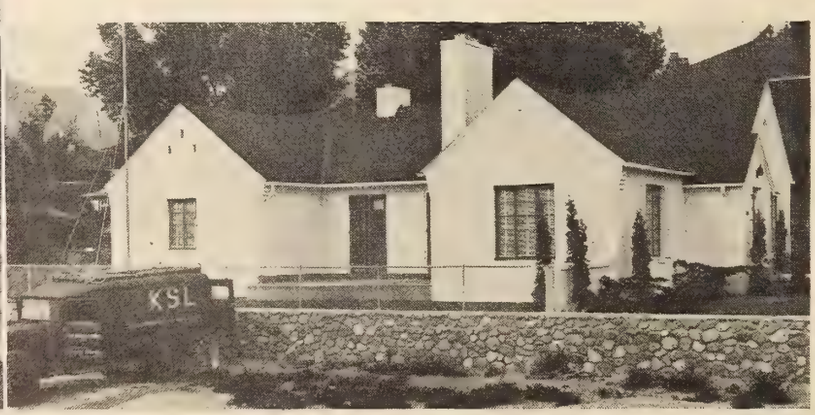
In succeeding with the sponsor's purpose, the following details of promotion had to be devised: Mr. X, the ultimate occupier of the premises, purchased the lot outright, thus creating sufficient equity upon which the Federal Housing Administration was more than eager to finance the actual building. This loan was secured through a local bank in line with the FHA program. Next, the architect presented our Mr. X with specifications for a building that warranted its being in the model class. Naturally the buyer reserved discretionary rights of design and construction. With the approval of the builder a general contractor was solicited. Some 25 firms were selected to contribute everything from the sand and gravel essential for structural work to the drapes and furnishings. These concerns worked upon a co-operative basis. Each firm figured the actual consumers cost of fitting the home with the necessary articles. The buyer assumed the FHA loan and paid the outfitting concerns about 40% less than the normal cost for their services. For their sacrifices in profits plus another 6 to 7%, the total additional paid by the builder for air time, each reaped a tremendous saving.

Profits to Advertising

Naturally the above rigid formula could not be applied other than arbitrarily as it is apparent that items such as draperies cost considerably less than concealed lumber and stone work and receive more attraction and consequently more advertising value. So the plan was equitably worked out upon a co-operative basis. Suffice to say that the home builder made a one-third savings, the concerns sacrificed a portion of their profits but were rewarded with a real advertising campaign.

Sequences in the serial were timely arranged to correspond with the actual steps of breaking ground, building and final completion. At the end of 26 episodes the story of *Jack & Jill* finished. Then a series of six programs was used to further advertise the venture. During four of these spots an equal number of of concerns were interviewed as to their respective contributions. Then for the opening, two shortwave broadcasts from the home site, one an actual man-in-the-house event, concluded the station's part in the open house. Finally the home remained open for two weeks to the visiting public with proper displays of merchandising inside and a regular house party on the final day. The entire series was built around the theme "The House That Jack Built."





KILOCYCLE DOMICILE—Visitors to KSL's Radio Home are interviewed by Announcer William Post and Producer Alvin G. Pack while the shortwave truck waits outside the house that Jack built for Jill.

Slander Suit Dismissal Against Carter Upheld

DISMISSAL OF THE $100,000 slander suit filed by Gov. Hoffman of New Jersey against Boake Carter, CBS, and the Philco organization was upheld in Trenton July 7 by the Court of Errors and Appeals, New Jersey's highest tribunal.

In its opinion upholding the Supreme Court of the State, the court held that service on the corporations was illegal and void because the companies were without licenses to do business in New Jersey and therefore were not subject to liability in that state. The complaints were served through subsidiaries in New Jersey while Carter, a New Jersey resident, had not been served. The court reserved decision as to whether the broadcasts in the state transmitted by CBS from New York in any sense or in any degree constituted conduct of business by it in New Jersey. The suit grew out of the claim by Gov. Hoffman that he had been slandered by Carter in his broadcasts in connection with the Hauptmann case of two years ago.

IDA BAILEY ALLEN, radio home economist whose program is a daily feature on WHN, New York, is using her fan mail as a background for a three-act comedy she is now writing. Play will be set in a typical American kitchen.

Coverage Reports On National Basis

Checking Trip Yields Survey Data on Most Large Cities

WITH issuance of his radio coverage reports for the principal cities over 25,000 population along the Pacific Coast and for the intermountain states, Radio Coverage Reports Service is now placed on a nationwide basis, according to an announcement by Edgar H. Felix, New Rochelle, N. Y., distributor of the reports. He has just completed an 11,500-mile checking trip through the western states.



Mr. Felix

The reports have been issued or are in the process of compilation covering 90.9% of the population in cities over 25,000 throughout the United States, Mr. Felix said. There are 375 cities with a population of over 25,000 but a somewhat larger number of reports are issued because smaller cities in the more sparsely populated areas have been surveyed in order to secure an even distribution of reports and make possible analysis of rural as well as urban service for the principal stations.

Forty-two of these cities are suburbs generally within three or four miles of larger suburbs for which reports have been issued, and only 63 cities remain for which field measuring work has not been concluded. The total population of these unsurveyed cities is 4,470,018, or less than 10% of the 49,242,877 population in cities to be covered directly. The percentage of total U. S. population residing in counties reported on or to be reported on is well over 85%.

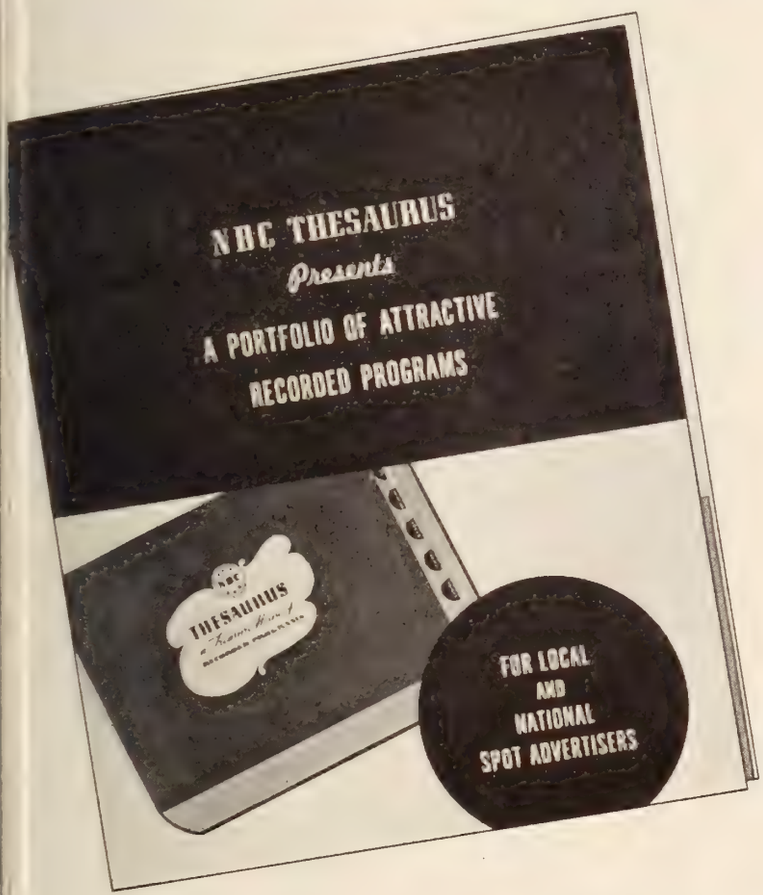
For cities over 100,000 population, almost precisely the same degree of progress has been made, 89.5% of the cities being reported on or having reports in the process of compilation with measurements completed, comprising 94.3% of the population in cities over 100,000 in the United States.

The survey, Mr. Felix said, is being supported by the leading network systems and advertising agencies which combined bill somewhat over 50% of the total spot and network broadcasting placed. The balance of the field work will soon be completed.

"Analysis of the coverage reports indicates substantially wide discrepancies in the amount of service available to listeners in different sections which cannot be accounted for by differences in population distribution," according to Mr. Felix. "Each report analyzes every audible service in the community day and night, including not only those stations rendering primary or secondary service but also several classifications of sub-standard service by means of which the validity of coverage claims can be analyzed. It has been found repeatedly that mail response to special offers and under unusual transmission conditions is sometimes secured from cities where there may be a dozen or more substantially superior services and which are not consequently rendering a service of practical significance to the advertiser under average conditions in these cities."

NBC THESAURUS

PREPARES INFORMATIVE NEW BOOKS FOR STATION OPERATORS PROGRAM DIRECTORS SALESMEN—AGENCIES



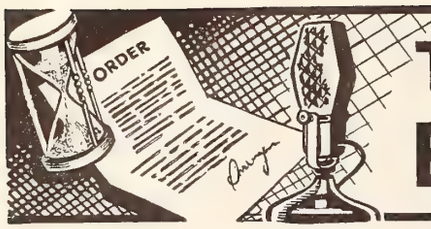
THE GUIDE BOOK— The first comprehensive sales and operating manual for Electrical Transcription Service use by local stations.



THE PORTFOLIO— Short short stories of sixteen radio shows ready for a local or national spot selling job.

TWO IMPORTANT BOOKS ON RADIO PROGRAMS AND SALES FOR YOUR FILES. WRITE TODAY FOR FREE COPIES

NATIONAL BROADCASTING COMPANY
ELECTRICAL TRANSCRIPTION SERVICE
A Radio Corporation of America Service
RCA BUILDING, RADIO CITY, NEW YORK MERCHANDISE MART, CHICAGO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

E. L. Knowles Inc., Springfield, Mass. (Rubine), 12 weekly *sa*, thru DeForest Merchandising Bureau, Springfield.
Zerbst Pharmacal Co., St. Joseph, Mo. (cold capsules), 6 weekly *sa*, thru Barrons Adv. Co., Kansas City.
Goodall Worsted Co., Sanford, Me. (suits), 192 *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Procter & Gamble Co., Cincinnati (Lava), 11 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Montgomery Ward & Co., Chicago, 78 *t*, direct.
Pennzoil Co., Oil City, Pa. (oil, gas), weekly *t*, thru Fuller & Smith & Ross Inc., Cleveland.
Scholl Mfg. Co., Chicago (Footease), 5 weekly *sa*, thru Donahue & Coe Inc., N. Y.
Durham Duplex Razor Co., Jersey City (Dog Dresser), 10 *sa*, thru H. W. Fairfax Adv. Agency Inc., N.Y.
American Oil Co., Baltimore (Amoco), 2 weekly *sa*, thru Joseph Katz Co., Baltimore.
Procter & Gamble Co., Cincinnati (Oxydol), 6 weekly *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
Carleton & Hovey, Lowell, Mass. (Father Johns), 24 weekly *sa*, thru John W. Queen, Boston.

WFIL, Philadelphia

Sun Oil Co., Philadelphia, 7 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Hecker H-O Co., New York, 3 weekly *ta*, thru Erwin, Wasey & Co., Inc., N. Y.
American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gardner Mfg. Co., Philadelphia (Veet), 6 weekly *sa*, direct.
Procter & Gamble Co., Cincinnati (Camay), 16 *sa*, thru Pedlar & Ryan Inc., N. Y.
Tidewater Oil Co., New York (Tydol, Veedol) 24 weekly *sp*, thru Lennen & Mitchell Inc., N. Y.

WOOD-WASH, Grand Rapids, Mich.

Procter & Gamble Co., Cincinnati (Crisco), 201 *ta*, thru Compton Adv. Inc., N. Y.
Lehn & Fink Products Co., New York (Hinds cosmetics), 468 *sa*, thru Wm. Esty & Co. Inc., N. Y.
American Chicle Co., Long Island City, N. Y. (Sen Sen), 20 *ta*, thru Badger and Browning & Hersey Inc., N. Y.
Dodge Bros. Co., Detroit (autos), 26 *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBZ-WBZA, Boston-Springfield

Reymer & Bros. Inc., Pittsburgh (Lem-N-Blend), 16 *ta*, thru Walker & Downing, Pittsburgh.
Refrigeration & Air Conditioning Training Corp., Youngstown, *t*, thru National Classified Adv. Agency, Youngstown.
Western Protective Assn., Los Angeles, (melons), 21 *sa*, thru J. Walter Thompson Co., San Francisco.

KSFO, San Francisco

Carter Co., New York (liver pills), 12 weekly *ta*, thru Street & Finney Inc., N. Y.
Larus & Bros., Richmond (Domino cigarettes), 3 weekly *t*, thru BBDO, N. Y.
Baldwin Laboratories, Saegertown Pa. (Dwin), 3 weekly *sa*, thru Yount Co., Erie, Pa.
Maryland Pharmaceutical Co., Baltimore (Rem-Rel), 8 weekly *sa*, thru Joseph Katz Adv. Co., Baltimore.
Lewis-Howe Co., Chicago (Tums), 2 weekly *sp*, 10 weekly *sa*, thru H. W. Kastor & Sons Co. Inc., Chicago.
Beaumont Laboratories, St. Louis (4-Way Cold Tablets), 12 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Firestone Tire & Rubber Co., Cleveland, 7 weekly *sa*, thru Sweeney & James Co., Cleveland.
Table Products Inc., Los Angeles (Nu-Made mayonnaise), 15 weekly *sa*. thru Lord & Thomas, Los Angeles.
Diesel Power-United Engineering Schools, San Francisco, 7 weekly *sa*, direct.

KGMB, Honolulu

Carter Medicine Co., New York (liver pills), 3 weekly *sa*, thru National Export Co., N. Y.
Procter & Gamble, Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
General Foods Corp., New York (Posts Bran Flakes), 3 weekly *t*, thru National Export Adv. Service, N. Y.
General Foods Corp., New York (Maxwell House coffee), weekly *sp*, thru National Export Adv. Service, N. Y.
Lever Bros. Co., Cambridge (Spry), 7 weekly *sa*, thru National Export Adv. Service, N. Y.
Vick Chemical Co., Greensboro, N. C. (Vicks Vaporub), 3 weekly *t*, thru Morse International Inc., N.Y.
Lamont Corliss & Co., New York (Ponds), weekly *t*, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 7 weekly *sa*, thru Compton Adv. Inc., N. Y.

WGY, Schenectady

McKesson & Robbins Inc., Bridgeport (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Baldwin Laboratories, Sagertown, Pa. (Dwin), 2 weekly *sa*, thru Yount Co., Erie, Pa.
American Oil Co., Baltimore (Amoco), 7 weekly *sa*, thru Joseph Katz Co., Baltimore.

WDAY, Fargo, N. D.

Baldwin Laboratories, Sagertown, Pa. (Dwin), 2 weekly *sa*, thru Yount Co., Erie, Pa.
General Foods Corp., New York (Certo), 45 *sa*, thru Benton & Bowles Inc., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee (farm equipment), 2 weekly *sp*, thru Bert S. Gittins, Milwaukee.

WIND, Gary, Ind.

Chicago Roosevelt Steamship Co., Chicago (lake cruises), 2 weekly *sp*, thru W. W. Garrison Co., Chicago.
Dunes Arcade Hotel, Tremont, Ind., 2 weekly *sa*, direct.

WHN, New York

Larus & Bros. Co., Richmond (Edgeworth tobacco, Domino cigarettes), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

WGN, Chicago

Western Growers Protective Association, Los Angeles (Iceberg head lettuce), 6 *sa*, thru J. Walter Thompson Co., Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Zephyr cigarettes), daily *sa*, thru McCann-Erickson Inc., N. Y.
Walgreen Co., Chicago (retail drug chain), daily *sa*, thru Dade B. Epstein Co., Chicago.
Benrus Watch Co., New York (watches), 2 daily *sa*, thru Brown & Tarcher Inc., N. Y.
P. A. Starck Piano Co., Chicago, 5 weekly *sp*, thru George H. Hartman Co., Chicago.
Walgreen Co., Chicago (drug stores), daily *sa*, thru Dade B. Epstein Adv. Agency, Chicago.
Benrus Watch Co., New York (watches), 2 daily *sa*, thru Brown & Tarcher Inc., N. Y.

KNX, Hollywood, Cal.

Kellogg Co., Battle Creek, Mich., (cereals), weekly *sp*, thru N. W. Ayer & Son Inc., New York.
Woolwine-Norris Corp., Los Angeles (electric ranges), 5 weekly *sp*, thru McCarty Co., Los Angeles.
Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Barnes-Chase Co., Los Angeles.
Sunbeam Laboratories, Los Angeles (Nailife), 7 weekly *sa*, thru Ivar F. Wallin Jr., & Staff, Los Angeles.
Piel Bros., Brooklyn (beer), 3 weekly *sp*, thru Kenyon & Eckhardt Inc., New York.

KFWB, Hollywood

Los Angeles Soap Co., Los Angeles (White King soap), weekly *sp*, thru Barnes-Chase Co., Los Angeles.
Chapman's Ice Cream Co., Los Angeles (dairy products), 3 weekly *sp*, thru Dan B. Miner Co., Los Angeles.
Dodge Bros. Corp., Detroit (motor cars), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KYA, San Francisco

Street & Co., San Francisco (Dodge and Plymouth autos) 3 weekly *t*, thru Ruthrauff & Ryan Inc., San Francisco.
Maurine Co., San Francisco (cosmetics), weekly *t*, direct.



Gardner Rea in Colliers

"He says he doesn't want to go out and hunt heads. He wants to stay home and listen to Buck Rogers."

KDKA, Pittsburgh

Western Growers Protective Assn. Salimac, Cal., 78 *sp*, thru J. Walter Thompson Co., San Francisco
Modern Food Process Co., Philadelphia, 52 *sp*, thru Clements Co. Philadelphia.
General Foods Sales Co. Inc., New York, 60 *ta*, thru Benton & Bowles Inc., N. Y.
Refrigeration & Air Conditioning Sales Training Corp., Youngstown O., 8 *sp*, thru National Classified Adv. Agency, Youngstown.
Jos. Schlitz Brewing Co., Milwaukee 13 *t*, thru McJunkin Adv. Co., Chicago.
Sheffield Co., Chicago, 100 *sa*, thru The Vanden Co., Chicago.
Swift & Co., Chicago, 26 *sp*, thru J. Walter Thompson Co., Chicago.

KFRC, San Francisco

Simmons Co., New York (mattresses) 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.
Carter Medicine Co., New York (liver pills), 10 weekly *ta*, thru Street & Finney Inc., N. Y.
United Air Lines, Chicago (transportation), 3 weekly *ta*, thru J. Walter Thompson Co., Chicago.
Gallenkamp Stores, San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
General Foods Corp., New York, 5 *ta*, thru Benton & Bowles Inc., N. Y.
Baldwin Laboratories, Saegertown Pa., 21 *sp*, thru Yount Co., Erie Pa.
Moxie Co., Boston, 12 *sa*, thru Harry M. Frost Co. Inc., Boston.

WJJD, Chicago

Holland's Jewelry Stores, Chicago (retail jewelers), 2 daily *sa*, thru Malcolm-Howard Adv. Agency, Chicago.
Chicago Herald & Examiner, Chicago (classified ad section), 5 weekly *sp*, thru Schwimmer & Scott. Chicago.
Sure Laboratories, Chicago (breath purifier), 12 weekly *sp*, thru Selviair Broadcasting System Inc., Chicago.
People's Church of Chicago, weekly *sp*, direct.

WEEI, Boston

Reliance Mfg. Co., Chicago (Big Yank garments), 2 weekly *sp*, 14 weekly *ta*, thru Mitchell Faust Adv. Co. Chicago.
Adams & Swett Cleansing Co., Roxbury, Mass., daily *sa*, thru Dowd & Ostreicher Inc., Boston.
Lever Bros. Co., Cambridge, Mass. (soap), 7 weekly *sa*, 7 weekly *sa* thru Ruthrauff & Ryan Inc., N. Y.

WCKY, Cincinnati

Simmons Co., Chicago (beds), 78 *sa* thru J. Walter Thompson Co., N. Y.
Bunte Bros., Chicago (candy), 10 *sa*, thru Fred A. Robbins Co., Chicago.
Baldwin Laboratories, Sagertown, Pa. (Dwin), 20 *sa*, thru Yount Co. Erie, Pa.

WMAQ, Chicago

Kraft-Phoenix Cheese Corp., Chicago (O-Ke-Doke), *sa*, thru J. Walter Thompson Co., Chicago.
Evans Fur Co., Chicago, 3 weekly *sp* thru Auspitz Lee, Auspitz & Lee Chicago.

KHJ, Los Angeles

Screen Children's Magazine, Hollywood, (publication), weekly *sp*, thru I. F. Wallin Jr. & Staff, Los Angeles.

KMPC, Beverly Hills, Cal.

Firestone Tire & Rubber Co., Akron (tires & tubes), 30 weekly *sa*, thru Sweeney & James Co., Cleveland.

KFOX, Long Beach, Cal.

Chevrolet Motor Co., Detroit (motor cars), 2 weekly *t*, thru Campbell Ewald Co. Inc., Detroit.

KMTR, Hollywood

Coca Cola Bottling Co., Los Angeles (Coca Cola), 352 *sa*, direct.

KFI, Los Angeles

Johnson, Carvell & Murphy, Los Angeles, (Kellogg's ant paste) 2 weekly *sa*, thru William A. Ingoldsby Co., Los Angeles.

Paramount Pictures Inc., Los Angeles, (motion pictures), 13 *sa*, thru Buchanan Co., Los Angeles.

Paramount Pictures Inc., Los Angeles (motion pictures), 6 weekly *t*, thru Buchanan Co., Los Angeles.

Bob Jones College, Cleveland, Tenn., (religious), 6 weekly *t*, thru Allied Adv. Agencies Inc., Los Angeles.

Mentholatum Co., Wilmington, Del. (Mentholatum) 6 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta, Ga.

United Air Lines, Chicago (air transportation), 3 weekly *ta*, thru J. Walter Thompson Co., Chicago.

Procter & Gamble Co., Cincinnati, (Dash), 15 weekly *ta* and *sa*, thru Pedlar & Ryan Inc., N. Y.

Procter & Gamble Co., Cincinnati, (Dash), 4 weekly *sp*, thru Pedlar & Ryan Inc., N. Y.

Carter Medicine Co., New York (liver pills), 5 weekly *ta*, thru Street & Finney Inc., N. Y.

Larus & Bros Co., Richmond (Domino Cigarettes), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WNAC, Boston

Calo Food Products Inc., Oakland, Cal. (Calo dog food), 13 *t*, thru Emil Brisacher & Staff, San Francisco.

Ce-Lect Baking Co., Brighton, Mass. (Ce-Lect Bread), 36 *sa*, thru Harry M. Frost Co. Inc., Boston.

Little Tree Farms, Framingham, Mass., *sa*, thru Harry M. Frost Co. Inc., Boston.

Procter & Gamble Co., Cincinnati (Lava soap), 260 *ta*, thru Compton Adv. Inc., N. Y.

KGO, San Francisco

Dorothy Perkins Co., St. Louis (cosmetics), 2 weekly *sa*, thru Ridgway Co. Inc., St. Louis.

Mentholatum Co., Wichita (Mentholatum) 7 weekly *sa*, thru Dillard Jacobs Agency Inc., Atlanta.

Procter & Gamble Co., Cincinnati (Lava soap) 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KJBS, San Francisco

S & W Fine Foods Inc., San Francisco (food products) 6 weekly *sa*, thru Botsford, Constantine & Gardner Inc., San Francisco.

Standard Beverage Ltd., San Francisco (Royal Crown Cola and Nehi) 24 weekly *sa*, thru Emil Reinhardt Agency, Oakland.

WBT, Charlotte, N. C.

Webster-Eisenlohr Inc., New York (Cinco cigars), 7 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.

WICC, Bridgeport, Conn.

Southern New England Telephone Co., Bridgeport, 30 *sa*, thru Dowd & Ostreicher Inc., Boston.

Kirk's in Dominion

PROCTER & GAMBLE Co., Cincinnati (Kirk's Castile soap), will use six Canadian stations in addition to a long list of U. S. stations in broadcasting one-minute transcriptions, twice daily, five times a week beginning Sept. 6. CKY, CKCK, CJCA, CFRB, CFCN, CFQC will be used. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

NEWS
is your best bet
TRANSRADIO

Harold Makelin Named To Be WIND Manager

HAROLD (HAL) MAKELIN, on July 19 will become the first sales manager of WIND, Chicago-Gary, resigning a similar post with KXBY Kansas City, Mo., to take over the newly-created position. Before going to KXBY, Makelin was sales manager of WIRE, Indianapolis.



Mr. Makelin

Another change has taken place in the other Ralph Atlass outlet in Chicago—WJJD. King Bard has resigned as sales manager of WOOD-WASH, Grand Rapids, Mich. to join the WJJD sales force, under Herb Sherman, sales manager.

To accommodate the enlarged staff, new sales staff offices for WIND have been built on the 21st floor at the Chicago office of the Gary station. The new offices mark the third WIND expansion in the past year-and-a-half. The Chicago offices of WIND and WJJD are at 201 N. Wells St.

P. & G. In Canada

PROCTER & GAMBLE Co., Cincinnati (Oxydol) has added three Canadian stations to the list using the transcribed *Ma Perkins* program five times weekly, bringing the total Canadian list to 18. The three stations added are CFCY, Charlotte, CJCB, Sidney, and CJCA, Edmonton. Stations on which the program was recently renewed are; CHNS, CFCY, CJCB, CHSJ, CFNB, CKAC, CFRB, CKCO, CJRC, CKCK, CFQC, CFCN, CJCA, CJOR, CFNB. In addition, a quarter-hour live talent program in French is presented five times weekly over CHRC, Quebec. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Pinex Canadian Spots

PINEX Co., Fort Wayne, Ind. (Pinex Remedy), will use 12 Canadian stations in the fall campaign beginning October 5. Two and three live spot announcements will be used daily, five and six times weekly. The following stations will be used: CFRN, CJOR, CHRC, CKAC, CHAS, CHSJ, CFRB, CKCO, CJRC, CJRM, CFQC and CFCN, Baggaley, Horton & Hoyt Inc., Chicago, is agency.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Spot Series to Canada

INTERNATIONAL HARVESTER Co., Chicago (Bindertwine) is using Canadian stations for the first time in a current campaign extending through July. Daily one minute announcements are being used on CFRB, CKCO, CJRC, CJRM, CFQC, CFCN, CJCA, and CHLP. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Receiving Set Licenses Increasing in Dominion

NEW LICENSES issued and the renewal of the $2 annual licenses for the operation of radio receiving sets in Canada totalled 1,038,500 for the fiscal year ended March 31, an increase of approximately 20% over the 862,108 in the preceding fiscal year, according to a report to the Department of Commerce July 10 from Assistant American Trade Commissioner Avery F. Peterson at Ottawa. The largest increase in the issue of licenses during the year was recorded in Ontario, first-ranking Province in the number of radio receivers. There was also a substantial increase in western Canada.

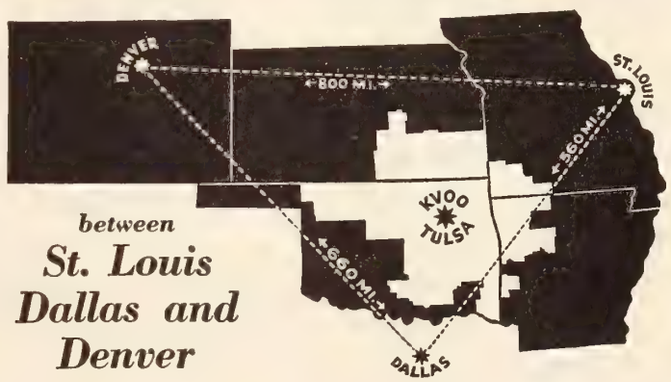
Records of the Radio Division of the Canadian Department of Transport show that 424,126 licenses were issued or renewed in Ontario in the fiscal year, compared with 342,056 in the preceding fiscal year; Quebec, 240,105 against 221,702; British Columbia, 91,978 against 80,205; Alberta, 72,458 against 55,318; Manitoba, 69,861 against 56,986; Saskatchewan, 68,193 against 49,059.

European Radio Markets

NEW facts about European radio markets, programs and practices of special interest to American advertisers and producers are being published for the first time in the new "European Section" of *Trends and Opinions*, handbook of the Script Library, a division of Radio Events Inc. The information is being gathered by Marjorie Mueller, Radio Events' foreign representative, presently on the continent to investigate radio there. The first section on European radio was to appear in the July 15 issue of *Trends & Opinions*, in a loose-leaf arrangement which brings the handbook up to date.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

RADIO ADVERTISERS

COSMESIS Inc. (Skin dew) and Feldman Petroleum Co. (gas stations), Chicago, have placed their business with Selviair Broadcasting System, that city. Josephine Huddleston, whose beauty articles have been syndicated in more than 100 newspapers, is head of Cosmesis Inc. A quarter-hour program six times weekly starring Bob Paddock, vocalist, was recently started over WAAF, Chicago. Other stations will be added later. Feldman Petroleum Co. is now on WAAF, WJJD, WCFL, WSBC and WIND.

GATELY-WHEELER Co., Chicago, owners of 15 retail credit clothing stores, two of which are located in Chicago, has placed its business with the Dade B. Epstein Adv. Agency, that city. An extensive radio campaign is planned for the fall.

DR. PETER FAHRNEY & SONS, Chicago (proprietary), recently completed a test campaign in Akron and Buffalo using WADC and WGR and may add other stations this fall. The campaign was conducted from February through June. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

HOTEL MAYFLOWER, Washington, is releasing five-minute transcriptions to about 40 stations on a duebill basis, placed through Osgood Roberts & Associates, Barr Bldg., Washington, as special agents for the hotel. Transcriptions were made in the studios of U. S. Recording Co., Washington, and feature actual recordings of hotel activities.

CAROLINA SALES Corp., Greenville, N. C., regional distributor for Kelvinator products and other household lines, has placed its account with J. Carson Brantley Adv. Agency, Salisbury, N. C.

ITALIAN-SWISS COLONY, New York (wines), is sponsoring a daily quarter-hour broadcast in Italian on WPEN, Philadelphia. Program, while broadcast only on WPEN, originates in New York. Norman B. Furman Inc., placed the account.

GOLDEN BROS. Inc., Kelvinator dealers of White Plains, N. Y., has added a Saturday morning children's program to its Tuesday night *Quiz Quest* on WFAS, White Plains. The new series, running for a full hour each week, is called *Kiddie Karnival* and is broadcast from the stage of the Colony Theatre with juvenile talent directed by Neal Ormond. Program was first presented as a one-time shot to celebrate the firm's 16th anniversary, but when a broadcast invitation brought a crowd of more than 3,000 youngsters to the theatre the sponsor decided to continue it on a regular basis.

THE 42nd Street Sales Co., Chicago (cosmetics), on Sept. 15 will start a spot series *Behind the Camera Lines*, weekly half-hour playlets, on 21 eastern and midwestern stations. The program, produced by Charles P. Hughes originator of the *First Nighter* program, has been on WGN for the past two years. *Broadway Melody*, a quarter-hour program dealing with a fanciful trip to the New York showplaces with Mr. Hughes as narrator started July 11 on WJJD, Chicago, thrice weekly. McGiveran-Child Adv. Agency, Chicago, handles the account.

LEAGUE for Supreme Court Independence, San Francisco (political), on Juy 15, 12:45 p. m. sponsored a talk presented by John Francis Neylan, chief counsel of the Hearst interests, over the six stations of the California Radio System (KYA, KEHE, KFBK, KMJ, KWG, KERN) Agency is Emil Brisacher & Staff, San Francisco.

GENERAL FOODS Inc. is advertising Maxwell House Coffee in a new studio talent show entitled: *Maxwell House Party Talent Show* over station KGMB, Honolulu, which began on July 15 and will be heard for a half-hour each Thursday for six months. The program features the Singing Surf Riders, Helen Owens and Webley Edwards. Agency is National Export Agency, New York. In another series of programs over the same station, General Foods is featuring Post Bran Flakes in a transcribed drama series titled *Hawks Trail*, starring Captain Frank Hawks. The program is heard on Mondays, Wednesdays and Fridays. Agency is National Export Agency, New York.

SOCONY-VACUUM OIL Co. Inc., New York (Mobiloil, Mobilgas), has started a series of sports summaries and comment on WHEC, Rochester. Lowell MacMillan is featured in the series, which is broadcast each week night from 6:30 to 6:45 p.m. Series was placed through J. Stirling Getchell Inc., New York.

LOCAL LOAN Co., Chicago, (finance company), on July 9 started Warren Brown, sports editor of the *Chicago Herald & Examiner*, on a daily quarter-hour sports program preceding ball game broadcasts over WJJD. Direct mail and posters will be used to promote the program. In addition, the loan firm, which has seven stores in Chicago, is on WBBM with a daily quarter-hour *Dugout Dope* program over WBBM and on WGES three times weekly. The business is placed direct.

BRISTOL-MYERS Co., New York, has announced the appointment of Pedlar & Ryan Inc., New York, as advertising agency for Mum deodorant and of Young & Rubicam Inc., New York, as agency for Ingram's Milkweed Cream and for the products of the William Peterman Co., insecticides. Both appointments are effective Jan. 1, 1938. No advertising plans have been announced.

GROCERY STORE Products Inc., New York (Kitchen Bouquet, Foulds macaroni, spaghetti and noodles, Jacob and Kennett canned mushrooms), has named McCann-Erickson Inc., New York, as advertising agency. No plans have been announced.

COAST FEDERAL SAVINGS & Loan Association, Los Angeles (savings), thru Westamerica Co., that city, in an eight-day reinvestment period campaign, which started July 1 used daily 100-word spot announcements on KEHE, KECA, KFWB and KHJ.

NELSON BROS. FURNITURE WAREHOUSE, Inc., Chicago (retail furniture) signed with WBBM June 22 to sponsor man-on-street programs on afternoons that WBBM does not broadcast baseball games. Nelson Bros. had been sponsoring the *Man on the Street* for 18 months until the opening of the season. Selviair Broadcasting System Inc., Chicago agency, handles the account.

TRAVELLAC PUBLICATIONS, San Francisco, publishers of pamphlets dealing with travel information, has purchased a series of weekly quarter-hour programs on KYA, San Francisco. The program features a narrator, Charles Freidrichs, who each week takes some outstanding summer pleasure spot and discusses its history and merits. The program is designed to aid the public in choosing a place to vacation this summer. Account placed direct.

NACOR MEDICINE Co., Indianapolis (proprietary), has placed its account with Keelor & Stites Adv. Agency, Cincinnati.

NEWS-WEEK Inc., New York, has named N. W. Ayer & Son Inc., that city, as agency.

LADY ESTHER Co., Evanston, Ill., (cosmetics), has named Lord & Thomas, Chicago, as agency, effective Sept. 1.

COWAN & COWAN Inc., Buffalo (proprietary), has placed its account with Mansfield Advertising, Buffalo.

GORDON BAKING Co., Detroit, has placed its advertising with Brooke, Smith & French Inc., that city.

MASON, AU & MAGENHEIMER CONFECTIONERY Mdg. Co., Brooklyn, has placed its account with Lester A. Loeb Inc., New York.

DR. PEPPER BOTTLING Co., Washington, has named Henry J. Kaufman Adv., that city, as agency.

BRUTON BREWING Co., Baltimore, has placed its account with United States Adv. Corp., New York.

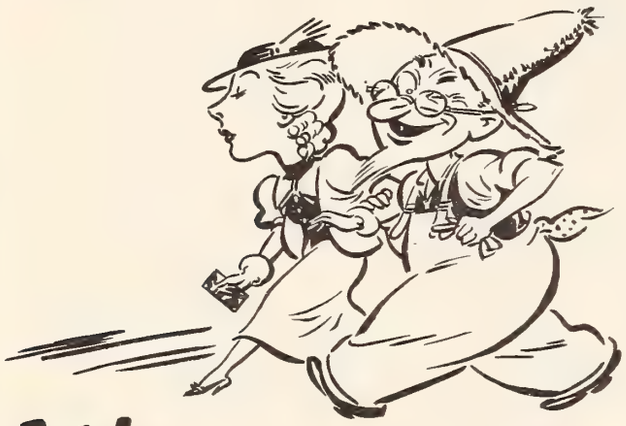
NISLEY Co., Columbus (shoes), is advertising through Mumm, Romer, Robbins & Pearson Inc., that city.

PFEIFFER BREWING Co., Detroit, has named Martin Inc., that city, as agency.

PRIMA Co., Chicago (beer), has placed its account with Jim Duff Inc., that city.

Thomas Heads Centaur

HAROLD B. THOMAS, vice-president of the Centaur Co., New York (Fletcher's Castoria, ZBT baby powder) has been named head of the company to succeed the late Frank A. Blair. He has been in charge of sales and advertising since 1931. Announcement of his appointment was made by Dr. William E. Weiss, chairman of the board of Sterling Products Inc., its parent company.



WE-UNS DO THE SAME AS YOU-UNS!

When you turn on your radio to listen to Bing Crosby, our people out here are listening too-- via WDAY. And that also goes for Fibber McGee, the Packard Hour, One Man's Family, the Kraft Music Hall Program and a host of other N. B. C. "bests" . . . . . Which is another reason for WDAY's tremendous pull in the Red River Valley - - there's just no reason for our people to dial to even the biggest "outside" station.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS



Main Street? Yes! But it's just exactly like a thousand other "Main Streets" in KMMJ's territory . . . typical of our farm and small town territory and audience.

We of KMMJ live in a small town like this and know these people as friends and neighbors. We know that they are *good spenders.* We also know that it takes a different language and approach to make them buy.

Out here. human nature runs a little closer to the surface. Tastes are simpler. Farm and small town folks still thrill to things that the city man refers to as "old stuff."

That's why our programs are informal . . . distinctly personal . . . as friendly and neighborly as the farmer himself. We talk as they do . . . sing and play their own kind of music . . . build every program so that it renders a real *service* to our listeners in Nebraska and Northern Kansas.

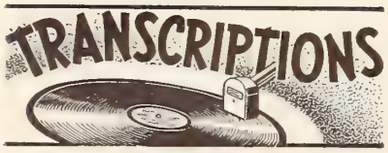
We're not bragging when we tell you that we get enviable results for our advertisers. If you doubt our word, write Armour and Company who have used a program on KMMJ every day for five years. We're simply telling you *facts* that you should know in order to purchase radio advertising to your best advantage. In planning your next campaign, let KMMJ take you into these family circles and explain to them the merits of your product as a friend and neighbor. *You'll* get results too!

KMMJ "The Old Trusty Station" Clay Center, Nebraska

Owned and operated by **KMMJ Inc.**

RANDY RYAN, General Manager

Represented by **Furgason & Aston**



ANNUAL conferences with field managers of Radio Transcription Co. of America, Hollywood transcription-program organization, will be held in that city for one month, starting Aug. 1, according to C. C. Pyle, president. Daily conferences will be held to discuss fall program production, promotional activities, distribution methods, sales plans, service angles and other topics of like nature. Demonstrations, field trips and laboratory-studio study will complete the annual "study session."

THREE more stations have subscribed to *NBC Thesaurus* transcription library service—KVOR, Colorado Springs, and KFAL, Salina, Kan. starting the service on July 15, and KFXD, Nampa, Idaho, on July 20. CFQC, Saskatoon, Sask., has renewed for a second year, and WJDX, Jackson, Miss., nad WIRE, Indianapolis, have renewed for the third year effective Aug. 1.

RICHARD F. BROCK, Chicago representative of Presto Recording Corp., New York, left for a six-week tour of the East on July 15 visiting eastern radio equipment manufacturers. Mr. Brock plans on spending about 10 days in the Presto Laboratories in New York.

KFPY-KGIR
Adopt baby to Keep KXL Company
See Page 51

"Teddy" Lives Again

VOICE of "Teddy" Roosevelt, former president, was made to live again on WOR, Newark, July 8 when a record belonging to Robert Vincent was played and Mr. Vincent was interviewed by Jerry Danzig. The record was made on an old style wax disc at Oyster Bay, L. I., by Mr. Vincent in 1913 when he was a 13-year-old boy and edited a magazine for boys in which Mr. Roosevelt was interested. In the record "Teddy" urges fair play and sportsmanship in civic affairs and calls for a "square deal."

BRITISH-AMERICAN Productions Inc., New York, program producers, has entered the foreign field and is planning programs for use in Australia, New Zealand and all Latin-American countries. A series of 52 transcribed programs which will be sponsored in South and Central America by Bristol-Meyers Co. for Ipana and Sal Hepatica, has just been completed under the direction of B. Charles Dean, president of British-American Productions.

RADIO program division of Walter Biddick Co., Los Angeles, is cutting a presentation series called *Scrappy* in collaboration with Columbia Pictures and the Charles Mintz Studios. The quarter-hour discs are original cartoons of the film creation of the same name. Giveaways and other merchandising material have been designed for the series. The Walter Biddick Co., on August 1 will start cutting a half-minute transcription series for furriers.

EARNSHAW-YOUNG Inc., Hollywood producers, has started to market a *Hollywood Nite Letter* to radio stations in script form at the rate of five-quarter hours weekly. Script is written by Dorothy West and initial sales were to KOY, Phoenix; WTMJ, Milwaukee; WGN, Chicago; WDZ, Tuscola, Ill.; WJBC, Bloomington, Ill.; WFBR, Baltimore; KGU, Honolulu and CFRB, Toronto. Earnshaw-Young Inc., has also sold its 26 quarter-hour *Radio Short Stories* series to KFQD, Anchorage; Alaska; and WDEL, Wilmington, Del.; and 104 quarter-hour *Chandu* transcription episodes to CFQC, Saskatoon, Canada, for Adilman's Dept. Store.

THE *Watanabe & the Professor* series currently on the Don Lee Broadcasting System, five nights weekly from KHJ, Los Angeles, as a live talent broadcast, has been sold in transcription form from 65 quarter-hour episodes to the Broadcasting Service Association Ltd., Sydney, Australia. Deal was handled through its American representative, Dr. Ralph L. Power, Los Angeles, radio counsellor.

AEROGRAM Corp., Hollywood transcription concern, on July 9 held open house for the trade and press to show its news studios at 1611 Cosmo street. Gordon d'A. Soule, is president and production manager, with G. Curtis Bird secretary-treasurer and business manager. Harry P. Cox is in charge of sales.

STANDARD RADIO Inc., Chicago, has signed WJJD, Chicago, as the 100th station to take its new *Pop Supplement* library service released a month ago.

Kellogg Grid Plans

KELLOGG Co., Battle Creek, Mich., will include sponsorship of all Fordham football games this fall on WINS, New York, in its gridiron schedule. Exclusive broadcasting rights for the Fordham schedule were obtained by the station, the first time the university has made its games available for commercial sponsorship. Among the games to be broadcast are those with Franklin & Marshall, Pittsburgh, TCU, Purdue and St. Mary's—all to be played at the Polo Grounds in New York—and the Fordham-North Carolina game at Chapel Hill, N. C., which will be broadcast by direct wire to WINS. Arrangements for the sponsorship were made by the Kellogg agency, N. W. Ayer & Son Inc., Philadelphia.

New Larus Spot Series

LARUS & BROS. Co., Richmond, has started a spot radio campaign for Edgewood tobacco and Domino cigarettes, using a dramatic serial *Alias Jimmy Valentine*, with Bert Lytell in the title role. Program, a quarter-hour WBS transcription, is broadcast three evenings weekly on 11 stations, WRVA, WHN, WGR, WNAC, WLW, WCAU, KFI, KGW, KLZ, KOMO, KSFO, with more to be added in the fall if results are satisfactory. The series was placed by Blackett-Sample-Hummert Inc., New York, recently placed in charge of the Larus advertising.

Paley Received $237,524 As 1936 Salary At CBS, SEC Report Indicates

SALARIES of CBS officials were disclosed in a report filed July 6 with the Securities and Exchange Commission. William S. Paley, president of CBS, received $237,524 under the terms of his contract by which he is paid an annual salary of $40,000, plus 2½% of the consolidated net profits of CBS and its subsidiaries up to $600,000 plus 5% of the sum by which the net profits exceed $600,000. The sum paid to Mr. Paley included $4,097, due for services in the previous fiscal year.

Edward Klauber, executive vice-president, was paid $71,359 and Paul W. Kesten, vice-president, received $38,800. Hugh K. Boice, sales vice-president, was paid $45,098. G. A. Richards, the president of WJR, Detroit and WGAR, Cleveland, received $100,000 for expenses and payments by him in connection with the acquisition of several properties which were not described.

The bonus arrangement of CBS, the report stated, at the discretion of its board of directors, may be changed from year to year. In 1936, the report shows, $141,525 was distributed among 89 executives, being $6,000 more than 5% of the net profits in excess of $1,200,000.

Time Sponsors *March*

TIME Inc., New York, reassumes sponsorship of *The March of Time* on CBS on July 15, following a 13-week period during which the weekly program has been sponsored by Servel Sales Inc., New York, for Electrolux refrigerators. With the reversion in sponsorship to the publisher of *Time* and *Life*, which the program will henceforth advertise, the network is again reduced to 34 stations, Servel having added 22 more during its sponsorship. The program was recently awarded a palm by *Stage Magazine* "for proving that the best drama on the radio is the drama of everyday events; for being the best of the living newspapers . . . " Batten, Barton, Durstine & Osborn Inc., New York, is the agency for both Servel and Time.

La Fendrich on NBC

H. FENDRICH Co., Evansville, Ind. (La Fendrich cigars) will start a half-hour network show on 21 NBC stations Sept. 26. The basic Red network and supplementary stations will be used on the show which will originate at WLW, Cincinnati, every Sunday at 1:30 p. m. (EST). The show will probably be called *Smoke Dreams* and in addition to featuring a character known as The Dreamer, will have nationally known guest artists weekly, a concert orchestra under the direction of Virginia Marucci, and a male octet. Nineteen stations will carry the broadcast with two more added before the opening program. Ruthrauff & Ryan Inc., Chicago, is the agency.

A BILLION DOLLAR MARKET

RETAIL SALES
$1,220,899,333
★
WHOLESALE SALES
$1,517,220,250
★
RADIO HOMES
904,999
★
PASSENGER CARS
962,233

A DETAILED STUDY of the WHAS Proven Primary Listening Area has been prepared and will be supplied you on request. This rich, prospering market can be effectively sold thru this powerful medium.

WHAS

Edward Petry & Co., *National Representatives*

Owned and Operated by THE LOUISVILLE TIMES COMPANY
Publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

The Dudes are coming to Western Montana—the Nation's summer playground. Reach them in their leisure moments through
1000 watts 1260 kc. **KGVO** Missoula, Montana

WGY

"THIS WAY THIS WAY.. THIS WAY..."



50,000 WATTS
WGY
SCHENECTADY

TOPS IN SPOT

And only this way can you reach the rich market known as the Great Northeast. WGY is the only single medium with the power and popularity to reach the millions in central and eastern New York State and Western New England.

A Basic Red Network Station
Programmed and Represented by NBC

AGENCIES AND REPRESENTATIVES

JOHN BLAIR & Co., takes over national sales representation of the Don Lee Broadcasting System Jan. 1, Lewis Allen Weiss, general manager of the network, Los Angeles, announced in a brief statement. Present representative is William G. Rambeau Co. Contract is for three years.

DIANA BOURBON, producer in charge of the F. Wallis Armstrong Co., Hollywood offices, is in the East conferring with executives of the agency before returning to the West Coast late in July.

ALDEN STEINBECK, formerly of D'Arcy Laboratories, Chicago, has joined the sales staff of H. K. Conover Co., that city.

H. K. CONOVER Co., Chicago and Niles-Richman, New York, have been appointed representatives of the recently formed Southwest Broadcasters Inc., consisting of five newspaper-owned stations in Texas. Thomas Dalton, formerly head of the Chicago office of Wilson - Dalton - Robertson (now Wilson-Robertson, Inc.) is national sales manager of the Texas group with headquarters in Dallas. Stations comprising the Texas group are KFRO, Longview; KCMC, Texarkana; KTEM, Temple; KRRV, Sherman; and KPDN, Pampa.

BY MUTUAL consent, WHN, New York, and E. Katz Special Adv. Agency, which has represented the station for the past 16 months, have severed connections. WHN has made no further announcement with regard to its future plans for national representation.

CHARLES F. DILCHER, in the national advertising department of Scripps-Howard newspapers at Dallas, where he has been Southwest manager for the past five years, has joined the Chicago sales staff of John Blair & Co. Dilcher has also done advertising work in Chicago, having been with the Scripps-Howard organization in that city as well as a member of the advertising staff of the *Chicago Herald & Examiner.*

ROBERT HANVEY, formerly of Colgate-Palmolive-Peet Co., Chicago, has joined Radio Sales Inc., in that city to handle sales promotion.

MAXWELL HAGE, formerly radio production manager of the United Press, has joined VanCronkhite Associates Inc., as head of the New York office. Hage, who was assistant manager of WJAY, Cleveland, before joining UP, will direct the eastern activities of news features and the news counseling service of VanCronkhite Associates. Stuart Haydon formerly on the editorial staff of Hearst papers in Chicago, has joined the Chicago office of the VanCronkhite firm.

Adams to Erwin-Wasey



Mr. Adams

JOHN T. ADAMS, prominently identified with radio through station management and agency work, has been appointed radio director of Erwin, Wasey & Co., succeeding Lewis R. Amis, who resigned. Mr. Adams was associated with Lennen & Mitchell Inc. in its radio department and was formerly president of the Federal Broadcasting Corp., which operated WMCA, New York, under lease several years ago. He came into radio originally through the Judson Radio Program Corp. from the field of concert management and has spent considerable time in Hollywood.

JOSEPH HERSHEY McGILLVRA, New York and Chicago, on July 5 assumed both network and individual representation of the eight stations comprising the Oklahoma Network which is affiliated with Mutual Broadcasting System. Stations are KTOK, Oklahoma City; KBIX, Muskogee; KCRC, Enid; KASA, Elk City; KVSO, Ardmore; KADA, Ada; WBBZ, Ponca City and KGFF, Shawnee.

CRAIG & HOLLINGBERY Inc. has been appointed national representatives for WCOL, Columbus, effective July 16. The firm has moved its New York office to larger quarters in the same building, at 250 Park Ave.

C. S. YARNELL has joined Charles A. Mason Adv. Agency, Detroit, as a partner. He was at one time a partner in the Herr-Yarnell Adv. Agency of Minneapolis, and more recently was the executive vice-president of the Minnesota Life Insurance Co.

FRED FOLEY, formerly of KLZ, Denver, has joined the Hower Adv. Agency, Denver.

GEORGE W. S. REED, for the past 15 years in the Los Angeles agency field, and J. E. Diamond, in the advertising department of various Los Angeles newspapers for 25 years, have organized their own agency under the firm name of Westamerica Co., with offices in the Park Central Bldg., that city.

LEONARD BUSH, vice-president of Compton Adv. Inc., New York, was in Hollywood early in July on a station and talent survey for prospective radio broadcasts.

MARITA DAVIS has been placed in charge of Ruthrauff & Ryan Inc., Hollywood offices during the absence of Edmund Ruffner, Pacific Coast radio director, who is on a two-month vacation.

ELIZABETH BLACK, radio account executive of Ruthrauff & Ryan Inc., New York, was on the West Coast early in July on a national survey which included Hollywood and San Francisco.

JOHN BLAIR & Co., Chicago, has been appointed national representatives of KIDO, Boise, Idaho.

WEED & Co., station representatives, has been appointed by WJNO, West Palm Beach, Fla.

STANLEY KAYE, Cleveland, has changed its name to Borden Advertising Service.

WALTER W. HOOPS, account e[x]ecutive of Buchanan & Co., Chicag[o] has been made vice-president i[n] charge of the agency's office in th[e] city, succeeding S. J. Andrews, w[ho] resigned June 25.

ED VOYNOW, head of Edward P[e]try & Co.'s Chicago office, has r[e]turned from a six-week vacation i[n] Europe.

J. O. BUCKERIDGE & Co., Detroi[t] has moved to the Schmidt Pow[er] Bldg., that city.

CROWLEY-LA BRUM Adv. Age[n]cy, Philadelphia, has changed it[s] name to La Brum Adv. Agency.

N. W. AYER & Son of Canada Ltd[.] has opened a new branch office at 81 Richmond St., Toronto.

I. A. GOLDMAN, Baltimore, ha[s] named I. T. Cohen radio director.

C. E. RICKERD Adv. Agency, De[-] troit, has moved to 550 Maccabee[s] Bldg., that city.

CHAUNCEY PARSONS, who broad[-] casts on WFAA, Dallas, for the Mer[-] cantile National Bank, that city, ha[s] joined the Ratcliffe Adv. Agency, Dal[-] las, as director of its radio depart[-] ment.

ADVERTISING SERVICE Co., Chi[-] cago agency, located at 118 E. Illi[-] nois St., which was organized th[e] early part of this year has gone ou[t] of business.

JERRY CROWLEY has opened a[n] office at 123 South Broad St., Phila[-] delphia, to handle publicity, advertis[-] ing and merchandising.

Boynton Forms Agency

STANLEY G. BOYNTON, former advertising and sales promotion manager of WJR, Detroit, has formed a radio advertising agency Aircasters Inc., with offices at 4049 West Lafayette Blvd. Mr. Boynton is president of the new firm. Arthur W. Lenfestey is vice-president; Edwin G. Lenfestey, secretary-treasurer and Harold Pursell, in charge of media and programs. The new organization will sell, originate, write and direct its own radio shows. Complete merchandising service will be offered in addition to the radio work, including trade papers, distribution, packaging, direct mail and store tie-ins. The agency lists among its accounts stations WJR, Detroit, and CKLW, Windsor; General Kitchens Inc.; Food Manufacturers; Consumers Research Inc.; Sea-Cut Cleaner Co.; Dento-Gold Refining Co.; Boudreaux Laboratories; Retail Mfg. Furriers Assn.; Professional Products Co.; and Ward Mfg. Co.

Ferguson Expands

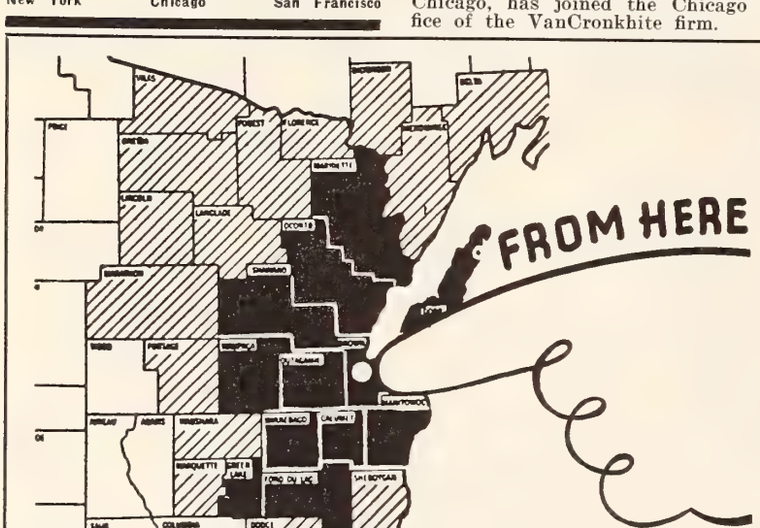
WITH the opening of a Philadelphia office to service its accounts there, Courtland D. Ferguson Inc., Washington agency, now has offices in three cities, the third being in Baltimore. John C. Mevius, one-time manager of WHAT, Philadelphia, and until recently with WEMP, Milwaukee, heads the recently opened Philadelphia office in the Philadelphia Saving Fund Bldg., while Jon Embretsen heads the Baltimore office. The agency is now using spot on WFIL and WIP for Gardner Mfg. Co., Philadelphia (Veet dry hair shampoo). For F. H. Fowles, Philadelphia distributor for the Kno-Mark Shoe Polish Co., it is placing spots on those stations and on WHP, Harrisburg, and WEEU, Reading. The Washington and Baltimore offices are using all network stations in those cities for High's Ice Cream Co.

KWK

*. . . a Home Town Reach that brings in the Bacon**

*profits to you

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco



THIS SUMMER WTAQ LISTENING AUDIENCE INCLUDES PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at resorts. Write or wire for details.

FULL TIME CBS STATION
WTAQ
GREEN BAY - WISCONSIN

James A. Wagner, *Man.-Director*
Small & Brewer, National
Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

llied Agency Expands ctivity on West Coast



Ir. Oxarart

ALLIED Advertising Agencies Inc., which recently branched out to San Francisco, has expanded offices and personnel in the bay city, dedicating them July 2. The home office of the company is in Los ngeles and up until the pres- t time the company has been ndling radio accounts exclusive- The new San Francisco offices e located in the Underwood Bldg., 5 Market St.

Frank J. Oxarart, veteran agen- and radio executive, has been med San Francisco manager of e firm. Among those added to e San Francisco staff are Jerry rton, account executive and rge Tolin, producer and special nouncer, who has been assisting rnie Smith in various sportscasts. e firm plans to service all media, cluding newspapers, magazines, boards and carcards. Some of lied's major accounts, all of which e exclusively radio, include: untain Copper Co., Ltd.; Star tfitting Co., S. A. Scherer, Lach- an Brothers (furniture) and O'- nnor, Moffatt & Co. (department ore).

C. B. Wakeley

CECIL B. WAKELEY, 41, secre- y of Tracy-Locke-Dawson Inc., allas and New York advertising ency, died June 26 at the home his brother in Bloomington, Ill., llowing an illness of three nths. Mr. Wakeley had been th Tracy-Locke-Dawson since 19 and was well known in adver- ing circles. He is survived by s wife and brother.

Jacob P. Muller

JACOB P. MULLER, president of e J. P. Muller Adv. Agency, New rk, died July 11 in the New rk Hospital from the effects of series of strokes. He was 63 ars old. He is survived by a ughter, a brother and two sis- rs.

WHEN editorial employes of the *Decatur* (Ill.) *Herald-Review* went on strike July 12, following unsuccessful negotiations between the management and members of the American Newspaper Guild, the newspaper utilized WJBL, local station, to broadcast its full news reports.



ALL DAY — Bradford Simpson (left) radio director of Jimm Daugherty Inc., St. Louis, and James D. Shouse, KMOX general manager, watch production on the all-day program staged by St. Louis Dairy Company to dedicate its new plant [BROADCASTING, June 15].

Underwood to Agency

APPOINTMENT of Cecil Underwood, former program manager of NBC in Hollywood, as a member of the radio department of Needham, Louis & Brorby, Inc., Chicago, was announced July 10. His first assignment is handling production on the agency's *Fibber McGee & Molly* over the NBC-Red Network for Johnson's Wax. Mr. Underwood has been identified with a number of network productions, among them Chase & Sanborn, Jack Benny, Shell Chateau, Ben Bernie, Phil Baker, Bing Crosby, Rudy Vallee and Ken Murray. He entered radio in 1924 and for many years was with NBC on the Pacific Coast. Since last year he has been a free lance producer.

Sunbeam Testing

SUNBEAM LABORATORIES, Los Angeles, manufacturers and distributors of Nailife, a finger nail builder, to call attention to the new product on sale at F. W. Woolworth Co. and S. H. Kress & Co. stores, on July 19 starts a seven-day test campaign on KNX, Hollywood, using one-day time signal announcements daily. Organization is new and it's the sponsors first radio. If the test is successful, an extensive fall campaign is anticipated. Ivar F. Wallin Jr. & Staff, Los Angeles, has account.

SYDNEY DIXON, NBC western division assistant sales manager, Hollywood, has been appointed to the directorate of the Los Angeles Advertising Club. Harold Bock, the network's Southern California publicity director has been reappointed publicity chairman.

MORNING PROGRAM Of Farmers By Farmers For Farmers On KMBC

ONE of the earliest morning programs in the country is the series called *Good Morning* on KMBC, Kansas City, designed for and featuring farmers. On Wednesday morning several farmers who live 66 miles from the city get up at 2, do their chores and drive in to present their rip snortin' Hound Dog Band from 5:55 to 6:45 on KMBC. Monday is Wool Producers Day While Tuesday is Farm Home Management Day when the microphone is turned over to home demonstration agents from nearby counties.

Thursday is County Agents Day with guest appearances by county agents from counties in KMBC's primary area. Friday is Question Box Day when speakers from the state agricultural colleges of Kansas and Missouri, the Resettlement Administration and prominent dairymen and stockmen are guests.

On Saturday morning a soil conservation round table discussion is held. Les Ryon, manager of the Producers Commission Assn., is in charge of the *Good Morning* programs. At farm meetings in five counties within 225 miles of Kansas City it was found recently that more than 50% of the 9,000 farmers in attendance were regular listeners to KMBC's *Good Morning*.

WIP, Philadelphia, was honored recently when a reproduction of its 320-foot vertical antenna in silhouette was added to the skyline in the Fels Planetarium, that city.

Crown Overall Series

CROWN OVERALL Co., Cincinnati (work and sport clothing), began a series of weekly quarter-hour transcriptions on five stations the week of July 4 with the possibility that other stations may be added later. WLS, WLW, CKLW, WOR, and WHO have started the program, called *Crown Headlight Frolics*. Transamerican Broadcasting & Television Corp., New York, transcribed the series. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

Fels Expands on MBS

FELS & Co., Philadelphia (soaps) will expand its Mutual hookup from two stations to 15 on July 19. *Tom, Dick and Harry* now heard over WGN and WLW from 12:15-12:30 p. m. (CDST) Mondays, Wednesdays and Fridays, will broadcast on five eastern stations in addition to the ten in the Don Lee group. Young & Rubicam Inc., New York, is the agency.

Simmons to Use Breaks

SIMMONS Co., Chicago (beds and mattresses), will start a radio campaign the end of August, using chain-break announcements. J. Walter Thompson Co., New York, is now making up the station list.

WTCN

ST. PAUL AND MINNEAPOLIS

FREE & PETERS, Inc.

National Representatives

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

SURVEYS *Have Proved That . . .*

If you want to reach the rich Roanoke and Southwest Virginia markets, you must use WDBJ. It is the only network station that can be heard consistently and satisfactorily *at all times* in Roanoke and immediate surrounding territory . . . with many listeners in the border counties of North Carolina and West Virginia.

Representatives

CHICAGO — Sears & Ayer

NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

ROBERT S. RAINS

announces his resignation from the position of

SPECIAL CONSULTANT

with the

FEDERAL COMMUNICATIONS COMMISSION

and the establishment of

ROBERT S. RAINS AND COMPANY

Special Consultants

In all matters of ACCOUNTING, TAXES AND ENGINEERING

MUNSEY BUILDING — Telephone: Metropolitan 2430 — WASHINGTON, D. C.

Branch Office: 120 WALL STREET, NEW YORK CITY

Are Ya' Mad?

PET peeves sent in by listeners are broadcast on WCFL, Chicago, during *Top 'O the Morning* variety show, six weekly, sponsored by eight local business firms. With trips to Hollywood and theatre tickets as prizes, listeners readily send in their troubles. Seems that women get more peeved than men, for they send in 65% of the entries. WCFL says that everybody likes to hear his pet peeve broadcast. Makes them feel good. Spector-Goodman Adv. Agency, Chicago, has the account.

* * *

Edgar Answers

QUESTIONS about radio people and programs are answered on *Friendship Circle* by WTMJ, Milwaukee. Edgar Thompson provides answers to listeners' queries.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

From the Playground

PLAYGROUND broadcasts are aired on WJAY, Cleveland, in a Thursday afternoon summer series. John T. Vorpe, WJAY production manager, has arranged instruction for the kids in everything from tap dancing and handicraft to dramatics and singing games. Angle: A real civic service, for the parents know where the children are and the children have a good time. Programs are full of human interest—and names.

* * *

Plugs on the Block

AUCTION sale of horses is broadcast weekly on WDAY, Fargo, N. D., from the Union Stock Yards and has resulted in horse dealers throughout WDAY's primary area bringing in more horses than ever before. Union Stock Yards may arrange a long time series according to WDAY.

* * *

Airport Interviews

DISTINGUISHED visitors to Portland, Ore., are interviewed at the local airport on KGW-KEX, a tie-up with United Air Lines having been arranged. Sir George and Lady Wales, Lord High Mayor of Melbourne, Australia were recently interviewed by David Hazen of the *Oregonians*. The program is a natural as an audience builder, according to KGW-KEX.

* * *

Homes for Dogs

HOMES for dogs is the idea behind a series of remote broadcasts on WHIO, Dayton, from the Montgomery County Animal Shelter, Ron Gamble, announcer, describes the dogs and their pedigrees.

Choose a BIG MARKET
Choose a POPULAR STATION
. . . WREC



WREC LISTENER POPULARITY

Authoritative Survey made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBQ	.84%

BIG MARKET · POPULARITY · PULLING POWER

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

PURELY PROGRAMS

Story of the Staff

PERSONAL histories of the staff are discussed weekly by Gilbert Bayek on WDRC, Hartford, along with the success stories of local and national program personalities. Slant: Makes listeners feel like they'd known the WDRC staff all their lives.

WOAI, San Antonio, has begun a series of behind-the-scene broadcasts featuring the station's various departments and designed to acquaint businessmen and rural audiences with the practical aspects of radio broadcasting.

* * *

Hotels and Homes

HINTS for the home by hotel experts is the gyst of a program series on WGAR, Cleveland, titled *Home Interviews* presented in cooperation with the Hotel Statler. The programs originate in the food storeroom, wine cellar, kitchen and various other departments of the hotel and talks are given on guest entertainment, proper care of furniture, famous sauces and dressings, the service of wine and meal planning. Graves Taylor, WGAR promotion manager, conducts the series. Slant: Practical information builds good-will.

* * *

Where Ya Going?

MOTORISTS are interviewed by Morey Owens on WROK, Rockford, Ill., after a traffic cop flags them down in front of the local police station. The program is sponsored by the Hart Oil Co. and each motorist interviewed gets a free greasing job at a company station.

* * *

What Youth Thinks

YOUTH survey remotes on WJR, Detroit, include broadcasts from CCC camps within a 100-mile radius of the city and interviews originating at summer camps and schools. Young people are questioned about their personal lives, their hopes and plans for the future and their reactions to national problems.

* * *

From the Local Press

ORGANIZATION of 40 daily and county newspapers within its primary coverage area has been achieved by E. Pierre de Miller, news director of WLBC, Muncie, Ind., who gives a daily newscast of local items and credits the papers sending in the items. The program is called *Eastern Indiana Passes in Review* and is proving very successful, according to WLBC.

KFPY-KGIR
Adopt baby to
Keep KXL Company

See Page 51

I Remember When

FEATURE interviews on WROK Rockford, Ill., consist of talkin with local folk about their unusua occupations and colorful experien ces. On the first program Norma Brinsley interviewed a woman wh raises goats, a local chef renow for his corn beef and cabbage an a press photographer who liste the murder cases he'd covered.

* * *

The Community Spirit

THE *Community Forum*, under th auspices of the United Charitie Assn. of St. Louis, is heard o Sunday afternoons over KSD unde the direction of R. Fullerton Plac local advertising man. The pro gram features prominent person of civic, business and charitabl organizations as speakers.

* * *

Covered Completely

FROM tee to cup KLZ, Denve followed the Trans-Mississipp Golf Tournament shot-by-shot dur ing the last week of June at Cherr Hills. Connected by buried cable seven 20-foot towers like this on were placed strategically over th course and after the balls were hi an announcer with a pack set de scribed the happy landings, the tagged along to tell about th



brassies and the mashies. Fiftee hours of match play were broad cast during the week under th supervision of Announcer Charle Inglis and Engineers Earl C. Hu and Jack Lovell. As for the Na tional Open in Denver next June KLZ says Fore!

* * *

Dramatic Classes

CLEVELAND College will us United Broadcasting Co. station WHK and WJAY next fall as laboratory for classes in radio dra matics, under direction of Gen LaValle. The class will be limite to 30 students, who will participat in sustaining dramatic programs.

* * *

Feminine Minstrels

AN *All-Girl Minstrel* has bee started by WMC, Memphis, th show being entirely feminine ex cept for the interlocutor, Igor Ivar An old-fashioned minstrel is staged with comedy, solo and group songs Sponsor is Leon Kahn Furnitur Co.

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Appreciating Music

DR. WALTER DAMROSCH will start the *NBC Musical Appreciation Hour* on its tenth season of weekly broadcasts Oct. 15. Programs, designed to aid in the music instruction in grade and high schools, will be broadcast on Fridays from 2 to 3 p. m. on both Red and Blue networks.

* * *

Death and Driving

SAFE driving is the aim of a series on WLBC, Muncie, Ind., titled *Human Distortions* during which accidents are dramatized by a character known as "Death."

* * *

Up in the Air

MODEL airplane builders held a contest recently at Wright Field, Dayton, O., and WHIO was on hand with Robert Fidlar, special features announcer, interviewing contestants and describing the various flights. He was constantly informed of the speed and distance each plane flew by two army observation planes through radio connections with ground officials.

* * *

Fair and Warmer

LAUNCHING of a radio-meteorograph balloon and the rebroadcast and interpretation of its automatic signals were features of a program called *The Weather Man at Work* on NBC Blue, June 27. The methods employed in preparing weather forecasts were described by Prof. C. F. Brooks, director of Blue Hill Observatory at Milton, Mass., where the program originated.

* * *

Hoops and Kids

CONTEST series for kids called *Hooprollers' Club of the Air* sponsored by a coffee firm on KSTP, St. Paul, will be climaxed Aug. 14 by a big Twin City hoop-rolling. Hoops and entry blanks cost a label and the prizes include everything from movie cameras to dolls. KSTP says its created lots of local interest.

* * *

Food and Facts

STRANGE facts about food form the program design of *Food for Thought*, a believe-it-or-not series on WLS, Chicago, six weekly, featuring Mary Wright who conducts the *WLS Homemakers Hour*. Slant: Listeners are curious; especially women.

* * *

The Ships Come in

FOR the many New Yorkers who meet their friends returning from abroad, WMCA, New York, broadcasts at 7:40 each morning the arrival schedules of transoceanic ships.



Lady Baseball Announcer

WHEN Harry Johnson, sports announcer of KFAB, Lincoln, Neb., turned the microphone over to his wife for one inning during a recent game between Brooklyn and St. Louis, fans were so pleased with the performance of the first lady baseball announcer that they called, wired and wrote for more. KFAB's baseball sponsor, General Mills, approves the feminine angle, and has authorized a repeat broadcast.

The Madder You Get

COMPLAINTS about everything from the kind of bathing suits worn on local beaches to the dirt from neighbors' rugs are welcomed by WJAY, Cleveland, on its six weekly program called *Complaints Incorporated.* John T. Vorpe, production manager, receives the listeners' complaints and contacts the proper city officials while Guy Wallace, WJAY announcer, tells the agitated listeners how to solve their problems. Slant: Folks love to gripe.

* * *

Try A Combination

COMBINATION program called *The Boston Hour* on WEEI includes human interest dramas from the news by Jay Wesley; flash reports of police activities by Charlie Ashley; fire news direct from headquarters by John Galway and man-on-street interviews by Bob Freeman and Lloyd Morse. Every person interviewed gets two theatre tickets and if his answer is correct WEEI adds a crisp $1 bill.

* * *

Theatre Tie-Ins

FREE passes to a local theater are given to those persons who stump the sidewalk interviewer of WORL, Boston, when they ask him questions in a program that reverses the usual method. Another theater tie-in results from a daily organ recital of request numbers played in a local theater by Stanley Schultz, WORL program and music director.

Scrambled Programs

PROGRAM contest on WTMJ, Milwaukee, is given a novel twist in celebration of the station's 10th anniversary. Lists of WTMJ's commercial programs are all scrambled together with sponsors' names and the products advertised. Merchandise prizes are given to those who unscramble and match the three. Slant: Publicity and fun and prizes make for listeners with a WTMJ habit.

* * *

Laughing to Win

TO liven the spelling bees and interviews that he broadcasts four nights weekly on WNEW, New York from the stage of the Newark Paramount Theatre, Alan Courtney takes his microphone into the audience, holds it in front of an unsuspecting patron and says, "Laugh." The laugher whose laugh is the most contagious to the rest of the audience is awarded a prize.

* * *

Baseball Biographies

INTIMATE stories of baseball players called *Tiger Tales* are broadcast on WJBK, Detroit, by Bob Longwell just before Al Nagler's sportcasts of the Tigers' road games. Liberty Service Stores sponsor the *Tiger Tales* while Good Housekeeping Shops and a local Coca Cola firm sponsor the sportcasts.

* * *

Something for Nothing

EVERYONE attending the *Barn Dance* on WOL, Washington, is given a numbered studio ticket and 10 lucky numbers are drawn for local theatre tickets. The result has been a full house every Saturday night, according to Ronald Dawson who produces the show.

How Cops Do It

DEMONSTRATING a new two-way police broadcasting system, WCCO, Minneapolis, recently aired a broadcast between the local police headquarters and a squad car racing along at 70 m.p.h. One receiver was tuned to the police transmitter and another to the squad car's transmitter. The program, which honored the convention of the Minn. Police & Peace Officers' Assn., built considerable good-will.

* * *

Happy Am I

UNIQUE man-on-street program was broadcast on KGKB, Tyler, Tex., June 19, which is Emancipation Day to negroes of the South. Luther Ward, KGKB's colored porter, handled the interviews, and the colored folks fairly bubbled over with good-will.

U. S. Naval Station Boosts Pensacola Market With $5,000,000 Annual Payroll.



WCOA

PENSACOLA · FLORIDA

A CBS AFFILIATE

National Representative

JOHN H. PERRY ASSOCIATES

In the CENTER of the LIVESTOCK INDUSTRY



● Nebraska and Iowa are in top rank as meat-producing states. Meat from NEBRIOWA is first quality, and brings top prices. As second largest packing center in the nation, Omaha is trade center for virtually all Nebriowa farmers. Millions of dollars in meat-money make Nebriowa a fertile trade territory. Alert advertisers reach this area through WOW! It's the radio capital of Nebriowa!

WOW

Omaha, Nebraska

590 Kc. 5,000 Watts

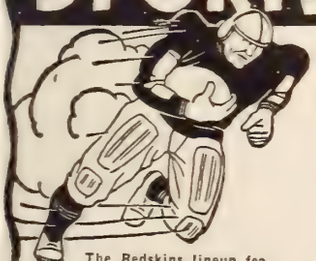
John Gillin, Jr., *Mgr.*

JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.

Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

SPORTS SCOOP!



Now Available For Radio Sponsorship—

HOME AND ABROAD GAMES OF

WASHINGTON REDSKINS

1936 CHAMPIONS

(As Boston Redskins)

Eastern Division of the

NATIONAL FOOTBALL LEAGUE

The Redskins lineup features the cream of the college crop. Names already known to radio audiences, such as Sammy Baugh, Cliff Battles, Riley Smith, Turk Edwards and Wayne Millner.

The outstanding Eastern Pro-Football team, offers an alert advertiser sole broadcast rights to the entire season of Sunday afternoon and Friday night games with such teams as N. Y. Giants, Green Bay Packers, etc.



For details write to J. K. Espey, Gen. Mgr. PRO-FOOTBALL, Inc. 739 9th St. N. W., Washington, D. C.

Reactions to Scripps Program Plan

(*Continued on page 13*)

our case where we are operating a network with limited time available on the other stations.

"We do, however, make a very decided effort to use musical programs where possible to split up script acts, but in the case of WNAC acting as an outlet for the Red Network of NBC, it is of course impossible to build much of a local program structure.

"Although Bill Scripps is starting something for a certain definite half-hour, it does not seem to me that this particular half-hour, in view of the entire broadcast day, is going to really make the listener conscious of this effort.

"Although many of our network programs in the daytime go on one quarter-hour after another with script acts, we nevertheless have found from surveys that these script acts have a very large and definite following. Many times when a good musical program follows them, it does not retain all of the audience.

"I believe that the only way in which this thought could ever be worked out for balanced programs would be for the networks to start it, but there is so much money involved and clients and their agencies have their own ideas so that it is one of those dreams of possible perfection that I am afraid none of us will ever see happen on a real large scale."

"Utopia"—Holliway



Mr. Holliway

From the 50,000 watt KFI, Los Angeles, came another blast questioning the effectiveness of the WWJ plan. Harrison Holliway, general manager of KFI and KECA asserted that "Mr. Scripps' Utopian idea is very interesting but he is only scratching the surface of one evil . . . . that of consecutive program structure." As for the other, that of telling the sponsor what he is going to buy, "appears to me to violate the fundamentals of good advertising practice." He continued:

"A bird's eye view of a network station's weekly program structure is figuratively a crazy-quilt of 15 minute patches. Artistic control of 30 minutes each evening is not sufficient to materially change that pattern.

"This hodge-podge evil which Mr. Scripps hopes to cure is the penalty his station pays for being on a network. If he was an independent his program department would control the consectivity of his programs. As it is he literally has program directors in New York, Chicago and Hollywood in addition to Detroit and not to mention the sponsor's home . . . but he's got that in hand.

"The remedy could more logically be administered at the source and that is the network. However, Mr. Scripps is lucky to have that 30 minutes each evening to do with as he wishes . . . I wish we had it. I guess I'll have to see John Royal!"

McCollough Sees Problems



Mr. McCollough

The local independent station viewpoint, as expressed by Clair R. McCollough, general manager of WORK, York, Pa. and of WDEL Wilmington, Del., along with other stations of the Mason-Dixon Radio Group, found flaws in the Scripps plan.

"While I feel a great amount of clear thinking is behind the plan," Mr. McCollough asserted, "I also believe its actual operation will be considerably hampered from day to day by the many extenuating circumstances that have a way of arising in the broadcasting business.

"Knowingly or unknowingly, the radio broadcasting day more or less conforms with the make-up of a good newspaper. Some of the best newspapers in the United States have tried from time to time to change the present principle of make-up whereby spot news, sports, social news, comics, markets, etc., are more or less segregated in certain portions of a daily newspaper for the convenience of the readers. Whether from force of habit or what, in practically every case the distribution of these features throughout the newspapers has proven unsatisfactory to readers.

"Radio sponsors are fairly well sold these days on confining certain types of programs to certain general periods. This has the advantage of concentrating listeners without forcing the program on any one.

"To much of an absolutely fixed policy on the part of any station or stations usually leads to a similar attitude on the part of a sponsor. It is not always well to continue fixed policies unless all parties are in agreement and thinking along the same lines or our good friends, the listeners, really will have something about which to suffer."

Approved by Cosby

Without going into the ramifications of the Scripps plan, Clarence G. Cosby, general manager of KWK, St. Louis, regional independent approved the plan in toto. Complimenting WWJ for the position it has taken, he said that KWK concurred in the belief that programming is one of the most vital arteries of the broadcasting business and should be given the utmost consideration by all executives of all stations.

"Service First"—Burbach

Asserting that "public service and public acceptance should come before net earnings," George M. Burbach, business manager of the *St. Louis Post-Dispatch* and of its radio station, KSD, threw his support behind the Scripps plan. "As a result of the rapid and unprecedented growth of the radio industry, it has sped along without any well defined policy to govern its service to the public," he said.

"The sound fundamental principles, such as censorship of programs and advertising, have not been definitely established by the industry as a whole. However, it is apparent that an increasing number of station owners realize the importance of giving first consideration to public service and goodwill. This is encouraging. If the well-managed stations can lead the way for the others it will be helpful to all.

"The policy of self regulation in radio will avoid some of the recessions other industries have experienced during their early years."

Medium for Maids

HOLLAND ENGEL, radio director of Erwin Wasey & Co., Chicago, needed a housemaid for his home so, true to his medium, he put a "classified ad" on WGES, Chicago. Though good maids are hard to procure in Chicago, Mr. Engel was literally swamped by the response he got from a single spot announcement in Polish. Of the scores of applicants, 13 were satisfactory and one is now an employe in the Engle home.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota



Affiliated with the Colorado Springs Gazette and Telegraph • Under Affiliated Management with WKY-Oklahoma City, KLZ-Denver and the Oklahoma Publishing Co. • Represented by E. Katz Special Adv. Agency.

FULL TIME CBS 1000 WATTS

RESULTS! COUNT MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.



WEED & COMPANY

RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

INFANT STATIC
Fawn Adopted by WHLB as Station Mascot



"STATIC"—to WHLB, Virginia, Minn., is the name of a two-weeks-old fawn, adopted daughter and mascot of WHLB's staff. "Static" was presented to the station by William Saari, state game warden, who found its mother dead by the side of a road—run down by a careless motorist after nightfall.

Game Warden Saari, in a Caesarian operation, saved one of a pair of unborn fawns, the other dying a few moments after its unusual birth. "Static" thrived for a couple of days under the game warden's tender care and when only five days old, was presented to WHLB's staff. Game Warden Saari told officials it was in payment "for services rendered" when the state conservation department and WHLB cooperated in sponsoring a drive to have farmers in northern Minnesota keep their dogs penned up at night. Many deer, trapped by crusted and drifted snow in Minnesota's wilds, had been found killed by large farm dogs travelling in packs.

WHLB's wide publicity of the killings received immediate cooperation from the farmers.

The photograph herewith shows Barney Irwin, commercial manager of WHLB (left), holding "Static" while Gleason Kistler, WHLB's program director, coaxes a few fawn-like sounds from the mascot for the benefit of WHLB's listening audience. Publicity given "Static" has lured hundreds of visitors to WHLB's transmitter and studios to see the newcomer to the staff.

EMERGENCY SERVICE
Given By KFRO as Phone Lines Are Cut

PILE DRIVER accidentally cut through 1500 pairs of telephone cables while the streets of Longview, Tex., were being repaired recently, including the program lines of KFRO, that city.

Telephone service was disrupted in one whole section of the city, so KFRO hastened to its auxiliary studios at its transmitter site and saved the telephone company a lot of trouble by broadcasting the reason for the lack of telephone service. Emergency lines were run to the main studios of KFRO and it was back on the air from its downtown studios after a delay of three hours.

WATR Full-Time Shift

ANOTHER local station went into the regional category when the FCC Broadcast Division, sustaining the recommendation of Examiner Dalberg, on July 6 authorized WATR, Waterbury, Conn., to change its frequency from 1190 to 1290 kc. and to increase its power from 100 to 250 watts full time, effective Aug. 3. While operating on 1190, WATR was limited to sunset at WOAI, San Antonio, to which that frequency has been assigned as a clear channel. The 1290 kc. channel is a regional frequency. Harold Thomas, chief owner of WATR, was also authorized to erect a new 100-watt night and 250-watt day station on 1310 kc. in Pittsfield, Mass., the Commission reversing Examiner Seward. The Pittsfield station's call letters will be WBRK.

Hagman Heads WTCN



Mr. Hagman

CLARENCE T. (SWANNEE) HAGMAN, commercial manager WTCN, Minneapolis, on July 8 was named manager of the station. During the last three years he has served as St. Paul sales manager, station sales manager and commercial manager of the station, which is operated jointly by the *Minneapolis Tribune* and the *St. Paul Dispatch-Pioneer Press*. The post of manager has been vacant for about a year and Mr. Hagman has been acting head of the station. A native of St. Paul, Mr. Hagman has been identified with the advertising departments of several newspapers in the city. Mr. Hagman announced he planned a number of innovations in WTCN operations, including more intensive development of local programs. Expansion activities include the building of a shortwave experimental station, construction of which is now under way.

Mason-Dixon Shift

ASSIGNMENT of control of the Mason-Dixon Radio Group Inc., operating six stations in Delaware and Pennsylvania, to J. Hale Steinman and John F. Steinman, principal figures in the holding company, was approved July 6 by the FCC Broadcast Division. It is understood the change in assignment, which in no way affects ownership was effected for management purposes.

WKZO
KALAMAZOO

★

"The Nation's Perfect Test Market"

REAL MERCHANDISING ASSISTANCE *for* SPONSORS

The merchandising staff of station WKZO is rendering a real service to program sponsors:

- contacting local retail outlets
- installing window displays
- making surveys
- actually opening new accounts for sponsors. (In one case our staff secured 15 new dealers for a sponsor within one week.)

Representatives: SMALL & BREWER, INC.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

STRIKE HOME!

The appealing programs on WDRC create home interest . . . and home interest means INCREASED SALES . . . and increased sales are why more and more advertisers use WDRC for results.

Basic Network Station of the Columbia Broadcasting System

WHAT IS FORMULA RADIO SELLING?

◆

WHAT IS PRECISION COVERAGE?

◆

WHAT DOES A KMBC TESTED PROGRAM MEAN TO THE ADVERTISER?

◆

These and other questions will be answered when you see this symbol. Watch for it!

A KMBC TESTED PROGRAM

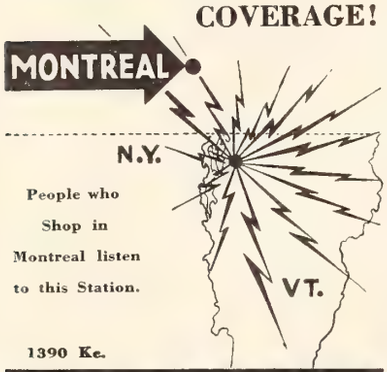
KMBC
OF KANSAS CITY
THE PROGRAM BUILDING AND TESTING STATION
Free & Peters, Nat'l Representatives

WRAX-WPEN Power Boost

WRAX-WPEN, Philadelphia, on July 6 was granted special authority by the FCC Broadcast Division to increase its power to 1,000 watts from 250 watts night and 500 watts local sunset on the 920 kc. channel to counteract interference caused by CMX, Havana, WWJ, Detroit, and KPRC, Houston. The latter two stations recently were authorized to operate with 5,000 watts day and night because of Cuban interference.

TO COMPLY with the letter and spirit of the new Texas state law outlawing gambling on horse racing, the Dallas city council recently ordered the discontinuance of broadcasting of race entries, results, and comments on WRR, municipal station.

LOWEST COST COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

Senate May Hold Radio Inquiry

(*Continued from page 15*)

of federal regulation. Shortly after that address, Senator White drafted the proposed resolution. He declared July 7 that it was not until the preceding day that he decided to introduce it, after it had been "kicking around" for several weeks.

Mr. White has been particularly critical of failure of the FCC to exercise a firmer hand in radio regulation. He has also attacked purported use of political pressure on the FCC and made mention in his resolution of alleged political wirepulling and of the failure of the FCC to "observe and effectuate" the purposes of the Communications Act.

The Senator said he did not blame broadcasters or networks or any of the elements in the industry for any inequities that may have crept into regulation of the industry. Rather, he said, the regulatory authority should be taken to task for failing to mete out the type of regulation essential to bring about maximum public interest.

"I do not look for an investigation at this session but it is my hope to have the resolution adopted with the appointment of a subcommittee which would sit during the Congressional recess," Senator White said.

"I think Congress ought to have the picture as to what is involved in this radio field and on that basis determine what are the sound policies that should be incorporated in the law and the regulations. We should see whether we got off on the right foot and if we did we should get a little more iron in the law."

Favors American Plan

In his interview with BROADCASTING, Senator White emphasized that he has always favored private operation by the American plan but that he has been very much dissatisfied with the way private operation, in all its elements, has functioned. He reiterated too that he did not blame the broadcasters for taking advantage of the existing situation.

In retracing the history of radio regulation, Senator White pointed out that the original Radio Act became law in 1912 primarily to regulate ship code communication. There was no broadcasting and no point-to-point communication at that time. In 1927, he pointed out, the first law governing broadcasting along with other phases of radio was enacted and because of the meager development up to that time Congress was in the position of "guessing" as to what future developments would be. Senator White then was chairman of the House Merchant Marine Committee and co-author of the original law, under which the former Radio Commission was created.

Not since 1927, he asserted, has there been a study of radio. The only change in the law since then was that which occurred in 1930 altering the so-called appellate provisions whereby reviews of Commission decisions were restricted to matters of law except in instances of "arbitrary or capricious" actions. Senator White said he never favored revision of the court provisions but that in spite of his opposition the changes were adopted.

"I think it is time for a serious study of radio in all its aspects," the Senator said. "I want to emphasize that I am more interested in the study than in an investigation in the ordinary sense which hints that things are all wrong."

In addition to purely broadcast phases the resolution goes extensively into international communications and their regulations. Senator White said he had discussed with Senator Borah (R-Idaho), the latter's resolution proposing an inquiry into the so-called Oslo case, involving direct communications circuit from this country to Oslo, which was authorized by the FCC for RCA Communications Inc. against the competitive application of Mackey Radio & Telegraph Co. On this score, Senator White declared it was time to study the question of what the attitude of this country should be on foreign communications. He indicated there was a definite tendency toward a single control in the field and that thought should be given to the question of whether competition should be maintained in such foreign service or whether virtual monopoly should be permitted as in the best interests of the nation.

There seems to be little sentiment on the Interstate Commerce Committee against the type of inquiry proposed by Senator White Administration spokesmen, however, raised the question as to whether the inquiry might not be regarded as an anti-New Deal attack upon one of the administration agencies.

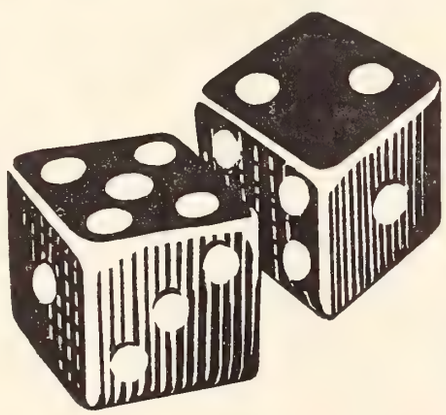
Sentiment seemed to be united on one point—that the pressure of Senatorial business at this time is such that there would be little chance for appointment of a committee to function during the current session. The fight on the Administration's Supreme Court plan is expected to run into August on a filibuster basis. It is hardly expected that the Wheeler Committee will be able to get together before that legislation is disposed of, since Senator Wheeler is the leader of the opposition and plans to devote his entire time to the floor debate on the measure.

Fred Allen Renewed

BRISTOL-MYERS Co., New York, has signed a two-year contract with Fred Allen, who will return as master of ceremonies of the *Town Hall Tonight* series on NBC-Red, every Wednesday from 9 to 10 p.m. (EST) in the interest of Ipana toothpaste and Sal Hepatica, as soon as he has finished making a movie in Hollywood. The date is not yet definite, but will be sometime in the fall, probably about Nov. 1. This announcement puts to an end the series of rumors that Allen was through with radio or that if he did return to the air it would be under new sponsorship.

Fellowship Awarded

H. M. PARTRIDGE, program director of the New York University Radio Committee, has been awarded the third university fellowship of 1937 for advanced study in broadcasting given by the General Education Board of the Rockefeller Foundation. Partridge, lecturer in chemistry at N. Y. U., has directed 10 program series, including 150 broadcasts, on local stations. He will study under Dr. Franklin Dunham, NBC educational director, during the three months included in the appointment.



It's a Natural but not a gamble

KFH
WICHITA, KANSAS

DON'T GAMBLE WITH YOUR CAMPAIGN

Many a manufacturer and agency head knows that the sure way to win good will and sales in the rich Kansas and Oklahoma trade territory is to place their radio program with KFH, at Wichita, Kansas.

The station with the programs has the listeners. KFH has the programs, the listeners and the confidence of the listeners. *Don't gamble with your campaign.* Bet on a sure, consistent winner—KFH.

5,000 WATTS (L.S.) KFH 1,000 WATTS NIGHT

Wichita, Kansas

Basic Supplementary CBS

National Representative EDWARD PETRY & CO.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1,000 Watts

$20,000,000
Tourist Business!

The 1937 tourist trade in the Asheville area is estimated at $20,000,000 . . . and from now to mid-September this great PLUS business comes in peak volume. Speak for your share NOW . . . over WWNC—sole blanket radio coverage!

In Baltimore, it's WFBR
NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

OOSTER STATION IS GRANTED WLLH

NCHRONIZED operation of adcast stations on the same quency will be subjected to fur- r experimentation by WLLH, well, Mass., which on July 2 was horized by the FCC Broadcast ision to construct a "satellite" booster station in Lawrence, ss., nine miles distant. To oper- with variable power of from 10 100 watts, the booster is author- for unlimited time operation the 1370 kc. channel used by LH. The order is effective Aug.

Every synchronized operation of past has been authorized by FCC on a purely experimental is. WBZ, Boston, and WBZA, ringfield, have been operating chronously for a number of rs, but now have pending an plication to discontinue and to ablish WBZA as a separate sta- n on another frequency. WBBM, icago, and KFAB, Lincoln, Neb., o have been synchronizing ex- imentally during certain hours, have applied for separate op- ation.

The Broadcast Division recently thorized WBAL, Baltimore, to chronize experimentally during rly morning hours with a station erated by its consulting engi- ers at College Park, Md., on the 50 kc. channel with 250 watts wer. McNary & Chambers, con- ting engineers, operate the Col- e Park station, which is in a burb of Washington. Baltimore d Washington are separated by y 35 miles airline, and the opera- n presumably presages use of a oster station which would give BAL Washington coverage. BAL now operates synchronously th WJZ, New York, broadcasting ntical programs after 9 o'clock the evening, thus making pos- le its full-time operation.

WDRC, Hartford, Conn., recent- applied for authority to erect o booster stations in its service ea, but withdrew the applications st month. Applications of WTNJ, enton, N. J., for boosters in rlington and Princeton, N. J., ch some 10 miles distant, still e pending before the Broadcast vision.

AR RADIO PROGRAMS Inc., w York script service, announces at it has just signed seven additional tions for its syndicated one-man ipt programs. The additions are WJJ, WFBG, WTRC, WISN, utili- ng Star commercials; WLAP and MPC, subscribing for *Morning Bul- in Board;* WBTM, signed for the w *Scriptfolio,* in addition to the *mmercials* and *Bulletin Board.* The *riptfolio,* just released, contains ven half-hour programs, 20 com- rcial announcements and 30 tie-ins r musical introductions. It is issued ce weekly.

VING REIS, director of the Co- mbia Workshop, CBS experimental dio drama series which celebrates first anniversary July 18, is writ- g a book about the series which rrar & Rinehart will publish in the ll. Reis will leave for Europe on g. 29 to study foreign radio drama ethods.

KFPY-KGIR

Adopt baby to Keep KXL Company

See Page 51



DIN—Instead of pomp and ceremony furnished the background for the first broadcast from the new $200,000 studios of WFIL, Philadelphia. Atop a scaffold, Chief Engineer Frank Becker points out a feature as Announcer Al Stevens (left) and President Samuel R. Rosenbaum look on. The occasion also marked the debut of the series *Backstage at WFIL,* part of a big promotion campaign to exploit the new studios.

Television Far Away, States Comdr. McDonald

THE assertion that television has proved "a colossal flop" in England was made by Comdr. Eugene F. McDonald Jr., president of Zenith Radio Corp., in applying June 30 for a construction permit for an experimental television station in Chicago. The London public, said Comdr. McDonald, noted not only as a radio manufacturer but also as an explorer, is complaining bitterly because of the lack of acceptable programs while paying about $450 for television receivers.

"Television is just around the corner—for stock salesmen only," said Comdr. McDonald. He said it was a long way off for general use in the home. His company, he said, has been working on television in its laboratories for several years, but he stated the art has many economic and technical problems yet to be solved. Zenith, he said, has refused and will continue to refuse to be "stampeded" into prematurely placing on the market its television apparatus.

BROADCAST of works over a nationwide CBS network is the prize offered for the five winners in the short choral composition contest being conducted by the Federal Music Project in New York.

In Cook *County*—

908,300

Radio Homes!

★ ★ ★

That's More Listeners Than Any County In the United States!

★ ★ ★

FIRST in Local Accounts in Chicago and Cook County!

WGES

SOS Stops WMCA

FOR THE first time in nearly five years, WMCA, New York, stopped broadcasting for 45 minutes to clear its airlines for SOS signals. At 3:25 p. m., June 26, the station was called by the naval officials, requesting the station to sign off temporarily because of interference with compass bearings being taken on the British freighter *Sandgate Castle,* afire at sea, about 750 miles due east of Norfolk. SOS signals were broadcast until 4:13 p. m. after which the station resumed its *Grand Stand & Band Stand* program, broadcast from 2:30 to 5:30 p. m. seven days weekly under the sponsorship of General Mills Inc.

Bauer & Black Plans

BLACKETT - SAMPLE - HUMMERT Inc., Chicago, has contracted with Associated Cinema Studios, Hollywood, for 100 quarter-hour transcriptions featuring May Robson under the title of *Lady of Millions.* Bauer & Black Inc., Chicago, will sponsor the series beginning Aug. 1 for one of its cosmetics. The series marks the entrance of Miss Robson in radio.

DR. WALTER DAMROSCH, NBC music counsel, arrived with Mrs. Damrosch aboard the *Normandie* July 12 after a five-week European tour. While in Paris he spoke before the International Conference of Music Educators on "Education in Music With the Use of Radio".

1ST CHOICE OF THE 1ST LISTENER

Listeners from 52 counties out of the 67 counties in New England responded to a recent Listening Area Survey.

CHERRY & WEBB BROADCASTING CO.

Providence, R. I.

Representative:
PAUL H. RAYMER COMPANY

1ST WPRO IN 1ST PROVIDENCE

630 KC. 1000 W. DAY 500 W. NIGHT

BASIC COLUMBIA



PRICE TAGS

$$$ or ¢¢¢

SELL ON WCAE

WCAE received more than 11,000 direct replies from two short-term daytime sales campaigns concluded in June.

One sponsor sold flowers and shrubs at $1. Over 6,000 sent a dollar to WCAE.

A second client received over 5,000 replies, wrappers from a five cent candy bar, in a limerick feature.

For the **LOWEST** cost-per-reply, use WCAE.

WCAE

"Serving The Public Interest"

PITTSBURGH · BASIC NBC RED NETWORK

National Representatives - HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

FCC Portland Decision May Be Taken on Appeal To the Supreme Court

AN APPEAL to the U. S. Supreme Court from the decision of the U. S. Court of Appeals for the District of Columbia, sustaining the FCC decision authorizing a new station in Portland, Me., to be operated by the *Portland Press-Herald*, will be taken by Eastland Co., of Portland and the Congress Square Hotel Co. operating WCSH, in that city. Both had applied for the same facilities on the 640 kc. channel.

Following the lower court's decision June 28, which by a 4 to 1 vote sustained the FCC decision, a petition for a stay of mandate was filed with that court, pending filing with the nation's highest tribunal of petition for a writ of certiorari to review the lower court's action. The appellants had contended that the FCC Broadcast Division was in error because at the time the original hearings were held Commissioners Gary, Brown and Sykes were members of the Division, but when the decision was rendered in May, 1936, Commissioners Sykes, Case and Prall were the members. The majority of the lower court held that the change in personnel did not invalidate the FCC ruling. An opposite view, however, was taken by Associate Justice Stephens.

The Supreme Court is in recess until September. Whether it will grant the petition for a writ, under which it would review the case, is problematical. Only a few cases involving FCC decisions have ever been appealed to the highest court.

NBC May Separate Red-Blue Staffs

(Continued from page 20)

cities in Virginia and the Carolinas would be considered in connection with such an expansion.

Coincident with the announcement of addition of the 10 Southern stations, NBC made known to its advertisers and agencies the base rates established for them. The new Southern Blue stations and their base one-hour night rates are: WNBR, Memphis, $160; KXYZ, Houston, $200; WSGN, Birmingham, $120; WAGA, Atlanta, $180; WDSU, New Orleans, $180, and WJBO, Baton Rouge, $120.

For the supplementary Blue stations, the rates are: WROL, Knoxville, (available for use with Blue Southern or Red South Central group), $120; KFDM, Beaumont, KRIS, Corpus Christi, and KRGV, Weslaco, Tex. (each available with the Blue Southern or the Southwestern Group), $120.

In announcing the 10-station expansion, President Lohr said it was NBC's answer to the demands of business and public for complete coverage by two great NBC networks, each with adequate outlets to serve all of the United States. Listeners in the South, by virtue of the expansion, will have a choice of two full-time NBC services over separate Blue and Red chains, he said. The first expansion step was taken last January when six Pacific Coast stations were added to the Blue. The second came early this year when stations were added in 20 locations over a period of several weeks.

The new stations aligned as of Aug. 1 and their facilities are as follows:

WAGA, Atlanta, is owned by the Liberty Broadcasting Co., of which Arde Bulova, New York watch manufacturer, is the principal owner. The *Atlanta Journal*, operating WSB, which becomes the Red outlet, also is affiliated in the organization along with Harold A. Lafount, former Radio Commissioner and now identified with the Bulova radio interests. It will operate full time on 1450 kc. with day power of 1,000 watts and night power of 500 watts when it begins operating on or about Aug. 1.

WSGN, Birmingham, is operated by the *Birmingham News & Age Herald*. In a market having a population of 260,000, the station operates on 1310 kc. with 250 watts day and 100 watts night.

WNBR, Memphis, is operated by the *Press Scimitar*, an adjunct of the Scripps-Howard newspaper interests. It is expected to become a part of Scripps-Howard Radio. In a market of 253,000, the station operates on 1430 kc. with 1,000 watts day and 500 watts night.

WROL, Knoxville, is owned by the Stuart Broadcasting Corp. and operates on 1310 kc. with 250 watts day and 100 watts night. Knoxville has a population of 105,802 and a trading zone population of 435,000.

WJBO, Baton Rouge, is owned by the Baton Rouge Broadcasting Co. which also publishes the *State Times & Advocate*. It operates on 1120 kc. with 500 watts.

WDSU, New Orleans, is owned by WDSU Inc., of which Joseph H. Uhalt is president. It operates on 1250 kc. with 1,000 watts in a city having a population of 458,000 and a trading zone population of 850,000. The station formerly was a CBS outlet.

KFDM, Beaumont, is owned by the Sabine Broadcasting Co., Inc. and operates on 560 kc. with 1,000 watts day and 500 watts night.

KXYZ, Houston, is owned by the Harris County Broadcasting Co. and operates full time on 1440 kc. with 1,000 watts. Houston has a population of 292,000 and a trading zone population of 746,000.

KRIS, Corpus Christi, is a new station owned by the Gulf Coast Broadcasting Co. It operates on 1330 kc. with 500 watts.

KRGV, Weslaco, now is undergoing change of ownership and is licensed to KRGV Inc. It operates on 1260 kc. with 1,000 watts.

The other 20 stations which have joined NBC-Blue and supplementary networks since Jan. 1 are WEAN, Providence, R. I.; WICC Bridgeport, Conn.; KGHF, Pueblo Col.; WTCN, Minneapolis, Minn. WOWO, Fort Wayne, Ind.; WSPD Toledo; WLEU, Erie, Pa.; WJTN Jamestown, N. Y.; WRTD, Richmond, Va.; WSAN, Allentown, Pa. KGNC, Amarillo, Tex.; KARK Little Rock, Ark.; WFEA, Manchester, N. H.; WGBF, Evansville Ind.; WBOW, Terre Haute, Ind. KOB, Albuquerque, N. M.; KANS Wichita, Kans.; WORK, York, Pa. KSOO, Sioux Falls, S. D., and KIDO, Boise, Id.

Station Rate Quotation Agreed on for Foreign Language Spot Account

NEARLY 20 stations broadcasting foreign language programs have adopted a policy, tentatively agreed upon at a meeting held during the NAB convention, that rates for national advertisers on foreign programs can be quoted only by the stations themselves. In the past "brokers" handling the foreign programs have quoted the advertiser various rates with the result that no uniform rate card was available for the advertiser. Stations also agreed that insofar as possible brokers would be eliminated from the broadcasting picture, the stations themselves taking charge of the foreign programs and the policies to be followed on them.

Present at the meeting in Chicago, which was presided over by George Roesler, head of the foreign language division of Van Cronkhite Associates Inc., were C. Merwyn and John A. Dobyns KGER, Long Beach, Cal.; Wood Klose, WTMV, E. St. Louis, Ill. W. I. Moore, WBNX, New York Harold Newcomb, WRJN, Racine Wis.; Frank A. Stanford, WSBC Chicago; Dr. George F. Courrier WHIP- WWAE, Hammond, Ind. and George Jaworowski, WGES Chicago.

In addition to those attending the meeting, those who have since agreed to adopt the uniform rate for national advertisers on foreign language programs are: Gordon P. Brown, WSAY, Rochester; Fred Hopkins, WJBK, Detroit; Charles Lamphier, WEMP, Milwaukee Gene Dyer, WGES, Chicago; M. McCarthy, KJBS, San Francisco and KQW, San Jose; Henry Lee Taylor, KABC, San Antonio; Arthur Westlund, KRE, Berkeley Cal.

Beaumont's Fall Plans

BEAUMONT LABORATORIES St. Louis, will start a coast-to-coast spot campaign this fall consisting of quarter-hour and one-minute transcriptions. Included in the campaign will be two weekly quarter-hour shows. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.



MOST UNUSUAL!

—reminds me of the CAROLINA COMBINATION

Major R. E. Zultz

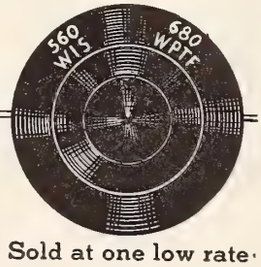


Buying the two good stations—WIS and WPTF—that intensely cover the rich market areas of the Carolinas for one low rate—is a most unusual value. The results prove it beyond doubt.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Sold at one low rate

Represented by Free & Peters, Inc.

For . . . .

the world's most modern INDEPENDENT radio station in the heart of the world's most typical rural and urban population, consult

WROK

ROCKFORD, ILL.

1410 K. C. 500-1,000 WATTS

WFIL

560 Kc.

PHILADELPHIA'S MOST POPULAR STATION

NBC BLUE - MUTUAL

Warner Bros. Back Cleveland Applicant

(*Continued from page 11*)

purchase 60 of the 100 shares of mmon stock of Great Lakes at per share but with an added viso that Transamerican would vance not to exceed $100,000 for building of the station in the nt the application was granted. e agreement also provided for issuance of 6% preferred stock the amount of $100,000 through amendment in the corporate ucture, which would be issued Transamerican in amounts equal the advances made by the cor- ration for the station construc- n.

It was brought out in testimony at four Cleveland individuals re assigned 10 shares of stock ch in Great Lakes, with Trans- erican holding 60 shares having value of $5 each, or with a paid- capital of $500 for the voting ock. The Cleveland individuals re Carl W. Brand, listed as pres- nt, Donald S. McBride of Lake- od, Judge Walther of the Com- on Pleas Court, and Peter B. ein, Shaker Heights, attorney. nder examination it was stated e original incorporators were M. lert, E. R. Cortland and Mr. ein, all of Cleveland. Mr. Klein scribed these individuals as ummy" incorporators, asserting at this was the practice in Ohio. explained the former two were retaries in his office.

These incorporators subsequent- resigned and the three shares of ock were issued to Messrs. Clark d Rosenberg. Then in June, 1937, e company again was reorganized d the local figures were made ockholders along with Trans- erican.

In connection with the arrange- ent made by Great Lakes with ansamerican for the advance of 00,000 in return for 6% pre- rred stock, Philip G. Loucks, unsel for WJAY, contended that e corporation had no authority der its charter to issue preferred ock. Paul D. P. Spearman, coun- l for Great Lakes, contended that e incorporators had authorized amendment to the charter to rmit such a stock issue.

With Mr. Rosenberg on the and, it was developed that War- r Bros. owns 65% of the com- on voting stock in Transameri- n and that Warner Bros. would vance to Transamerican the 00,000 for the Great Lakes en- rprise. There was placed in the cord a statement by Herman arr, Warner Bros. official, in hich he agreed to advance the oney.

Mr. Reiter, in testimony on ansamerican operations, declared at during its first year, ended st June, Transamerican grossed me $2,000,000 worth of business. nder examination, he said more an 50% of this was from busi- ss placed on WLW, Cincinnati. He stified Transamerican represent- 82 stations. Under further ques- ning, it was brought out that ansamerican was interested in the Schenectady application of Citizens Broadcasting Co. for a 1,000-watt station on 1240 kc. DeWitt C. Mower, of Schenectady, president of Citizens, testified in that connection. He stated he had spent six weeks in Cleveland prior to the hearing preparing data for the application and in contacting Cleveland business concerns with respect to advertising.

That Transamerican has a time-purchase agreement with Great Lakes under which it would buy time at 70% of the card rates of the proposed station, also was developed with Mr. Rosenberg on the stand. Mr. Rosenberg said that similar contracts are in force with most of the stations represented by Transamerican with a few minor exceptions in connection with guaranteed time clearance.

Installation of the proposed new station, it was stated, would require an expenditure of some $90,000. Transamerican already has advanced $10,000 to Great Lakes to prosecute the application, Mr. Rosenberg said, of which more than $4,000 already has been expended. A witness for Warner Bros. testified that his company had a net worth of $173,000,000.

Programs proposed for the new station were outlined by Don Becker, Transamerican program director and former program director of WLW. He emphasized the need for a local program service and asserted that most of the time of other Cleveland stations was devoted to network renditions.

Mr. Reiter testified Transamerican was anxious to get into Cleveland because it is a basic major market and because Transamerican had no arrangement with any other station in Cleveland. Mr. Loucks brought out in this connection that Transamerican, through Mr. Reiter, had contacted WHK and WJAY for representation and that H. K. Carpenter, general manager of the stations, explained he was under an exclusive representation contract with Free & Peters, station representatives. On examination, Mr. Reiter asserted Transamerican could not place business on stations without procuring a commission.

Associated with Mr. Spearman as counsel for Great Lakes was Herman Rosenblatt, brother of Sol A. Rosenblatt, former NRA Division Administrator and counsel for Transamerican.

Grove Autumn Plans

GROVE LABORATORIES Inc., St. Louis, is considering a new fall radio campaign for Groves Bromo-Quinine, to be placed through Stack-Globe Adv. Agency, New York. Details have not yet been settled.

KFPY-KGIR

Adopt baby to Keep KXL Company

See Page 51



New Radiating Antenna
New Modern Transmitter
New Musical Quality
New Ability to Serve you

Everybody was satisfied with WXYZ's former coverage of the Detroit District. But today that coverage has been intensified to the absolute limit of modern radio engineering skill.

Crisp speech, and musical fidelity of the highest type, now add attractiveness to every WXYZ broadcast. And larger audiences than ever before remain tuned to the WXYZ wave.

A fundamental station of the NBC Blue Network, WXYZ also leads in its production of original features. Many of these original features are under sponsorship. Others are being developed for your specific advertising needs. We offer them, COMPLETE WITH ESTABLISHED AUDIENCES.

Ask us about them!

WXYZ *time is available for Detroit and regional coverage alone, or as key station of the Michigan Radio Network, with affiliated stations in Grand Rapids, Lansing, Jackson, Kalamazoo, Battle Creek, Flint, Bay City and Saginaw.*

King-Trendle Broadcasting Corp.

300 Madison Theatre Building · · Detroit

Wm. C. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

WXYZ — DETROIT

Here's One for Ripley!

WWVA's friendly operating policy is far-reaching and odd enough at times to be a fitting subject for Ripley's consideration!

Believe it or not, a fair listener from Canton, Ohio, (90 miles Northwest of Wheeling) wrote in last month and asked us what she must do to get married in the Southern part of West Virginia, to which section she was contemplating a trip for that express purpose.

Of course we obliged—because that's the way we make staunch supporters of the "Friendly Voice from out of the Hills of West Virginia." And staunch radio station supporters are always necessary to the success of any radio campaign.

To some folks we may seem to be squandering good money to buy space for such publicity, but not to those who really know good old WWVA and have spent a lot of money with us publicizing their wares.

Join the WWVA "Friendly Family Circle" and get the full force of plenty of folks who look to "their" station for information on many and various subjects—*your* subject will be no exception.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

For Radio Vets

A RADIO Oldtimers' Club, with those in the industry from 10 to 15 years eligible to membership, is being formed in Los Angeles with the avowed purpose of staging two events yearly. Heading the organization are Walter Biddick, president of Walter Biddick Co. station representatives, and E. K. Barnes, recording engineer. Both were with KHJ, Los Angeles, in its early days of 1923-25. Dr. Ralph L. Power, radio counsellor, is secretary. Events planned are a yearly transcontinental program featuring pioneer radio entertainers and an outing. Organization will be social.

HENRY MARKS has been shifted from the anouncing staff of WLBC, Munice, Ind., to the sales staff.

COLEMAN COX, newspaper columnist, recently began a series of morning programs on KSFO, San Francisco.

JENNINGS PIERCE, in charge of NBC agricultural broadcasts on the Pacific Coast spoke on "Radio and the Farmer" at a meeting of the San Francisco Exchange Club July 7.

WHEN Dr. Jean Piccard, the Belgian aeronaut, ascends from Rochester, Minn., in his new balloon to seek a stratosphere record, reports from the balloon will be carried via shortwaves to a ground station maintained by KROC, Rochester, the FCC having granted special authorization July 13.

Late Personal Notes

BOB DUNVILLE has been appointed assistant to James D. Shouse, general manager of KMOX, St. Louis, replacing Merle S. Jones who has been transferred to Chicago as western division manager of Radio Sales Inc., CBS sales organization. Mr. Dunville has been a member of the KMOX sales staff for three years.

ED LINDSAY, recently added to the sales department of American Radio Features, Los Angeles program-transcription concern has been promoted to the post of sales director. S. M. McFedrics, has been transferred from sales to the production department.

C. C. PYLE, president of Radio Transcription Co. of America, Hollywood, was married in Los Angeles July 3 to Elvie Allman, radio commedienne, Mrs. Pyle started in radio 10 years ago as program arranger of KHI, Los Angeles, and in recent years has been guest star and free lance on network programs. She was mistress of ceremonies on the *Komedy Kingdom* series produced by Radio Transcription Co. of America this year.

DON FITZGERALD, for nearly two years production manager of KGMB, Honolulu, has resigned to handle all radio affairs for the newly-formed agency, Bowman, Holst, McFarlane & Matson, Hawaiian subsidiary of Bowman-Duete-Cummings. His headquarters will be in Honolulu.

JOHN ESAU, former commercial manager of WBBZ, Ponca City, Okla., has been appointed manager of KASA, Elk City, Okla.

ROBERT ELLIOTT, formerly in the commercial department of KGB, San Diego, Cal., has joined KFOX, Long Beach, Cal., as account executive.

CLIFFORD L. FITZGERALD, recently elected vice-president and director of Fletcher & Ellis Inc., New York, becomes head of the agency's Chicago office July 15. Before joining Fletcher & Ellis, Mr. Fitzgerald was president of the Fitzgerald agency in New Orleans. Richard Barrett, who has been head of the Chicago office will spend his time between Chicago and New York.

CHARLES GARLAND, with WBBM Chicago, for the last 12 years, is resigning from the sales staff Aug. 1 to become assistant to Ralph Atlass president of WIND, Gary.

KATHERINE CUFF, formerly of WFBL, Syracuse and *Radio Guide* Chicago, has joined the Chicago office of Standard Radio Inc., where she will have charge of promotion, publicity and *Transcription Topics*. Miss Cuff succeeds Miss Doris Johnson who is resigning to marry Merle Gudjeon of the Commonwealth Edison Co. Chicago.

GEORGE HARNEY, formerly production manager of Chas. R. Stuart Inc., Los Angeles agency, has been added to the production staff of Scholts Adv. Service, Los Angeles.

BEVERLY S. LATHAM, formerly assistant continuity editor of the NBC central division, Chicago, has been appointed CBS Pacific Coast continuity editor, stationed at KNX, Hollywood. He takes the post vacated by Hector Chevigny who resigned recently to join the production staff of Young & Rubicam Inc., Hollywood.

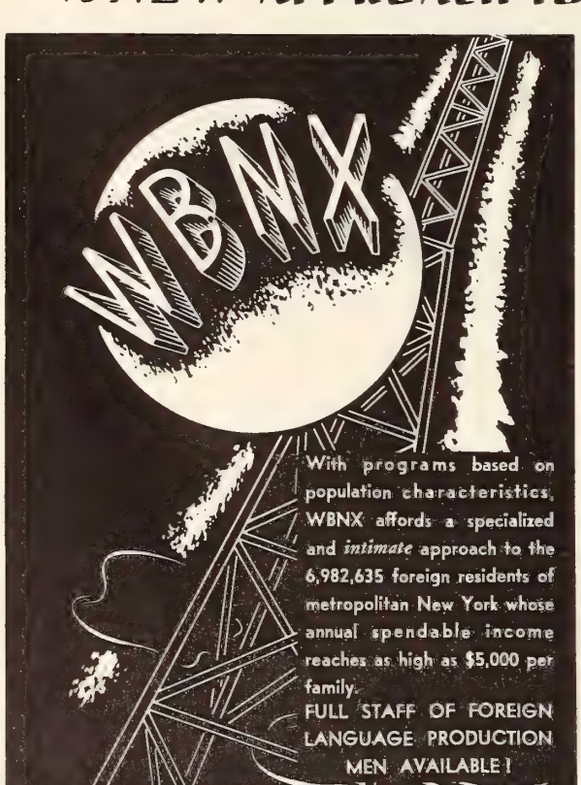
DEE MACK, for two years account executive of KHJ, Los Angeles, has resigned to devote his time to West Coast Features, radio production concern in that city.

JOHN P. TAYLOR, formerly identified with the Transmitter Sales Section of RCA Mfg. Co., Camden, has moved from Albuquerque, N. M. to Williamsport, Pa., after a long illness. Well known in radio engineering circles, Mr. Taylor plans to reenter the profession this fall.

JAMES W. CROCKER, director of radio for the Greater Texas and Pan American Exposition, Dallas, and Elizabeth Rea, of Dallas, were married in that city July 12.

WILLIAM HUTTON, former professor of physics at Penn College, Ia., has joined the engineering staff of WGAR, Cleveland, to design new equipment for the station and assist in field tests.

A NEW APPROACH TO THE NEW YORK MARKET



VARIETY'S FIRST CHOICE FOR FOREIGN LANGUAGE STATION
Speaks the Language of Your Prospect

KIRO
SEATTLE
1000 Watts 710 KC



KIRO LOOIE SAYS:
"BOYS, *I'll cut you in on this date. Turn to page 79.*"

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

Home is where THE SALES are made

in PHILADELPHIA



10,000 WATTS
KYW
PHILADELPHIA

TOPS IN SPOT

And KYW is the sure way to enter 1,157,000 homes. A spot or local program shares the spotlight with famous NBC Red Network shows—a decided advantage for advertisers.

•

A Basic Red Network Station
Programmed and Represented by NBC

Warner Denies Rumors Regarding KFWB Sale Or KECA Replacement

EMPHATIC denial that KFWB, Hollywood, is for sale or that the station will replace KECA, Los Angeles, as the NBC-Blue outlet in Los Angeles, was made July 7 by Harry M. Warner, president of Warner Bros. First National Pictures. Negotiations had supposedly been in progress for several weeks between Warner Bros. and Earl C. Anthony, owner of KFI-KECA, Los Angeles, for the latter to take over the Hollywood station. KFWB was to replace KECA, the latter's wavelength to be vacated.

With this denial by Mr. Warner in Hollywood, Harrison Holliway, general manager of KFI-KECA, and spokesman for Mr. Anthony, stated that "we are still interested in another station" but refused to identify it. Mr. Anthony offered to buy KMTR, Hollywood, from Victor Dalton, but was turned down. The offer to Warner Bros. followed.

NBC rentals of the KFWB theatre-auditorium and extensive stage alterations to accommodate the *Maxwell House Show Boat* broadcasts from there, have caused wide circulation to rumors that the network will buy the station. This has been denied by NBC repeatedly, and Harold Bock, in charge of the network's Hollywood publicity department, speaking for Don E. Gilman, western division vice-president, assured BROADCASTING there was no foundation to the reports.

★

WATL

offers you the greatest buying audience in

ATLANTA

at

LESS COST

You pay less to get the BEST Results!

NORFOLK - VIRGINIA

National Representatives - EDWARD PETRY & CO.

WTAR

VIRGINIA'S OLDEST BROADCASTER

WBIG IN SPOTLIGHT
Despite Newspaper Ban, Many Novel Schemes Used

DENIED even the mention of its call letters in daily newspapers in its home town, WBIG, Greensboro, N. C., is evolving many novel and effective ways of getting publicity other than over its own facilities, according to Maj. Edney Ridge, manager.

Newspaper antagonism to radio in that city of 70,000 has gone to such an extreme that the news columns of the two papers in the town, published by the same concern, do not use the word "radio" in their columns, according to the station. Even when the President addresses the nation, reviews of the speech are made without any mention of the fact that it was on the air.

On the theory that a picture is worth a thousand words, Mr. Ridge has used art in tackling his unusual problem. Autographed prints, 4x6 ft., of local and CBS stars, together with placards and scores of miniature galleries, have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other cooperating business houses and weekly newspapers.

Although the daily papers are not cooperating, the weeklies are doing so, Major Ridge said. As a means of tying these publications together, WBIG broadcasts a "good neighbor" program in which 25 weekly, semi-weekly and tri-weekly papers in the territory take active part. The broadcasts are twice weekly at 5 p. m. The program features material about the cooperating newspapers and the towns and cities in which they are published. By rotation, each city is brought into the spotlight with its newspaper and by the same plan WBIG is publicized in the news columns of smaller newspapers.

Transradio's New Bureaus

TRANSRADIO Press Service announces the opening of new bureaus at El Paso, Tex., and Phoenix, Ariz., and has moved its Philadelphia bureau into enlarged quarters. A. L. Williams has been transferred from the Dallas bureau to open the new El Paso office, which will be in the building occupied by El Continental, Spanish language daily newspaper. The Phoenix bureau's manager has not yet been permanently assigned. Harold Parr, until recently New England division manager, is opening the enlarged Philadelphia quarters at 1622 Chestnut St. Before joining Transradio, Parr was news editor of KGA and KHQ, Spokane.

Hay Fever Placements

HISTEEN Corp., Chicago (Hay Fever remedy) is making up a list of stations for spot announcements and quarter-hour programs during August when the hay fever season is at its heighth. Ruthrauff & Ryan Inc., Chicago, is the agency.

MACK DAVIS, member of the staff of Columbia Artists Inc. since last August and formerly a well known orchestra leader and musical director of the Hearst Hotel chain, has been appointed in charge of the radio division of Columbia Artists Inc. His new position gives him supervision over all agency and artist contacts.



A SPECIAL EVENT—It was for Mr. and Mrs. Paul W. White to vacation at the Cavalier in Virginia Beach, Va., this month. Mr. White is special events and public affairs director of CBS. Mrs. White is the former Sue Taylor Hammond. They were married this year.

Carpet Cooperatives

BIGELOW-SANFORD CARPET Co. Inc., New York, has prepared two new series of five-minute transcriptions for use by its dealers during the fall. One series is musical, featuring a male trio to be called the *Bigelow Melody Weavers;* the other mystery playlets. Each series includes 36 programs, which the company supplies to any dealer who wishes to use them on a local station, either alone or as part of a quarter-hour or longer broadcast sponsored by the store. Programs were recorded by RCA under the supervision of Karl Knipe, radio executive of Newell-Emmett Co. Inc., New York, agency for the rug manufacturer. Success of the sponsor's first cooperative radio advertising campaign last spring, when a series of talks on interior decoration and a comedy series was placed by dealers on more than 100 stations, led to the recording of the new programs which are being introduced to dealers at regional sales meetings and in their offices by the Bigelow-Sanford salesmen, who carry demonstration records.

HERBERT WESTON, president of Aerial Publicizing Inc., New York, program builders, sailed for Europe on July 14. He will visit Germany, France, Austria, Italy and England, where he will attend the television exposition at London.

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N.C. an NBC Affiliate

Brooklyn Case Decision Taken to Federal Court

FURTHER litigation in the five year-old so-called "Brooklyn cases" is certain with the determination of WLTH and WARD—Brooklyn stations which were ordered deleted—to appeal the FCC decision of last month to the U. S. Court of Appeals for the District of Columbia. A petition for a stay order to prevent the FCC from making its decision effective also will be sought by the stations, along with the *Day*, Jewish newspaper with which WLTH and WARD have an arrangement.

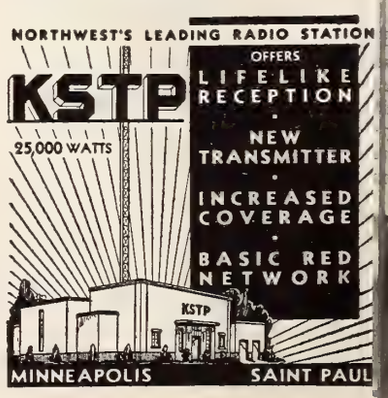
In its decision, promulgated to become effective Sept. 15, the FCC ordered assignment of three-quarters time on the 1400 kc. regional channel to WBBC, Brooklyn, and the remaining quarter time to WVFW Brooklyn. Deletion of the two other quarter-time stations was ordered, along with denial of several other applications for the facilities [BROADCASTING, July 1].

SONGWRITERS GET MPPA REJECTION

COMPLETE rejection by the Music Publishers' Protective Association of the terms submitted to it by the Songwriters' Protective Association has reopened the battle over mechanical rights paid by transcription firms and moving picture producers which both sides thought was almost settled two weeks ago. Writers are demanding a larger share of the fees paid for mechanical reproduction of copyright music than the 33⅓% now generally allowed by the publishers and the SPA also asks the privilege of checking the accounting of the MPPA, which handles all negotiations with picture and transcription firms.

Showdown of the struggle, which has been running for nearly two months [BROADCASTING, June 1 and following], was scheduled for July 14, when committees of the two organizations were to hold another meeting. Publishers say they are tired of dickering and that unless the writers agree to their terms they will refuse to deal with any member of SPA in the future.

FERRIS & FIZDALE Inc., publicity firm, has been organized by Earle Ferris and Tom Fizdale, to operate Radio Feature Service Inc., New York, the Fizdale organization in Chicago, and Earle Ferris Radio Feature Service Inc., Hollywood. Irwin Nathanson will be in charge of the Chicago office, Irwin Parker will be manager at Hollywood and W. F. Mooney will be in charge in New York.



rtists Service Formed o Handle Management f B-S-H Agency Shows

EATURED Artists Service Inc., booking and management service, s opened offices at 247 Park we., New York, with Maurice oop and Milton Klein as man-gers. Primary function of the new rm is to handle the talent for e numerous script programs aced by Blackett-Sample-Hum-ert Inc., in New York, but it will so place its artists on other pro-ams. A 5% commission charge ill be collected from actors and rectors placed by the company.

Formerly all contracts with tal-t and writers employed on B-S-H ramatic programs were handled Air Features Inc., but the neer mass of details involved in eeping track of the large number actors, notifying them of audi-ons, rehearsals and broadcasts, eeping records and the like, made necessary to form the new or-anization, according to James E. auter, president of Air Features. uestioned as to whether the com-ission, which was not charged hen Air Features handled the ookings direct, would not consti-ute a double commission for those rtists who have other managers, auter stated that only a few of e actors used on the script shows ave agents, and that for those at do arrangements would be ade to eliminate any double pay-ent.

Contract which Featured Artists ervice offers to artists for appear-nces on programs handled by Air eatures contains a clause in which e artist waives all claims for ompensation if the program is ancelled "for any reason beyond e control of corporation." This merely a necessary protection gainst strikes and other events mpossible to predict, according to r. Sauter.

Daytime Sales Up

ONTINUED increase in use of aytime by national advertisers is nown by figures for June revenue f NBC, which reports weekday evenue of $794,608, an increase of 7.2% over June of last year. eekday daytime income for the rst half of 1937 is $5,483,492, a otal 79.2% ahead of the same eriod in 1936. Evening revenue or June is 20.3% better than for e same month last year, and for e first six months NBC's evening ncome has increased only 8.5%.

Bunte Bros. to Place

UNTE BROS., Chicago (candy) ill start scheduling list of stations arrying spot announcements for all campaign in mid-August. For-y-three stations were used in last ear's campaign. Fred A. Rob-ins, Chicago, is the agency.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

Clifford Joins KXBY



Mr. Clifford

HARRY A. CLIFFORD, since 1934 advertising manager of the Skelly Oil Co., has been appointed commercial manager of KXBY, Kansas City, effective July 12. Before joining the oil company he was for nine years associated with Reynolds & Fitzgerald, Chicago newspaper representatives.

Bacher Resigns

BILL BACHER, for two years CBS *Hollywood Hotel* producer of F. Wallis Armstrong Co., Hollywood, resigned July 9, his duties being taken over temporarily by Ken Niles, assistant producer and announcer. His successor was to be named by Ward Wheelock, agency president, upon arrival in Hollywood from Philadelphia July 14. Bacher's severance from the agency was amicable inasmuch as he agreed to leave his entire production organization with the show until his successor was appointed. It is understood that Bacher may take over production of the *Palmolive Show* and the *Maxwell House Show Boat*, for Benton & Bowles Inc., or establish a free lance production organization of his own in Hollywood.

Big Names for Serials

AIMING to have many of the leading dramatic and radio stars of the country heading the casts of its daytime serials originating in Chicago, Blackett - Sample - Hummert, Inc., Chicago, has signed Lillian Gish and Harold Vermilyea for *The Couple Next Door* beginning July 19. This program, originating at WGN, is sponsored by Procter & Gamble Co., Cincinnati, on Mutual. Other daytime B.S.H. shows originating in Chicago, which will probably have big names heading the casts shortly, include *Betty & Bob* (General Mills); *The Romance of Helen Trent* (Affiliated Products); *Ma Perkins* (Procter & Gamble).

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Radio Writing Technique

LEWIS TITTERTON, manager of the NBC Script Division in New York, is analyzing the technique of writing a radio play in a series of three broadcasts of the *National Farm & Home Hour*, which begins July 15, and continues July 22 and 29, at 1:30 p. m. (EDST), over NBC-Blue. In each broadcast, a portion of a radio play is enacted by professional actors in NBC's studios, and Titterton comments on the structure of the play. The series is broadcast for the special benefit of 4-H Club members in 40 States who are competing in the National 4-H Social Progress program, which is sponsored by RCA, RCA Victor and NBC. One of the features of the contest calls for the writing of a short, simple radio play.

Dr. Caldwell Adding 40

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin), is currently making up list of stations for its transcribed *Monticello Party Line*. Approximately 40 stations will be added Sept. 27 making the total number broadcasting the quarter-hour five-weekly serial close to 70. Stations already set include WIRE, WOOD, and the outlets of the Don Lee Network. Cramer-Krasselt Co., Milwaukee, is the agency.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

WAVE LOSES 200,000,000 CHINESE LISTENERS!

If you'll use only those stations which can be heard in China—and if you'll broadcast in Chinese—you'll get 200,000,000 "extra potential listeners"—FREE! . . . But you can't do it with WAVE. We don't reach China—and we don't broadcast in Chinese. However, this fact does sort of appeal to the 1,132,692 Louisville-trading-area people who look to WAVE for *the best home-town stuff*—plus the best of N. B. C!

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

KROY To Join CBS

KROY, new 100-watt daytime station on 1310 kc. in Sacramento, Cal., licensed several months ago to Royal Miller, Dodge auto dealer, will join the CBS network some time this fall under a five-year contract recently completed with the network's station relations department. CBS expansion plans in California also embrace adding the new KARM, Fresno, this fall, also under a five-year contract. The Fresno station is a new 100-watter on 1310 kc. authorized July 3 to George Harm, Don Lee Cadillac and LaSalle distributor and truck line operator. Whether the Sacramento station will be linked with KSFO, San Francisco, and the Fresno station with KNX, Los Angeles, will be determined later.

HOLLYWOOD NEWS
of
HOLLYWOOD KIDS!

GEORGE WOOD Jr.,

14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.

Available as exclusive feature in your city.

Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.

. . . wood words sell . . .

FCC List Narrows to Three

(Continued from Page 9)

assignment problem will be conjectural.

Mr. Gary was appointed general counsel of the FCC in July, 1935, suceeding Paul D. P. Spearman, who had resigned. He was a practicing attorney in Washington at the time. A former American Minister to Switzerland he served on the FCC from its inception in July, 1934, until Chairman Anning Prall took office in January of 1935. Born in Tyler, Texas, in 1873, he joined the government service first in 1914 as special counsel to the Secretary to State. Later he became solicitor. He served as consul general in Cairo, Egypt, from 1917 to 1920 and as Minister to Switzerland the following year. He was army captain in the Spanish-American War and a member of the Texas House from 1901 to 1902.

Other Candidates

Comdr. Craven was first identified with radio regulation in 1928, at which time the Navy Department assigned him to the former Radio Commission to organize its engineering work. After resigning from the Navy in 1930, he practised consulting engineering until he was called to become chief engineer of the FCC in 1935. It is understood that President Roosevelt asked him to accept the post, which he did at personal sacrifice. He has served as technical advisor or delegate at practically every international radio conference since 1920 and has held most of the high communications offices in the Navy.

Mr. Wheat is 44 years old and came to the FCC last September after seven years of utility regulatory service in California where from 1922 to 1929 he served as counsel of the Railroad Commission. From 1933 until his FCC appointment, he was utilities counsel for the city of Los Angeles. A progressive Republican, he is identified with the Hiram Johnson wing of that party in California. He was born in Holliston, Mass., but moved to California while a child. He was admitted to the bar in 1920 in California and during the World War served with the American Ambulance Service as a volunteer with the French Army. In 1917 he transferred to the Army Air Service and was commissioned a first lieutenant, having served overseas with the AEF from 1917 to 1919. He has written a number of books on California historical events and has been a frequent contributor to law reviews in that part of the country.

Commissioners Shift

WITH THE vacancy created by the retirement of Irvin Stewart, June 30, as a member of the FCC, Col. Thad H. Brown, vice-chairman of the Telephone Division, has been assigned to temporary duty as a member of the Telegraph Division. The appointment was made June 30 by FCC Chairman Prall, who at the same time designated Commissioner Payne as acting chairman of the Telegraph Division on which he regularly sits as vice-chairman. Mr. Prall left Washington June 30 and named Judge E. O. Sykes, chairman of the Broadcast Division, as acting chairman of the FCC in addition to his regular duties.

SEVEN NBC Hollywood announcers were used in a special trailer for *Vogues of 1938* motion picture to be released shortly by Walter Wanger Productions Inc. They are Ken Carpenter, Clinton (Buddy) Twiss, Joe Parker, Norman Field, John Mather, Bill Thompson and Pat Marsh.

AT THE request of the Soviet consul general, KNX, Los Angeles, stayed on the air 24 hours a day during the second Russian flight to the U. S. via the North Pole, as it had during the first flight a month ago. The fliers reported that they could hear the station's signals all the way down from the Pole.

Brief Filed With Cou
By WIL Opposing Gra
To St. Louis Star Tim

ANOTHER skirmish in the Louis radio battle involving W and the Star-Times Publishing over the latter's successful ap cation for a new regional stat in that city, developed July with the filing of a brief on beh of WIL in the U. S. Court of peals for the District of Columb challenging the FCC grant to *St. Louis Star-Times.* WIL had pealed from the decision granti the newspaper an assignment 1250 kc. unlimited time with 1, watts, and last October procu an order from the court stayi the effect of the decision pendi determination of the appeal. Lo G. Caldwell heads the attorn handling the litigation for WIL.

Counsel for WIL contended FCC was without power or jur diction to make the decision on ground that it was not preceded or based upon any finding of fa The procedure of deciding ca without findings, it was added, "out of line with established ministrative practice."

WIL counsel also argued th failure of the FCC to consider titions for rehearing was not in cord with legal requirements. added that the Commission's de sion in preferring a new applica over an existing station such WIL "constitutes misapplication legislative standard, public conve ience, interest or necessity." this score it added that the pu lic interest clause requires th other things being substantia equal, the application of an exi ing facility is entitled to preferen as against that of a newcomer the field. For that reason, it w added, the decision was erroneo as a matter of law "in failing consider and give effect to Stati WIL's position as an existing ut ity."

The evidence was said to sh that there is need for an additio al regional station in St. Louis, a that the application of WIL f assignment to the available regio al facility, under the circumstanc is entitled to preference over th of the *Star-Times.* Answers to t brief will be filed by both the FC and by the *Star-Times.*

WSMK, Dayton, is no longer affiliat with the *Dayton Herald* and *Journ* and sole ownership of the station nc reposes in the company headed Stanley M. Krohn Jr., accordi to announcement by Mr. Krohn.

The War's on . . . but---



WHY FIGHT

When the price of peace is so small . . . .
To be exact

$3 PER YEAR

And your personal subscription to BROADCASTING includes the

YEARBOOK NUMBER *and the* **MARKET DATA EDITION**

Send Your Order Today!

BROADCASTING, National Press Bldg. Washington, D. C.

TODAY'S CHILDREN

RADIO'S MOST POPULAR DAYTIME PROGRAM

WRITTEN BY IRNA PHILLIPS — PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR. — HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK — MONDAY THROUGH FRIDAY

10:45—11:00 A. M., E. D. S. T.



You need KOA's power to sell Colorado

And not only does KOA sell Colorado but also large areas north and south, east and west. It dominates the Rocky Mountain Area in population reached and response received.

A Mountain Red Network Station
Programmed and Represented by NBC

Abbot Book Off Press

THE first book of its character yet published, *Handbook of Broadcasting*, by Prof. Waldo Abbot, director of broadcasting of the University of Michigan, has just come off the press of McGraw Hill Book Co., N. Y. It is designed as a guide for teachers and students of broadcasting and is written in nontechnical language being a practical treatise on the entire nontechnical aspects of radio. Bibliographical section and typical successful scripts are included, as well as a critical analysis of production problems.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERTS . RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.



DRAMATIC — Scene at a WJAY dramatics class, with Bev Dean and Gene LaValle at left giving instructions.

ACTORS RESPOND
WJAY Dramatic School Is Center of Interest

RESPONSE to the dramatic school conducted on WJAY, Cleveland, by Gene LaValle, dramatics director, and Bev. Dean, continuity chief, has been good and requests continue to pour into the station. The Wednesday night classes are limited to 150 students.

Informality marks the classes. A microphone is placed in front of the actors and LaValle coaches them, pointing out the proper mike approach, differences between radio and stage drama, and importance of pitch and inflection. A full half-hour of the two-hour class is broadcast each Wednesday night.

Those Patt Boys

RALPH PATT, keeper of the early morning *Musical Clock* at WJR, Detroit, is taking a month's vacation, and therein is involved a roundup of the Radio Patts. With his brother Bob, of the Campbell-Ewald radio department, he drove to the Patt home in Kansas City, stopping off en route in Chicago to visit Brother Jim, special events man of CBS. Somewhere en route, they hope to pick up Big Brother John, vice-president and general manager of WGAR, Cleveland.

The Largest Independent Frequency Measuring Service in the Country

ACCVRACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesmen Attention!!! Complete chan in sales setup. Excellent opportunity f hustling salesmen with commission a liberal drawing account. 500 watt stati situated in major Southern market—f time NBC red network affiliation. Addr Box 728 BROADCASTING, giving referen and full details of your past experience.

Manager for 100 watt station located Great Lakes area. The man accepted m be well recommended and capable of p ducing business, handling salesmen a building shows. A real opportunity f the right man. Inquiries handled cor dentially. Write Box 729 BROADCASTING.

Situations Wanted

Experienced operator. First Class rad telephone and second class radiotelegra license. Box 721 BROADCASTING.

Announcer-program director, six ye experience, married, sober, and steady. anywhere. Box 720 BROADCASTING.

Energetic, progressive salesman w proven record wishes connection w station, any wattage, in east or midd west. Replies confidential. Box 724 BRO CASTING.

College graduate; five years network perience program traffic; would like sm town station work. Box 723 BROADCASTI

Now with 1,000 watt station, promot and publicity director with newspaper a advertising background desires better p tion. Present employer's recommendati available. College graduate, 7 years exp ence as publicity director, advertisi assistant, newspaper reporter, weekly ne paper editor. Experienced special progr production and announcer. Box BROADCASTING.

Licensed operator, young, single, will anywhere. Will announce if desired. C give references. Box 725 BROADCASTING

Chief Engineer; 31, formal training, years continuous and exclusive broadcasti experience, now under contract. Special execution of engineering plans and sup vising technicians. Expect to be availa early 1938. Travel anywhere for perso interview. Native N. J. Box 726 BRO CASTING.

For Sale—Equipment

Modern high fidelity radio broadcast transmitter, 100-250 watts. Approval F.C.C. under rule 132. Complete A operation, class B modulation. Spec price. Send for photo. WHBI, Newa N. J.

250-100 watt Doolittle and Falknor tra mitter. For details and price, write WJ Lansing.

Wanted to Buy

250 Watt Transmitter, late model all A.C. operated and approved by the FCC. Give complete details and price. Must be manufactured and not composite. Box 727 BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7 field strength measuring unit (ne direct reading; Estiline Angus Automa Recorder for fading on distant statio G. R. radio frequency bridge; radio osci tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Str New York City.

TWORK ACCOUNTS

(times EDST unless otherwise specified)

IPBELL SOUP Co., Camden, N. oup), on Jan 3, 1938 starts *Amos Andy* on NBC-Red network plus a adian hookup, Mon. thru Fri., 15 p. m. (repeat 11 p. m.). Agen- F. Wallis Armstrong Co., Phila- hia.

KARD MOTOR CAR Co., De- on Sept. 7 starts *Lanny Ross* NBC-Red network, Tues., 9-9:30 . Agency: Young & Rubicam N. Y.

NERAL MILLS Inc., Minneapo- on July 19 starts *Holywood in son* on 32 CBS stations, Mon. Fri., 1:45-2 p. m., replacing *o's Who in the News.* on *Gold al Hour.* Agencies: Blackett-Sam-Hummert Inc., Chicago, and Knox es Adv. Inc., Minneapolis.

S ANGELES, SOAP Co., Los An- s. (White King soap), on July started for 13 weeks *Gus Edwards ool Days of the Air* on 6 CBS-Pa- stations (KNX, KSFO, KOIN, L, KVI, KFPY) plus KFWB, . 8:30-9:15 p. m. (PST). Agen- Barnes-Chase Co., Los Angeles.

ERLING PRODUCTS Inc., New k (Bayer aspirin), on Aug. 3 ts Helen Mencken on 31 CBS ions, Tues., 7:30-8 p.m. Agency. kett-Sample-Hummert Inc., N. Y.

Renewal Accounts

ART MFG. Co., San Francisco smetics) on July 25 renews *Pass- Parade* for 52 weeks on 5 NBC- stations, Mon., 7:45-8 p. m. ncy: Howard E. Williams Adv. ncy, San Francisco.

ERICAN TOBACCO Co., New k (Lucky Strike cigarettes), on 31 renews *Your Hit Parade* for 13 weeks on 90 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

G. WASHINGTON COFFEE REFINING Co., Morristown, N. J. (coffee), on Sept. 25 renews *Uncle Jim's Question Bee* on 6 NBC-Blue stations Sat., 7:30-8 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

AMERICAN CAN Co., New York (Keglined cans), on July 27 renews *Ben Bernie* on 58 NBC-Blue stations, Tues., 9-9:30 p. m. Agency: Fuller, Smith & Ross Inc., N. Y.

KRAFT-PHENIX CHEESE Corp., Chicago (cheese and salad dressing), on July 29 renews *Kraft Music Hall* for 52 weeks on 60 NBC-Red stations, Thurs., 10-11 p. m. Agency: J. Walter Thompson Co., N. Y.

BOWEY'S Inc., Chicago (Dari-Rich chocolate milk), on July 12 renewed *Adventures of Dari Dan* on 13 NBC-Red stations, Mon., Wed., Fri., 5:15-5:30 p. m. Agency: Russell C. Comer Adv. Co., Chicago.



WINNING TROLLER — Shown with the day's catch and his wife is Howard Wilson (right) of Wilson-Robertson, Chicago, who caught two of the three muskies landed at a radio fishing party given July 4 by Hugh Rager at his Wisconsin lodge. Mr. Rager, director of First National Broadcasters in Chicago, was host to the following men and their wives: George Roesler of Van Cronkhite Associates Inc.; George W. Besse, manager of Joseph Hershey McGillvra, representative; Homer Griffith, artist, of WLS, and F. Lee Dechant, chief engineer of WRJN, Racine, Wis. Mrs. Besse caught the other muskie. The third person in the picture is a guide.

Network Changes

FELS & Co., Philadelphia (Fels Naptha) on July 19 expands MBS network carrying *Tom, Dick & Harry* from 2 stations (WGN, WLW) to 15 stations, Mon., Wed., Fri., 1:15-1:30 p. m. Agency: Young & Rubicam Inc., N. Y.

QUAKER OATS Co., Chicago (oatmeal), on June 26 added 23 stations to its hookup of 24 NBC-Red stations, bringing the total to 47 stations, Sat., 5:30-6 p. m. Agency: Lord & Thomas, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Super Suds), on Aug. 2 change *Myrt & Marge* on 58 CBS stations, Mon. thru Fri., from 2:45-3 p. m., to 10:15-10:30 a. m. (repeat 4 p. m.). Agency: Benton & Bowles Inc., N. Y.

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 18 returns *Warden Lewis E. Lawes,* currently vacationing, on 32 NBC-Blue stations, Mon., 10-10:30 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

TIME Inc., New York (*Time* and *Life*), on Aug. 13 will move *March of Time* on 34 CBS stations from Thurs., 10:30-11 p. m., to Fri., 10-10:30 p. m. Agency: BBDO Inc., N. Y.

SPERRY FLOUR Co., San Francisco, is changing its *Friday Night Special* to *Monday Night Special* beginning July 19 at 9:30 p. m. on NBC-Pacific Red network. Agency: Westco Adv. Agency, San Francisco.

Goodrich Dealer Discs

B. F. GOODRICH RUBBER Co., Akron (tires), has recorded a series of 26 programs, *Success Doctor,* featuring Harry Balkin, character analyst, and has made them available to local dealers on a cooperative basis. Goodrich Service Stores sponsoring the quarter-hour series in their cities will be furnished with "success charts" for distribution to listeners who call for them. Programs were transcribed under the supervision of Ruthrauff & Ryan Inc., New York, agency for Goodrich, but are being placed by the individual dealers, to which they are made available in the same manner as dealers may obtain mats for use in their newspaper advertising.

SPERRY FLOUR Co., San Francisco, programs featuring Hazel Warner, vocalist, and Martha Meade, home economics expert, changed from three to five weekly, 1:30-1:45 p. m. on Pacific Coast NBC-Red network.

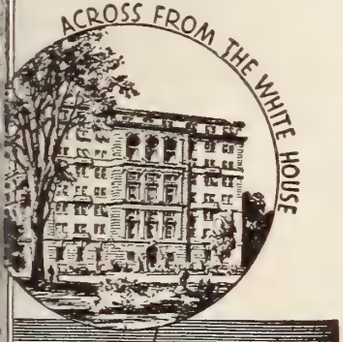
BOWEY'S Inc., Chicago (Dari-Rich) on July 19 replaces its *Adventures of Dari-Dan* serial with a new program *While the City Sleeps* on 9 NBC-Red stations Mon., Wed., Fri., 4:15 p. m. (CDST). Agency: Russell C. Comer Co., Chicago.

IN
VASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned



The
HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

WIL
THE PIONEER COMMERCIAL STATION IN ST. LOUIS

If you're coming through St. Louis, stop in and see the busiest 250 watt station in America.

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Repr's*

STUDIO NOTES

WBAP, Fort Worth, helped inaugurate the new Gulf Radio studios at Fort Worth's Frontier Fiesta, opening night, July 7, with two quarter-hour and one 30-minute radio shows. O. H. Carlisle, division manager of Gulf Oil Corp., Houston, presented the studio to Merle Tucker, radio director for the Frontier Fiesta. Principal speakers included Will K. Stripling, president of the Fiesta; Amon Carter, of the *Star-Telegram*, and James F. Pollock, general manager for the Fiesta. Cosden Oil Corporation's 30-minute show of variety music and guest artists; the A. J. Krank Co.'s *Minute Mystery Drama*, and a special program in commemoration of the London School Disaster, were aired from the new studio before an estimated crowd of 400 people. All Fort Worth stations will be allowed to utilize the studio facilities and programs will be fed to all three major networks. The Paul Whiteman Concerts over NBC will originate from the studios once weekly, the pickup being made under the direction of George Cranston and R. C. Stinson.

WHIP, 5,000-watt sister station of WWAE, Hammond, Ind., will open about Sept. 1. WHIP recently received permission from the FCC to move its transmitter closer to Chicago.

WLEU, two-year old Erie independent, made its debut as a network outlet July 3 when it originated for the NBC Blue Network the *Call of Youth* program featuring Rabbi Curreck, of the Erie Synagogue.

NBC broadcast seven programs during the annual convention of the National Education Assn. in Detroit, June 27 to July 1.

AGRICULTURAL programs presented under the auspices of the United States Department of Agricultural Economics are being aired over WAAB, Boston, and the Colonial Network. The new series is heard daily at 1:15 p. m., and on Colonial Network at noon. The programs present a wide variety of subjects of interest to the farmers of New England including timely discussions on insect and disease control, fertilizing, market gardening, 4-H Club work and poultry. Dr. Hugh P. Baker, President of the Massachusetts State College, will be the guest speaker on the first broadcast.

HOMEMAKING bulletins sent out weekly by Mrs. Ida Bailey Allen to the audience of her daily programs on WHN, New York, are being used as the only text for classroom work in the adult cooking classes conducted by Mrs. Mary Nicholas at the Albert Leonard Junior High School in New Nochelle this summer.

RADIO Division of the Federal Theatre of Massachusetts began a twice weekly presentation of dramatic, historical sketches June 28 on WHDH and WMEX, Boston, under the direction of Kendall Weston.

WBZ-WBZA, Boston-Springfield, has contracted for exclusive broadcasts of the Massachusetts Handicap from Suffolk Downs race track during the next three years, according to an announcement by Arthur S. Feldman, special events manager.

WNAD, University of Oklahoma, Norman, announces the dedication of new studios and transmitter tower built with the aid of WPA funds. A course in radio announcing was offered for the first time recently and so many students wanted to take the course that entrance auditions were necessary. More than 150 students appear before the microphone each week, according to WNAD.

WJJD, Chicago, is now broadcasting a complete half hour play every morning from 9:30 to 10. Entitled the *Complete Story Hour*, the stories are especially written for radio and offer a variety of plots.

Saucy Charley McCarthy and His Stooge

(From the July 10 *New York Times*)

We don't often wax enthusiastic about particular programs, but when the staid "New York Times" devotes an editorial to a satiric but basically serious philosophical appraisal of an "artist" created by radio, seeing social significance in his whims and fantasies, we think it is news to the entire radio fraternity. For our part, we bow in appreciation to Royal Gelatin's Rudy Vallee for discovering and to Chase & Sanborn for presenting an act which is one of the real joys of current radio.

Charlie McCarthy, the overbred brat of the radio, is so insufferably satisfied with himself that it is risky to praise him in public. He is already in danger of bursting with vainglory. Fortunately, Edgar Bergen can shield him from superfluous publicity, for Mr. Bergen is a ventriloquist and Charlie is his wooden dummy. Ordinarily, the spectacle of a ventriloquist with a voluble dummy on his knee is half the fun of such knavery. Since Charlie's radio audience cannot see him, Mr. Bergen has had to concentrate on the tone of the simulated voice and the wit of the script. Both these things he has done with such skill and originality that Charlie has become the most real personality on the comic air waves this season. He is an imaginary being created entirely in terms of the ear and his whole life is on the radio. Accordingly, it is not hard to believe in the truth of his fantastic persiflage.

The impression of reality comes chiefly from his voice, which has abundant range and variety. Basically, it is arid. Although Charlie is apparently still in his 'teens, his little voice is aweary of the world. It has the infernal, fatigued assurance of a lad who has been too much in the company of his elders; it is suave, condescending and impertinently familiar. But it also has the sound of an alert mind, for Charlie is clever enough to protect himself in all sorts of situations. He has a bland tone for throwing an adversary off the track. When he feels that he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or to resist! His laugh is mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture.

As a whole, Charlie is a fairly objectionable little fellow. He is impudent, lazy, egotistical and artful. A stern parent should have whaled the conceit out of him years ago, and perhaps W. C. Fields, his colleague on the same program, will do it yet. The great mountebank of stage and screen is no one to trifle with. "My diminutive little chum," Mr. Fields calls him with grand and tautological venom as though he were sharpening a scalpel. For this wooden imp of the radio who sits on a ventriloquist's knee has no respect for his betters. Make no mistake about it, he is a bad egg. And his personality is developing so rapidly that even Mr. Bergen is losing control of him, and week by week has less and less to say for himself. Charles Frankenstein McCarthy may be the proper way to refer to him a few months from now.

THE new 5,000-watt RCA transmitter of KYA was the victim of another freak accident on July 9, which threw the station off the air for an hour-and-a-quarter. A steam shovel, working on a road excavation a quarter-of-a-mile away at Candle-stick Point, San Francisco, where the transmitter is located, came in contact with a high power line accidentally when the boom on the shovel was raised. An arc was created and the line burned in two. It was the line that furnished the transmitter with its power. The station was silent from 11:30 a. m. until 12:45 p. m. when an emergency crew from the power company repaired the severed line.

THE Tourist Bureau of Hawaii is actively engaged in its endeavor to raise $25,000 for its radio broadcasting activities over the three coast-to-coast mainland networks—NBC, CBS and Mutual during the next two years. The last appropriation of $25,000 expired last May and the transoceanic broadcasts, extolling the beauties of the mid-Pacific isles, which are presented under the auspices of the Hawaiian Tourist Bureau, have been off the air since that time. It is expected that these features will return to the air by September.

THE PURCHASE of full-time INS news service and the appointment of Richard Brooks as news commentator have been announced by WNEW, New York. Brooks, who has been on the station's announcing staff for some time, has been given a year's contract as exclusive news commentator.

Show Must Go On!

AN ALARM clock of an announcer-technician at KSFO, San Francisco failed to function on a recent morning. It caused a predicament to Dude Martin and his hillbillies, who found themselves ready to start their daily program at 7 a.m. but with no one in sight to put them on the air. The hillbillies were determined not to miss a program and began pulling switches and pushing buttons until they got the station on the air. They broadcast their own half-hour program, signed the *Farm Reporter*—Ira Smith on and off in the next 15 minutes and then somehow managed to plug in a CBS network show. The technician was tardy just one full hour.

ON JULY 7, *Uncle Don* of WOR, Newark, presented his 4,365th broadcast from 6-6:30 p. m. During nine years of consecutive broadcasting, *Uncle Don* has put on 3,150 broadcasts without missing one, for more than 75 sponsors. His daily-except-Sunday program is participating, averages six sponsors at a time, and pulls 1,000 letters a day from the 1,500,000 children estimated to make up his audience.

LEWIS ALLEN WEISS, gene manager of the Don Lee network California, returning to San Fran co after executive conferences w the Mutual network chiefs in the ea announced that George Jessel a Norma Talmadge have been signed lead a new sponsored variety sh series to be heard over KFRC a the other stations of a coast-to-co Mutual network. Mr. Weiss sta that the series will be weekly, beg ning Sunday, Sept. 5 and will be p duced either at KHJ studios or Hollywood. The musical portions the broadcasts will be handled by big name band and the programs v feature guest stars. *Thirty Minu in Hollywood* will be the title of presentations. A second import series to emanate from the Pac coast for Mutual is a nightly 15-m ute script show starring Nat a Alexander Carr, dialect comedia The feature which will be known *Max and Mawruss* in reminiscent the pair's world famed "Potash a Perlmutter" characterizations.

A NEW sports program, *Racing R sults*, is being broadcast every we day evening on WHN, New Yo with Jimmy Winchester, former S Francisco sports editor, broadcasti results at all tracks and dramatizi the feature race of the day.

A TWICE - WEEKLY series talks on *Charm* has been started WMCA, New York, featuring E Casanova, well known actress a widow of the late Lou Tellegan, w relates the beauty secrets of famo beauties here and abroad.

THE *San Francisco Chronicle*, ind pendent morning newspaper, has a nounced plans for the abandonme this month of its broadcasting studi in the newspaper office building. T studios were affiliated with KG NBC-Blue station and construct several years ago when the newspap and KGO affiliated. They will rented for office space. An econon wave in the paper is said to be r sponsible for the move. The ha dozen sustaining boradcasts preser ed over KGO by the newspaper ther after will originate in the NBC ma studios at 111 Sutter St.

NBC-Chicago received a record brea ing response of 41,000 cards and le ters, signed by 69,000 listeners, in r sponse to five requests for mail ma on five successive broadcasts of th NBC-Red sustaining program, *Do Winslow of the Navy*. The letters, a alyzed by Emmons Carlson, NBC-Ch go sales promotion head, showed 3.6 of all mail coming from clubs havir an average of 16 members, many le ters form schools, and only three le ters of the entire 49,000 criticizing th program adversely.

MORRIS H. SEIGEL, insurance an lyst and reformer, is sponsoring a s ries of talks which he delivers hin self each Monday morning on WMC New York. Talks are an expose the weekly premium insurance fiel which, he claims, costs American pol cy holders some $750,000,000 annuall

WFIL, Philadelphia, will take occ pancy of its new executive offices Jul 21 in the downtown Widener Bld The new studios will be completed b Labor Day, according to Donal Withycomb, general manager o WFIL.

WHBF, Rock Island, Ill., will hol its second annual softball tournamer in August. Ivan Streed, WHBF pr duction manager, is in charge of th tournament which was attended las year by more than 3,000 persons an offers the winners an all-expense tri to Chicago ball games.

KASA, Elk City, Okla., has starte another series of *KASA Roundup* Saturdays, 2 p. m. for two and a hal hours, during which open house i held and all visitors are given a chanc to sing or talk on the air.

Now That We've Gone

COLUMBIA

("First of the Year or Sooner," Says CBS)

(It'll take us that long to clear our time.)

We're offering our advertisers and prospective advertisers in the National Field the same rate advantage that local merchants are enjoying.

All advertisers contracting for time prior to August 15, 1937, will be entitled to the present rates for one year from contract date.

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For Rates and Details Wire or Write

1000 Watts **KIRO** 710 Kc.

SEATTLE • WASHINGTON

National Representatives
JOHN BLAIR & COMPANY

in the CONTROL ROOM

CARLOS CLARK, formerly with RCA-Victor and WNEW, New York, and William A. Irvin, with NBC years ago but more recently with Commercial Radio Sound Corp., New York, have joined the maintenance staff of NBC in New York. John E. Holmes, formerly with Rangertone Inc., Newark, will serve as a recording engineer. Donald Ewert, previously chief engineer of WMFJ, Daytona Beach, Fla., becomes a studio engineer. Melvin A. Lewis, formerly with WAAT, Jersey City, and later with DeForest Radio Co., has joined the field staff. T. Danielson, who comes from WOR, Newark, is stationed at the WJZ transmitter at Bound Brook, N. J.

W. A. ERICKSON Jr., with KDON, Monterey, Cal., for some time, is to join the staff of KGMB, Honolulu as operator-announcer and assistant to the chief engineer.

JOHN G. PRESTON, of the engineering staff of WMAZ, Macon, Ga., has been appointed federal radio inspector. He will assume his new duties Aug. 1, with headquarters in Atlanta.

BOB MORTON was recently named engineer of WADC, Akron, to replace Lawrence Suhodalink, who left the station to join the CBS maintenance and experimental department in New York.

DAN SMITH, former instructor at Norfolk College, has joined the technical staff of WTAR, Norfolk, Va.

FRANKLYN BECKER, chief engineer of WFIL, Philadelphia, was given a surprise party on his birthday recently and the staff gave him an electric razor.

GEORGE SAVIERS, Westinghouse engineer, has been transferred from the studios of WOWO, Fort Wayne, to the transmitter. Glenn Thayer is a new member of the control staff.

SCOTT KILGORE, operator of W1XAL, Boston, has joined the staff of WMEX, Boston.

RUDY ERICKSON, formerly of CKCK, Regina, Alberta, has been named chief engineer of CFAC, Calgary, that province.

R. M. WALLACE, formerly of WEED, Rocky Mount, N. C., has been named chief engineer of WSPA, Spartanburg, S. C. George D. Tate has joined the engineering staff of WSPA.

MERRILL MITCHELL, chief engineer of WJR, Detroit, was in Beverly Hills, Cal., early in July to confer with Leo B. Tyson, general manager of KMPC. He also supervised installation of new equipment at the station.

LESLIE E. SCHUMAN, formerly of WHAT, Philadelphia, has joined the engineering staff of KYW, that city. James V. Thunell, formerly of WOWO, Ft. Wayne, Ind., and W. Sheridan Gilbert, formerly of WIBG, Glenside, Pa., have also been added to the KYW engineering staff.



IN THE AIR — KIEV, Glendale, Cal., recently was forced by technical difficulties to broadcast from the roof of the hotel in which its studios are located. The emergency arose due to a power frequency change-over which temporarily disabled studio equipment. Here is Ray McPherson, announcer, in the open air studio. Undaunted, the announcers moved commercials, programs and production to hastily erected "open air" studios adjoining KIEV's transmitter on the roof of the Glendale Hotel in which the station is located.

WILLIAM H. HARDY, has joined KMTR, Hollywood, as remote technician.

GEORGE NEFF has been made chief engineer of KIEV, Glendale, Cal. succeeding Ed Olds, resigned. Verne Wood fills Mr. Neff's former post.

HOWARD HAYES, formerly of WBNS, Columbus, has joined the engineering staff of WKRC, Cincinnati.

FRANK KERN, engineer of WFIL, Philadelphia, is the father of a baby girl born July 3.

JACK PEARCE, of the WGN, Chicago, engineering staff has purchased a 36-foot cruiser.

RADIO BEAM WIDTH WILL BE MEASURED

HOW narrow is the radio beam sent out by so-called beam antenna? How far on either side of the beam is the broadcast audible? How effective are directional antennas in stopping interference between stations in two or more countries broadcasting on the same wave-length? How much separation is needed between short-wave stations in various bands?

To answer these questions about which there is admittedly little exact knowledge at present, CBS and the British Broadcasting Corp. are cooperating in a series of tests which will continue for the next six months with the goal of having specific data ready for presentation at the conference of the International Consulting Committee on Radio to be held early next year in Cairo, Egypt. At this meeting the governments of the world will draft new standards for international tele-communication.

Arrangements for the tests, which will be conducted under the supervision of the International Broadcasting Union, were made with the BBC by E. K. Cohan, CBS director of engineering, who has just returned from Europe, where he took part in the sessions of the technical committee of the IBU in Bucharest, Roumania, held concurrently with those of the ICCR.

During the tests the CBS short-wave transmitter, W2XE, at Wayne, N. J., will operate simultaneously with the BBC transmitter at Daventry, England. Schedules are now being worked out for the first tests which will be conducted on the 21-megacycle band. With a separation of only 10 kc., CBS (on 21,250 kc.) and BBC (on 21,520 kc.) will broadcast simultaneously, but with their directional antennas aimed at right angles to each other. For 15 minutes CBS will transmit toward Europe and BBC toward South America; then they will reverse and for the succeeding quarter-hour BBC will direct its beam toward New York while CBS aims at South America. Observers stationed at various points will chart the reception of the signals.

The importance of these tests cannot be overemphasized, Mr. Cohan stated. The number of short-wave stations has doubled in the last year and the most efficient use of the limited number of bands available is essential to avoid interference and over-crowding.

John C. Lynch

JOHN C. LYNCH, retired former assistant vice-president of the A. T. & T. Co., who was a pioneer in radio research and helped establish WEAF, New York, died in a hospital at Great Barrington, Mass., June 29. He was 62 years old. An 1896 graduate of Cornell, Mr. Lynch was with the Bell interests until he retired to his ancestral farm near Stockbridge, Mass. in 1931 on account of deafness.

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for transreceivers, 'phone and inter-systems.

$5.88 net cost to stations

Hi output quality microphone. Extra sensitive uni-polar ear 'phone. Black bakelite case. 4-conductor coded cord.

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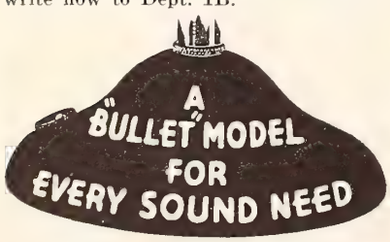
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"BULLET" MIKES

. . . New 1938 Models Now Ready—Get Details



When our engineers created the new 1938 'Bullet' dynamic microphones they built a line unsurpassed in quality and performance. 'Bullet' mikes are remarkably sensitive, rugged and dependable. You who appreciate fine quality in sound reproduction will do well to get complete data on the new 'Bullet' line. Models TR-5, 6, 7, 8 and 9 range in list price from $27.50 to $90.00. There's a model to fill your need. For complete data and prices, write now to Dept. 1B.

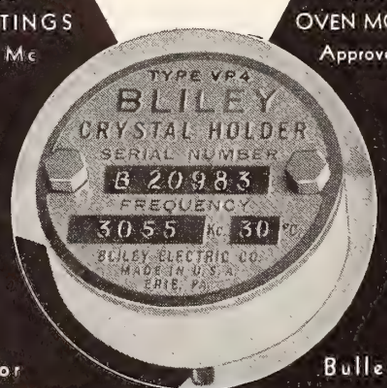


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CRYSTALS
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QUARTZ CRYSTALS & MOUNTINGS 20 Kc.-25 Mc

BROADCAST CRYSTALS & OVEN MOUNTINGS Approved by F.C.C.



Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

KFPY-KGIR
Adopt baby to Keep KXL Company

See Page 51

EQUIPMENT

ATES RADIO & SUPPLY Co., ancy, Ill., announces the following allations: speech input equipment WRDW, Augusta, Ga.; KID, aho Falls, Id.; CFCY, Charlotte- wn, P.E.I.; WGTM, Wilson, N. C.; JK, Camaguey, Cuba; WGCM, lfport, Miss.; XEFE, Laredo, x.; CHNS, Halifax, N. S.; Dyna- e portable remote amplifiers in DEV, Waterbury, Vt.; WBRC, rmingham; WKZO, Kalamazoo; AVE, Louisville; KMO, Tacoma; FVD, Los Angeles; KGKY, Scotts- uff, Neb.; WABI, Bangor, Me.; XTB, St. Catharines, Ont.; WFBM, dianapolis; B-60 pickup amplifiers WRDW, Augusta, Ga.; WNLC, ew London, Conn.; KMO, Tacoma.

NEL, Brady, Tex., has completed construction of its 100-watt trans- tter, converting it to 250 watts der the supervision of Rupert ayes, chief engineer, using equipment Commercial Radio Equipment Co., ansas City.

ORMAN B. NEELY, radio record- g and sound equipment firm, on pg. 1 moves to larger quarters at 34 Hollywood Blvd., Hollywood, due expansion of business operations. laboratory will be equipped also, ailable to customers who do not ve such facilities, and additional rsonnel is being retained.

OR, Newark, has purchased three E 22-A portable pickup outfits uipped for both AC and battery eration.

NEW "vertical" mixer attenuator, pe 214, is announced by Tech Lab- atories, Jersey City, N. J. Advan- ges claimed are easy cleaning, easy eration, better indication of volume tting of each unit, smoother opera- on, less wear, longer life and better pearance.

RTD, Richmond, Va., new 100- tter on 1500 kc. which went on the r June 24, recently installed a 328- ot tubular steel vertical radiator signed and constructed by John E. ngo & Son.

IND, Gary, Ind., has installed its ird transmitter tower, a Truscon eel antenna, at the Gary, Ind. trans- itter. With a 14-ft. base, eight feet which are located below the ground, new modernistic tower rises 360 et into the air and forms a perfect iangle.

NIVERSAL MICROPHONE Co., glewood, Cal., has started to manu- cture and distribute a line of crystal icrophones, the first of which is the ystal handi-mike, which is small and mpact, with switch and ten feet of ielded rubber cord. Universal will corporate the crystals of the Brush velopment Co., in its new crystal e.



WATT-SHOOTER—When WCKY, Cincinnati goes on the air sometime between July 17 and 23 with its new 10,000-watt transmitter this 350-foot tower will catapult the doubled signal intensity into space. It is a Blaw-Knox uniform cross-section half-wave radiator, located high on a bluff overlooking Cincinnati on the Kentucky side of the Ohio River. The smaller tower in the background is one of the old antennas of the station, now kept in condition for emergency use.

WIBX Cuts Power

WIBX, Utica, N. Y., this month will begin using entirely new equipment. The only 300-watt station in the country, WIBX will reduce its daytime power to 250 watts continuing with 100 watts at night. The tower is one of the latest Blaw-Knox self-supporting innovations, 204 feet high. A new Western Electric transmitter has been installed and a new transmitter house built. Scott Howe Bowen is president of the station and Dale Robertson is general manager.

KWSC, Pullman, Wash., has recently installed new Presto recording apparatus.

ALFRED J. POTE, manager of WMEX, Boston, has designed and constructed a special boom microphone for singing pianists.



Mirror-ground surfaces make keen cutting edges for *perfect* recordings on acetate.
Grant Laboratories, Chicago: "A real pleasure to use Stelli cutting needles and to recommend them to other laboratories."
KGU, Honolulu: "Very pleased with the results."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.



says a leading Portland hatter



C. C. 'Charlie' Bradley
Portland, Oregon

"KEX means *business* to me; and speaking from experience, I know it's TOPS . . . it's not easy to dramatize 'hats,' but I'm getting top-hat results from KEX."

That's right! Mr. Bradley does speak from experience . . . he was one of the FIRST SPONSORS of a commercial program in the Pacific Northwest. Thanks, Mr. Bradley.

KEX
PORTLAND
OREGON

1180 Kc.—5000 Watts
NBC Blue Network

The Radio Stations of The Oregonian
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are represented nationally by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

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Get Your Share of

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

JUNE 30 TO JULY 14 INCLUSIVE

Decisions . . .

JUNE 28

(Supplement to June 28 decisions printed in the July 1 issue)

MISCELLANEOUS—KHSL, Chico, Cal., granted mod. license to 1260 kc. unl. 250 w; KVI, Tacoma, Wash., retired to closed files applic. CP use old trans. as aux., granted 4-2-37.

RATIFICATIONS—KPRC, Houston, ext. temp. auth. 5 kw N; WEST, Easton, Pa., ext. temp. auth. Simul.—WKBO spec. hours; WDAF, Kansas City, temp. auth. reduce D to 1 kw; KGFI, Corpus Christi, Tex., ext. temp. auth. remain silent; WSAR, Fall River, granted pet. intervene Fall River Herald News Pub. Co.; WSUN granted pet. intervene Tribune Co., Tampa; Monocacy Brdcstg. Co. granted appearance CP Rockville; St. Petersburg C of C granted issuance subpoena W. W. McEachorn, St. Petersburg in applic. Earl Weir, St. Petersburg; KPQ granted order take depositions; WCAZ, Carthage, Ill., granted pet. intervene Leon M. Eisfeld, Burlington, Ia.; WKBN granted pet. intervene Wm. F. Maag Jr., Youngstown; KRRV granted pet. intervene KCMO, Kansas City; Edison Elec. Illum. Co., Boston, granted pet. intervene Birmingham News Co.; E. E. Krebsbach denied pet. accept appearance and participation KCMO hearing; Leon M. Eisfeld granted continuance hearing; Harry Schwartz granted orders take depositions re applic. CP Tulsa; WUTK Inc. granted continuance hearing applic. CP Utica, N. Y.; Cleveland Radio Brdcstg. Corp. granted pet. intervene applic. Great Lakes Brdcstg. Corp.; Herbert Lee Blye granted postponement hearing CP Lima, O.; Jules J. Rubens granted continuance CP Aurora, Ill.; WSGN, Birmingham, granted pet. intervene Birmingham News Co.; Earl Weir, St. Petersburg, Fla., granted continuance hearing CP; Centennial Brdcstg. Corp., granted continuance to 7-15-37; Southern Brdcstg. Corp., Bogolusa, La., granted intervention WSMB applic.; Houston Printing Corp. granted pet. intervene applic. Dr. Wm. States Jacobs Brdcstg. Co., Houston; Southern Brdcstg. Corp., Bogolusa, La., granted pet. intervene WDSU; KXL, Oakland, granted pet. intervene Richard Field Lewis, Oakland; WLAC and Yankee Network granted postponement argument WMEX; L. L. Cryell denied reinstatement applic. re KCMO, also Cornbelt Brdcstg. Corp. denied similar petition; KIUL denied vol. assign. license to KIUL Inc.

JUNE 29

WARD, Brooklyn—Denied CP move trans., denied renewal license, denied vol. assign. license to Kings Brdcstg. Corp.

WBBC, Brooklyn—Granted mod. license insofar as it asks facilities of WARD and WLTH, and denied insofar as it asks facilities WVFW; granted renewal license and aux. trans.

WLTH, Brooklyn—Denied license; denied vol. assign. to Kings Brdcstg. Corp.

WVFW, New York—Granted renewal license; granted CP change equip.

NEW, Brooklyn Daily Eagle Brdcstg. Co., Brooklyn—Denied CP.

WEVD, New York—Denied mod. license.

MISCELLANEOUS—NEW, State Capital Brdcstg. Assn., Austin, Tex., denied pet. to rehear and consolidate applic. with that of Baton Rouge Brdcstg. Co., Inc.; NEW, Isadore Goldwasser, Anniston, Ala., denied rehearing applic. CP (denied 4-27-37).

RATIFICATION—Denied motion Power City Brdcstg. Corp. to postpone effective date order of 2-9-37 denying applic. new station Niagara Falls.

JULY 2

ACTION ON EXAMINERS' REPORTS:

NEW, Continental Radio Co., Columbus—Denied CP 1310 kc 100 w unl., sustaining Ex. Irwin.

NEW, Continental Radio Co., Toledo—Denied CP 1200 kc 100 w D, sustaining Ex. Seward.

WALR, Toledo—Denied CP move Zanesville to Toledo, reversing Ex. Walker.

NEW, Community Brdcstg. Co., Toledo—Granted CP 1200 kc 100 w D, sustaining Ex. Walker.

NEW, Telegraph Herald, Dubuque, Ia.—Granted CP 1340 kc 500 w D, reversing Ex. Bramhall.

NEW, Marysville-Yuba Publishers Inc., Marysville, Cal.—Denied CP 1140 kc 250 w D, reversing Ex. Hyde.

WKBB, Dubuque, Ia.—Granted CP move studio, trans, new antenna, sustaining Ex. Bramhall.

NEW, Times Pub. Co., St. Cloud, Minn.—Granted CP 1420 kc 100 w unl., sustaining Ex. Walker.

NEW, Michael F. Murray, St. Cloud—Denied CP 560 kc 500 w D, sustaining Ex. Walker.

NEW, Clarence C. Dill, Washington—Denied CP 1390 kc 1 kw unl. directional, reversing Ex. Bramhall.

NEW, Times-Herald Pub. Co., Vallejo, Cal.—Denied CP 1320 kc 250 w D, reversing Ex. Bramhall.

NEW, Advertiser Pub. Co., Honolulu—Denied CP 1370 kc 100 w unl., reversing Ex. Irwin.

NEW, Fred J. Hart, Honolulu—Denied CP 600 kc 250 w unl., sustaining Ex. Irwin.

WGAR, Cleveland—Denied auth. transfer control to WJR, the Goodwill Station, reversing Ex. Walker.

NEW, Courier-Post Pub. Co., Hannibal, Mo.—Denied CP 1310 kc 100 w 250 w D, unl., reversing Ex. Walker.

NEW, Hannibal Brdcstg. Co., Hannibal, Mo.—Denied CP 1310 kc 100 w unl., sustaining Ex. Dalberg.

NEW, Golden Empire Brdcstg. Co., Marysville, Cal.—Denied CP 1140 kc 250 w D, sustaining Ex. Hill.

NEW, George Harm, Fresno, Cal.—Granted CP 1310 kc 100 w unl., reversing Ex. Hyde (Pet. of Chase Osborn Jr. to withhold action denied, opposition of George Harm dismissed).

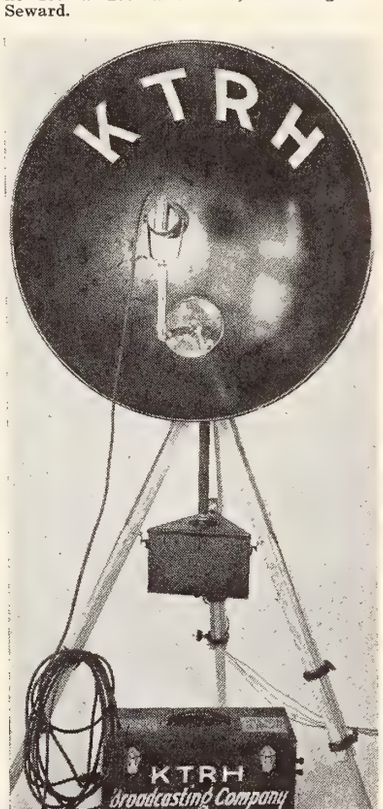
NEW, Hildreth & Rogers Co., Lawrence, Mass.—Granted CP 680 kc 1 kw D, sustaining Ex. Walker.

NEW, Loyal K. King, Pasadena, Cal.—Denied CP 1480 kc 250 w D, sustaining Ex. Walker.

WLLH, Lawrence, Mass.—Granted exp. auth. satellite station 1370 kc 10 to 100 w synchronize WLLH, sustaining Ex. Hill.

WELI, New Haven—Remanded to docket.

NEW, Lawrence K. Miller, Pittsfield, Mass.; NEW, Harold Thomas, Pittsfield, Mass.—Harold Thomas granted CP 1310 kc 100 w 250 w D unl., reversing Ex. Seward.



PARABOLIC — This new microphone recently completed by KTRH, Houston, for remotes is said to facilitate spotting of sound effects and eliminates manual control from the field. The microphone may be operated from a broadcast booth by a small switch and battery, thus avoiding undesirable signals through misunderstanding.

FCC Recess

THE FCC Broadcast Division held its final regular meeting until fall on July 6, adjourning after that session to meet "at the call of the Chairman." The bulk of the docket was cleared up with decisions rendered on a dozen docket cases along with other routine actions. Meetings will be held during the summer as the accumulation of business warrants, but the next regular session is not scheduled until Sept. 7.

KGFF, Shawnee, Okla.—Dismiss without prej. applic. mod. license 1420 to 1430 kc, increase 100 w 250 w D to 250 w N & D unl., sustaining Ex. Seward.

NEW, Central Brdcstg. Corp., Centralia, Wash.—Granted CP 1440 kc 500 w unl., sustaining Ex. Bramhall.

NEW, Frank M. Stearns, Salisbury, Md.—Granted CP 1200 kc 250 w D, sustaining Chief Ex. Arnold.

JULY 6

APPLICATIONS GRANTED:

WJIM, Lansing, Mich.—CP new trans.
KRGV, Weslaco, Tex.—License for CP.
WORL, Boston—License for CP.
KNEL, Brady, Tex.—License for CP.
WSM, Nashville—License aux. trans.
KATE, Albert Lea, Minn.—Mod. CP as mod. trans., studio sites, vert. radiator.
KGFI, Brownsville, Tex.—Mod. CP trans., studio change equip.
KTNC, Visalia, Cal.—Mod. CP change equip., antenna.
WQAN, Scranton, Pa.—Mod. license 500 w to 1 kw.
WDEL, WAZL, WEST, WILM, WCAL, WORK—Auth. trans. control of corp. to J. H. and John F. Steinman.
KFBI, Abilene, Kan.—Vol. assign. license to Farmers & Bankers Brdcstg. Corp.
WJBO, Baton Rouge—Mod. CP vert. radiator, move trans., change spec. to unltd. exc. 8-9 p.m. Mondays.
WRAX Brdcstg. Co. & Wm. Penn Brdcstg. Co., Philadelphia—Spec. auth. increase to 1 kw to counteract interference.
NEW, Natl. Battery Brdcstg. Co., St. Paul—CP high-freq. 1 kw.

SET FOR HEARING—NEW, William C. Smith, Bogalus, La., CP 1310 kc 100 w unl.; NEW, M. M. Valentine, Laredo, Tex., CP 1500 kc 100 w 250 w D unl.; WFBR, Baltimore, CP change trans. site, new equip., directional increase 500 w 1 kw D to 5 kw unl.; WLVA, Lynchburg, Va., CP amended 1200 to 1390 kc, increase to 500 w unl.; WDSU, New Orleans, CP amended re trans. site, equip., directional, increase 1 to 5 kw; WAAB, Boston—Mod. license to aux. trans.

SPECIAL AUTHORIZATIONS—KGDY, Huron, S. D., ext. temp. auth. remain silent in July; WFLA, Clearwater, Fla., ext. temp. auth. close Clearwater studios for summer.

APPLICATION DISMISSED — WSAI, Cincinnati, CP 1330 kc 1 kw 5 kw LS unl. (request of applicant).

MISCELLANEOUS — WAPI, Birmingham, granted vol. assign. license to Alabama Polytechnic Institute, U. of Alabama; WOAI, San Antonio, denied extension effective date grant applic. Hunt Brdcstg. Assn. for CP at Greenville, Tex.; NEW, Key City Brdcstg. Co., Kankakee, Ill., denied pet. take depositions re applic. new station, granted WKBZ and Northwestern Pub. Co. motions to deny and strike petition for order take depositions; KGCX, Wolf Point, Mont., granted amended pet. acceptance of answer re hearing on applic. KCMO for CP 1450 kc 1 kw unl.; NEW, E. Anthony & Sons Inc., Pawtucket, R. I., denied pet. reconsid. & grant applic. in part and extend effective date applic. CP 1200 kc 100 w 250 w LS unl.; KLZ, Denver, granted pet. intervene KVOD hearing; WKZO, Kalamazoo, granted auth. suspend construction antenna; NEW, Fall River Herald News Pub. Co., Fall River, Mass., denied pet. withhold decision on applic. Harriet M. Alleman and Helen W. MacLellan, d/b Cape Cod Brdcstg. Co.; NEW, C. W. Corkhill, Sioux City, Ia., denied pet. for further hearing re applic. new station 1420 kc 100 w unl., dismissed opposition to pet. for further hearing filed by Sioux City Brdcstg. Co.

ACTION ON EXAMINERS' REPORTS:

NEW, John S. Allen & G. W. Covington Jr., Montgomery, Ala. — Remanded to docket for further hearing for new testimony and take depositions.

NEW, Central States Brcstg. Co., Council Bluffs, Ia.—Denied CP 1500 kc 100 w unl. reversing Examiner Dalberg.

NEW, C. W. Corkhill, Sioux City, Ia.—Denied CP 1420 kc 100 w unl., sustaining Examiner Hill.

NEW, Sioux City Brdcstg. Co., Sioux City, Ia.—Granted CP 1420 kc 100 w 25 w LS, sustaining Examiner Hill.

NEW, State Capital Brdcstg. Assn. Austin, Tex.—Granted CP 1120 kc 1 kw spec., reversing Examiner Walker.

NEW, Falls City Brdcstg. Co., Falls City, Neb.—Denied CP 1310 kc 100 w un sustaining Examiner Walker.

NEW Radio Enterprises, Lufkin, Tex.—Denied CP 1310 kc 100 w D, sustaining Examiner Seward.

NEW, Red Lands Brdcstg. Assn., Lufkin Tex.—Granted CP 1310 kc 100 w D, sustaining Examiner Seward.

NEW, Virgil V. Evans, Gastonia, N. C. —Denied CP 1420 kc 100 w unl., sustaining Examiner Bramhall.

WJBR, Gastonia, N. C.—Denied as default applic. mod. CP extend completion sustaining Examiner Bramhall.

WATR, Waterbury, Conn.—Denied C change trans., directional antenna, mo trans. locally, change 1190 to 1290 kc i crease 100 to 250 w, change ltd. to un reversing Ex. Dalberg.

ORAL ARGUMENTS GRANTED—1 14-37: WMBO, Auburn, N. Y.; NEW Curtis Radiocasting Corp., Indianapoli WKBV, Richmond, Ind.; NEW, Beaumo Brdcstg. Assn., Beaumont, Tex.; 10-21-3 WMBH, Joplin, Mo.; NEW, Valle Brdcstg. Co., Youngstown.

APPLIC. RECONSIDERED A N GRANTED—WATR, Waterbury, Conn granted CP change trans., install direc tional antenna, move trans. locally, chang 1190 to 1290 kc, increase 100 to 250 w ltd. to unl., sustaining Examiner Dalber

JULY 13

(Subject to Ratification)

KVGB, Great Bend, Kan.—Granted aut discontinue operation 10 days.

MISCELLANEOUS—KALB, Alexandri La., granted change license 1420 to 12 kc, D to unl. 100 w; W. F. Maag J granted pet. intervene WKBN applic State Brdcstg. Corp. granted pet. inte vene WSMN applic.; Colonial Brdcst Inc. granted pet. intervene Arthur Luc applic., Savannah; WTOC, same; Walk & Chapin granted continuance hearing C Oshkosh, Wis., to 9-24-37; Athens Tim Inc., Athens, Ga., granted continuan hearing to 9-29-37; WDNC granted pe correct error in applic.; WTHT, Har ford, effective date extended and S. Geor Webb denied mod. CP and E. Anthon & Sons Inc. denied CP Pawtucket, fro 7-6-37 to 7-20-37; Ward Optical Co. deni continuance hearing applic. Harr Schwartz for CP Tulsa and dismissed pr test of Harry Schwartz to grant of sa motion; F. M. Gleason, d/b N. Ga. Br cstg. Co., denied pet. withdraw applic. C Rossville, Ga., without prejudice and d rected it be dismissed with prejudic WBNO and WJBW, New Orleans, grant continuance hearing insofar as motions a ply to WBNO applic. CP renewal and a signment license, and applic. Charles Carlson for CP and applic. Southern Br cstg. Corp. for CP New Orleans, and d rected hearing be continued to 9-21-3 denied said motions insofar as they app to applic. Standard Life Ins. Co. of t South for CP and dismissed Standard o position to WBNO motion; NEW, Robe Noble and J. Earl Salter, Los Angele dismissed pet. for rehearing en banc KMPC applic. transfer control; Pow City Brdcstg. Corp., Niagara Falls ,deni rehearing applic. CP 630 kc 250 w D.

Examiners' Reports . .

KOOS, Marshfield, Ore.—Examiner S ward recommended (I-453) that appli vol. assign license to KOOS Inc. 1200 250 w D be denied.

NEW, T. E. Kirksey, Waco, Tex.—Exam iner Berry recommended (I-454) that a plic. CP 930 kc 250 w 500 w LS unl. denied.

WSBM, New Orleans — Examiner S ward recommended (I-455) that appli CP change LS to 5 kw be granted.

WBLK, Clarksburg, W. Va.—Examin Seward recommended (I-456) that appli mod. CPD to unl. be granted.

KD, Los Angeles—Examiner Seward mended (I-457) that applic. auth. er control from Frank P. Doherty F. Burke Sr. and Loyal K. King be d.

plications . . . . . .

JUNE 30

NY, Newburgh, N. Y.—CP change increase 100 w to 100 w 250 w D.
X. First Baptist Church, Pontiac, —Auth. transmit programs to CKLW.
W. Kanawha Val. Brdcstg. Co., eston, W. Va.—CP 1500 kc 100 w unl.
WJ. Detroit — CP change equip., trans.
BC, Greenville, S. C.—CP direction- increase N to 5 kw.
W, Frank Ray, Dickinson, N. D.— 310 kc 100 w 250 w D unl.
KY, Scottsbluff, Neb.—Auth. trans- ontrol A. W. Hilliard to L. L. Hil-

E, Berkeley, Calif.—License for CP trans., antenna, move trans.
BB, Great Falls, Mont.—Mod. license 5 kw.
RO, Seattle—Ext. exp. auth. 710 kc 1 nl.

JULY 2

RTD, Richmond, Va.—License for CP od. new station.
NOX, Knoxville—Mod. license N to 5

YR, Bismarck, N. D.—Mod. CP move

JULY 6

SAI, Cincinnati—Mod. license D to 5

IS, Corpus Christi—License for CP od. new station, increase power.
W, Panama City Brdcstg. Co., Pan- City, Fla.—CP 1420 kc 100 w D.
W, Port Angeles Brdcstrs., Port les, Wash.—CP 1500 kc 100 w 250 w l., amended to Louisa B. and M. E. nton, d/b Port Angeles Brdcstrs.

JULY 8

U, Honolulu—License for CP as mod. ge equip.
PRA, Mayaguez, P. R.—License for as mod. new station.
C, New York—Ext. auth. transmit ded programs to Canada.
FIL, Philadelphia—CP new trans., tional antenna D, increase 1 kw to 5 kw D.
JIM, Lansing, Mich—CP new trans.
RGV, Weslaco, Tex.—Auth. transfer rol M. S. Niles to O. L. Taylor, Gene e and T. E. Snowden.
MIN, St. Paul—Assign. license from Edward Hoffman, d/b WMIN Brdcstg. Co., to WMIN Brdcstg. Co.

NEW, Floyd A. Parton, San Jose, Cal.—CP 1330 kc 250 w D, amended to 1170 kc.

KSUB, Cedar City, U.—License for CP as mod. new station.

KVI, Tacoma—Auth. invol. transfer control from Edward M. Doernbecher, deceased, to Laura M. Doernbecher, executrix.

JULY 9

NEW, Young People's Assn. for Propagation of Gospel, Philadelphia—CP 1220 kc 1 kw unl.

WIBX, Utica, N. Y.—Mod. CP new trans. antenna, change D 300 to 250 w, move trans.

NEW, J. F. Rodgers, Harlingen, Tex.—CP 1370 kc 100 w 250 w D unl.

KSTP, St. Paul—CP new trans. directional, increase 10 kw 25 kw D to 50 kw.

WGN, Chicago—CP new trans., antenna, move trans. near Schaumberg, Ill.

WLBL, Stevens Point, Wis.—Mod. CP new equip., increase, change hours, move trans. locally.

NEW, Louis P. Thornton, Baker, Ore.—CP 1500 kc 100 w 250 w D unl.

JULY 12

WIP, Pennsylvania—Ext. spec. exp. 500 w additional power.

WDAE, Tampa, Fla.—Mod. license 1220 to 780 kc, directional.

KOL, Seattle—License for CP as mod. change equip.

FCC WILL CURTAIL EXPENSES BY 10%

IN COMPLIANCE with a request from President Roosevelt, the FCC will strive to curtail its expenditures during the coming year by 10% or in the amount of some $163,000.

Following announcement by the President at his press conference July 6 that he had requested all government establishments to curtail expenditures by 10%, Acting Chairman Sykes of the FCC asserted efforts would be made to comply with the request during the current fiscal year. For the fiscal year which began July 1, the FCC has an appropriation of $1,629,000.

Judge Sykes asserted details of the plan to effect the saving had not yet been worked out but he indicated it probably would not strike at personnel in any considerable way. Presumably other activities of the FCC will be curtailed in such fashion as to cause least possible hardship. The Telephone Investigation is not directly involved, since that phase of FCC activity has been conducted under a special appropriation.

President Roosevelt said a saving of some $400,000,000 was sought through the voluntary 10% reduction and in that way achieve a more nearly balanced budget. Insofar as the FCC is concerned, it may be that the agency will not fill existing vacancies for the time being, such as those created by resignations of staff members.

Seeks Back Issues

ENOCH PRATT Free Library, Baltimore, is anxious to complete its file of BROADCASTING and BROADCAST ADVERTISING and solicits offers of: BROADCAST ADVERTISING Vols. 1-2, 1928-1930; BROADCASTING Vols. 1-3, 6-11, 1931-1932, 1934-1936.

AMERICAN FUR Co., Salt Lake City, has started its fifth year of broadcasting on KSL, that city, and attributes to radio its rise from a small company to one of the West's leading furriers.

Sponseller to Graybar



Mr. Sponseller

J. F. SPONSELLER, veteran equipment engineer and salesman, has been appointed Atlanta district manager of the broadcasting division of Graybar Electric Co., according to an announcement by A. J. Eaves, Graybar sales manager. Prior to his new affiliation, Mr. Sponseller for eight years was an engineer for CBS, RCA, Bell Telephone Labs. and a salesman for Collins Radio Co. He is a graduate of Stevens Institute of Technology, Hoboken, N. J. His headquarters will be at 167 Walton St., N. W., in the southern city. He replaces A. S. Wise, who has been transferred to Philadelphia as district manager of the newly organized broadcasting division in that city at 910 Cherry St.

Alaska Radio Survey

E. K. JETT, FCC assistant chief engineer in charge of telegraph, and John B. Reynolds, assistant secretary, were authorized by the FCC July 13 to participate on behalf of the Commission in a survey of radio telegraphic needs of Alaska. They will leave July 26 and are expected to return in early September. Other government departments, including the Bureau of Standards, Department of Commerce and the Army Signal Corps, also will have representatives on the mission.



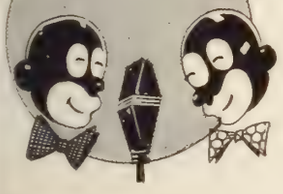
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Astatic Spring Cable Protector

NEW REDUCED PRICE

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WRITE FOR ASTATIC LITERATURE

ASTATIC PATENTS PENDING
ASTATIC MICROPHONE LABORATORY INC.
DEPT. BR, YOUNGSTOWN, OHIO, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

Merchandising & Promotion

Different—Fuzzy Curs—Rulers and Crops—Grocers Notified —Uncle Don's Contest—Postal Barrage

MUTUAL Broadcasting System has published a 45-page booklet titled *Along Different Lines* listing seven services offered by the network and illustrating each with a sponsor's success story. The booklet states that 21% of all network clients last year chose Mutual, that present billings exceed previous Mutual billings by 16% and that Mutual offers the lowest coast-to-coast coverage cost.

In a two-tone cover of brown and white portraying the outlets of the network on a pictorial map, *Along Different Lines* is plastic bound and designed so a quick glance at the contents suffices. At the top of the pages pertinent questions about the success of the network are asked in large black letters and between the pages the answers are found in half-page layouts done in red and black.

* * *

LEWIS-HOWE MEDICINE Co., St. Louis (Nature's Remedy), which renewed July 12 its *We Live Again* program on WLW, Cincinnati, for another 26 weeks, broke all existing mail records at the Crosley station recently. More than 68,000 letters were received in five days from listeners of the quarter-hour serial broadcast five times weekly at 10:30 a. m. The response was all the more remarkable in that only a small pamphlet containing pictures and biographical data of the characters in the sketch was offered the fans. Ruthrauff & Ryan Inc., Chicago, is the agency.

* * *

DURING the *Home & Style Forum* conducted daily by Alma LaMarr on KYA, San Francisco, T. F. Denman, local furrier, has been placing a daily spot announcement offering a miniature fur dog to all listeners sending in questions relating to the care of furs. He received more than 1200 requests as a result of five 100-word announcements and has had to withdraw the offer until more of the toy dogs can be manufactured.

* * *

THE classic recording of the *Hindenburg* disaster May 6 at Lakehurst has been mailed by NBC to a select list as part of its recorded promotion campaign. The disc, made by Announcer Herbert Morrison and Engineer Charles Nehlsen, of WLS, Chicago, marks one of the epochal broadcasts of all time. Accompanying the recording is a letter from E. P. H. James, NBC promotion manager.

* * *

A COLORFUL folder, titled *For All Good Sports—Who Like to Listen,* and embellished with a red and blue checkerboard of sporting silhouettes, has been issued by NBC, containing a list of the outstanding sports events that network will broadcast during the coming year.

* * *

KMMJ, Clay Center, Neb., is mailing out samples of "liquid gold" which turn out to be little bottles of rain water. "Rain means lots of corn and wheat and hogs. These mean money. And KMMJ is the means to acquiring your share of the farmers' money." Thus reasons KMMJ.

WFBM, Indianapolis, has distributed 500 counter cards calling attention to the *Len Riley Sportscasts* sponsored by Brown & Williamson Tobacco Co. for Sir Walter Raleigh tobacco and Avalon cigarettes. The cards were placed in drug and grocery stores after the merchants had been told of the tie-in possibilities.

* * *

WXYZ, Detroit, publishes a series of observations on store management in *Grocers Spotlight,* a Michigan trade paper for wholesalers and retailers. The articles are written by Harold Christian, merchandising manager of WXYZ, and have been reprinted for mailing to the stations' advertisers.

* * *

WIBW, Topeka, Kans., is mailing out three "yardsticks," little strips of cardboard called "Yardsticks of Coverage, Listeners and Results," along with a trim little business reply card which claims that WIBW delivers 12 full inches to the foot all the time.

* * *

UNITED Broadcasting Co., Cleveland, has issued a sales presentation for WJAY, following up the WHK brochure issued recently. Similar presentations are being compiled for the two other United stations, WHKC, Columbus, and WKBN, Youngstown.

* * *

KNX, Hollywood, published a promotion piece in the form of a giant firecracker suggesting that KNX dominates the California markets like a cannon cracker dominates the Fourth. It was mailed just before Independence Day.

* * *

KFYR, Bismarck, N. D., has published a red, white and blue booklet called *KFYR Service Review* which includes a mail and coverage map and analyses of listener response.

TO BRING advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. Since June 1 more than 2,500 have attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows broadcast from the KMOX-CBS Playhouse. Organizations entertained recently include Brown & Williamson tobacco dealers and dealers of both Associated Grocers and General Grocers in St. Louis.

All outgoing mail at KMOX, St. Louis, carries on the envelope a list of outstanding programs broadcast over the station. Out-of-town mail carries CBS highlights and city mail is stamped with local features.

* * *

WORLD BROADCASTING SYSTEM, Chicago, has sent desk souvenirs to radio directors of midwestern advertising agencies, calling attention to the firm's new transcription headquarters located at 301 E. Erie St. The souvenirs are a novelty lamp with a globe as the base. A replica of a transcription which gives the firm's new address is imprinted on the lampshade.

* * *

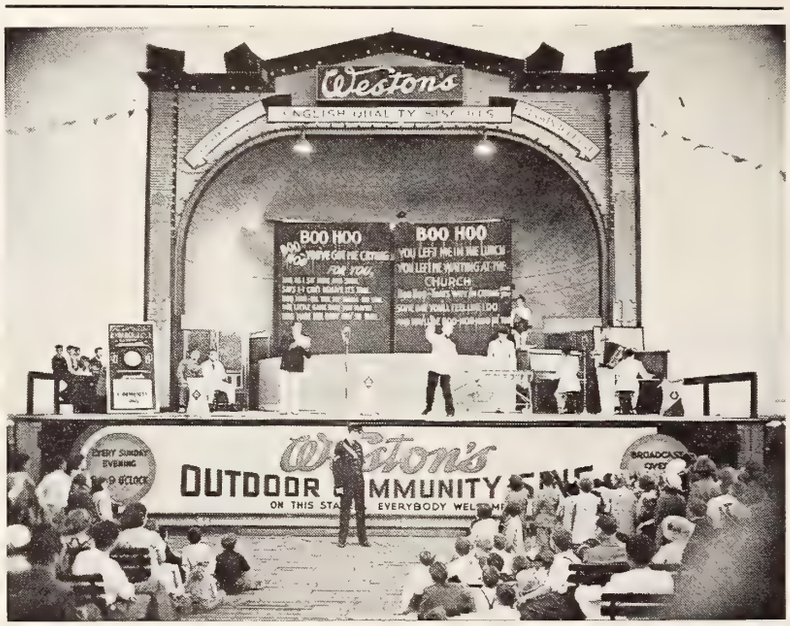
UNCLE DON, who broadcasts each weekday evening on WOR, Newark, under participating sponsorship, is conducting a contest to find the healthiest boy and girl in his audience. Winners will be flown to Albany to meet Gov. Herbert H. Lehman.

* * *

A. J. KRANK Co., Minneapolis (toiletries), is sending $50 weekly by wire to the listener first solving the *Austin Ripley's Minute Mystery* presented over a midwestern CBS hookup Tuesdays, 10:15-10:30 p.m. (CDST). McCord Co., Minneapolis, is agency.

* * *

CBS has published an orange and black promotion folder concerning its Pacific network titled *Dialers, Dealers, Dollars,* which lists sponsors and radio ownership data of California, Oregon and Washington.



CROWDS—Estimated at 15,000 gather each Sunday evening at Sunnyside Beach, near Toronto, Ont., to participate in community sings sponsored by George Weston Ltd., baking company, and broadcast on CFRB, Toronto. Here are the performers, including the strong man who turns the pages of "The World's Largest Song Book" which weighs 2,500 pounds. Ronalds Adv. Agency, Toronto, has the account. Series will last all summer.

Captain Henry' Maxwell Hous SHOW BOA'



It is Terrific! Colossal! Stupendous! Towering Abo Its Contemporaries!!!

A GRAND SHOW SUPERBLY PRESENT BY A MATCHLESS COMPANY!!!!



Under that lovable Entrepreneur and Impresario

CHARLE WINNINGE AS

Captain Henry



FLYER—Benton & Bowles ma bundles of 50 handbills like thi a long list of trade folk to nounce the new *Show Boat* se for Maxwell House coffee on N Red. The new program sta July 8.

APPROXIMATELY 3,000 F and Lincoln dealers in the Francisco bay region turned ou the evening of June 29 to welc Al Pearce and his Gang, wh *Watch the Fun Go By* prog was broadcast over CBS coast coast from the Oakland civic a torium.

Two broadcasts were preser in the auditorium—one for Midwest and East and another the West. All Ford dealers in surrounding counties were gi admission tickets by the distri tors of the motor car. The a torium was filled both times.

* * *

WDAY, Fargo, N. D., is prepar a home moving picture of the tion's personnel and operations be shown at various civic meetings and schools for the p pose of acquainting the audie with the station. Julius Hetla chief engineer of WDAY, is tak the shots and staff members present lectures when the films shown.

* * *

WJBK, Detroit, has placed 25 si boards in and near that city adv tising its *News of the Hour, Ev Hour, On the Hour.* During program an automatic tone gives the correct time and is lowed by five minutes of late n bulletins.

* * *

THE PICTURE post-card of New England scene that Colo Network sent to an agency and vertiser mailing list developed to a whole series. The person addressed cards carry promot and market data for New Engla

* * *

WHBF, Rock Island, Ill., has p lished the first edition of its p motional tabloid *WHBF Ra News* containing eight pages set in newspaper form and carry reproductions of news stories fr local papers.

THE OLD REFRAIN



No matter what words are chosen to tell the story of WLW's high place in the radio firmament, they lead to the inevitable conclusion that WLW's power, service, showmanship, program resources give it the well deserved distinction of being . . .

THE NATION'S STATION

New RCA 5 Kilowatt Transmitter Cuts Power Costs nearly 50 per cent

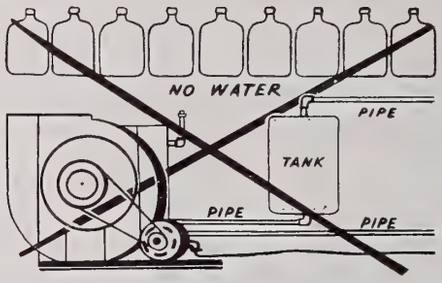


Use of new RCA Air-Cooled Metal Tubes in 5-D Transmitter sets new standard of reliable operation . . . completely eliminates water-cooling equipment

LOOK AT THESE MONEY SAVING FEATURES!

COMPLETELY AIR COOLED

Ends need of Water-Cooling Equipment.



LOW OPERATING COST

High efficiency circuit reduces power consumption nearly in half . . . savings up to $3,000 per year . . . tube expenses decreased . . . no critical or complicated circuits.



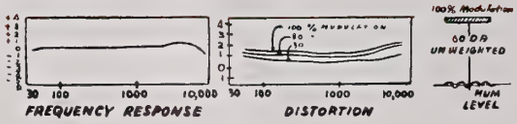
Figure at left represents operating cost of old 5KW sets.



Figure above represents operating cost of new RCA 5-D—a substantial saving.

LOW DISTORTION OVER AUDIO-BAND

High fidelity audio with equalized high gain feed-back means low distortion over the entire audio-band . . . low carrier and noise level . . . stable feed-back . . . no critical settings.



Other Features Include:

Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightening over-load protection, air interlocks for power tubes, triple re-set sequence, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, simple circuits—easy to keep in perfect adjustment, design thoroughly tested under service conditions.

Write for full technical details about this sensational new transmitter. Information will be sent free and without obligation.

RCA

Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A Service of the Radio Corporation of Americ

New York, 1270 Sixth Avenue • Chicago, 589 E. Illinois Street • Atlanta, 490 Peachtree Street, N. E. • Dallas, 2211 Commerce Street • San Francisco, 170 Ninth Stre

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 3

WASHINGTON, D. C.
AUGUST 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

"Bag, Sir?"



Somehow, it seems rather significant to us that the advertisers who sell the most goods most of the time, use WOR pretty consistently to supplement their national radio campaigns in Greater New York. They know that the only way to get a stranglehold on 17.3% of the nation's radio homes in WOR's territory, is to put on a different show at a different time in addition to their network program. The whole thing seems darn logical to us. And more and more advertisers whose major sales stem from this fair ground are deliriously supporting it. It's also quite interesting to add, that a WOR supplemental can be had at the lowest 50,000-watt cost hereabouts. "Bag, Sir?"

WOR



CRITIC ON THE HEARTH?

Today, American Business must meet its critics man to man

TO paraphrase an old Irish saying, "A worker in the shop is a critic on the hearth." Today, as never before, American business must meet its critics man to man, in the frankest, friendliest manner.

In no way can this be done so simply, directly, and effectively as through radio. For in a man's home, on his own hearth, he is under compulsion to no word save that of his own choosing. Over his radio, your story suffers from no distractions, no visual presence. Only his ear is engaged —and his imagination.

To your man's imagination, the only limit of flight is that imposed by the story you have to tell. In the mysterious theatre of his mind, your story burns and *lives*—oblivious to surroundings. No other medium is so perfect for completing the perfect understanding.

Today, in millions of homes, millions of critics are being won to a sympathetic understanding of America's Business Aims through the use of NBC Networks. The facts are available to business through NBC representation—*everywhere.*

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Pick YANKEE NETWORK and Cover Them All



WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

WHEN you look at your New England market data and consider the large retail sales volume in relation to the small area, don't be too much impressed by this great concentration of buying power. It isn't all in one spot.

It is no more logical to use one or two stations here than to use one or two newspapers.

Every large city is a separate market that can be sold effectively only by direct local effort. Long distance selling will produce only scattered results. A strong local station will give you complete intensive coverage.

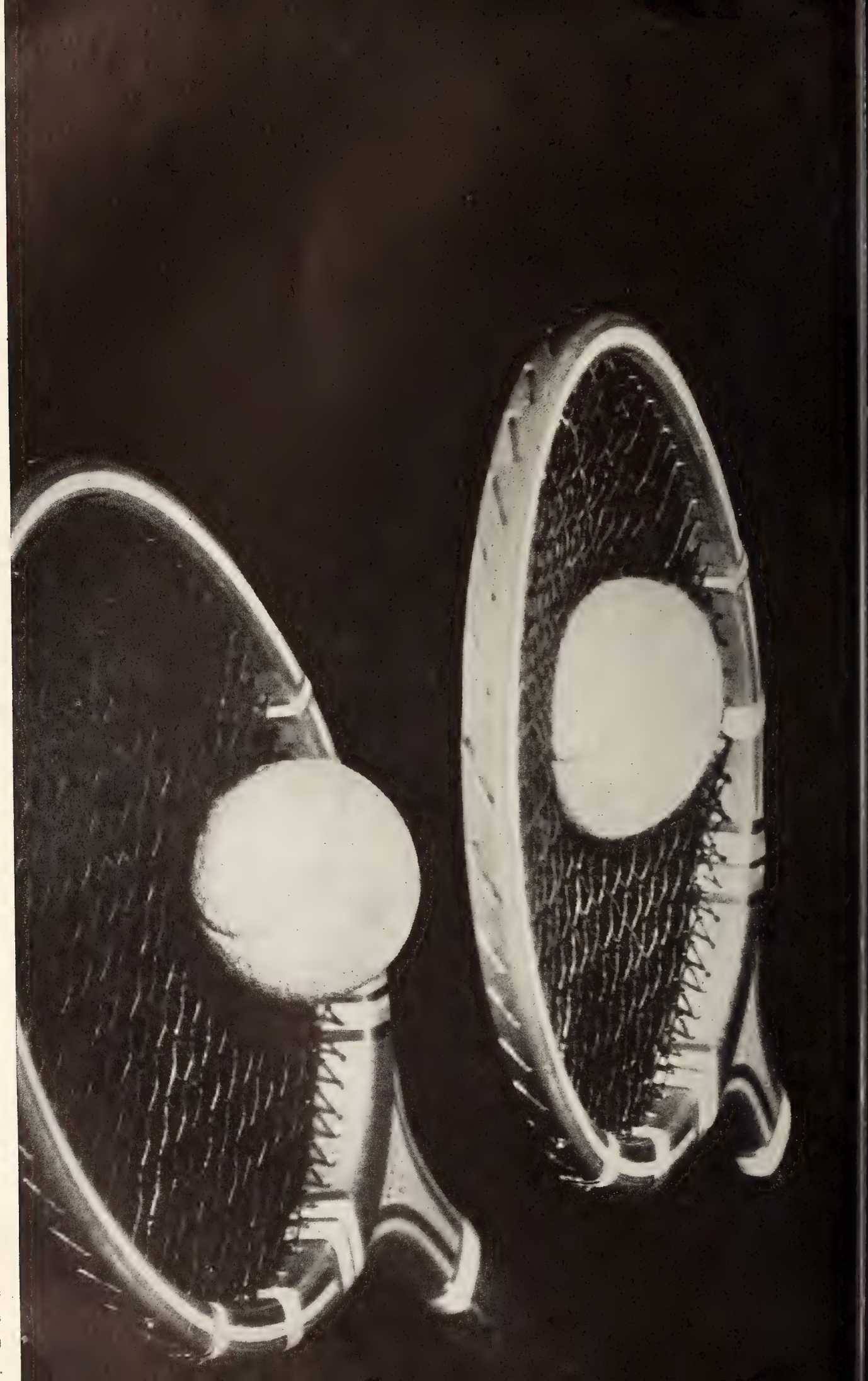
The Yankee Network's 15 stations give you that complete local coverage in every major market. You have the twofold power of each station's local popularity and influence plus the continuous daily appeal of Yankee Network programs, including NBC Red Network features in the larger markets.

You have all of New England's best sales territory at your finger tips with The Yankee Network. You can make a direct appeal to more listeners in more markets than with any other combination of stations you can buy.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

ıblished semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



Taken at 1/100,000th of a second. Photos by courtesy of Ethyl Gasoline Corporation.



. . . at the moment of impact

COLUMBIA IS THERE!

In Wimbledon or Forest Hills . . . Princeton or Portland . . . Milwaukee or Carnoustie . . . broadcasting to the nation the most brilliant sporting-event schedule in CBS history. In tennis, golf, baseball, football, track, crew, horse, auto and yacht racing, Columbia is there! On the field of play . . . at the moment of impact . . . with the starter's gun . . . with all the thrills and *all* the details. Here's just part of Columbia's advance and *exclusive* sports schedule.

COLUMBIA'S MAJOR SPORTS SCHEDULE *(Partial Listing)*

TENNIS U. S. — Germany Davis Cup Matches from England . . *July 17-20*
U. S. — England Davis Cup Finals . . . . . *July 24-26-27*
★The National Doubles Tennis Championship . . . . *August 23-28*
★The National Singles Tennis Championship . . . *September 2-11*

GOLF ★The National Amateur Golf Championship . . . . . *August 23-28*
★The Women's Amateur Golf Championship . . . . . *October 4-9*
★The P. G. A. Championship . . . . . *May 1938*

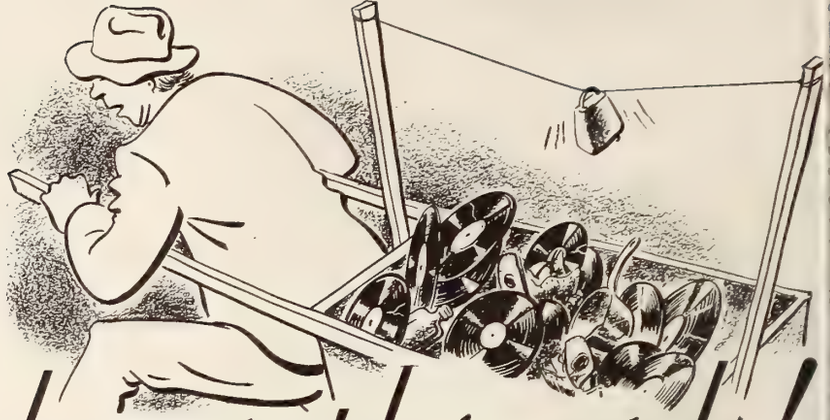
RACING ★The Kentucky Derby . . . . . *May 1938*
★All 1938 races broadcast from Aqueduct, Belmont, Empire, Jamaica, and Saratoga tracks.
Endeavor II vs. Ranger for the America's Cup . . *July 31 to close*
CBS will broadcast exclusively from the Official Boat of the Racing Committee of the New York Yacht Club, and from the U. S. Coast Guard Cutter Tahoe.

Plus baseball and football, of course, on nationwide hook-ups.

★ CBS EXCLUSIVE BROADCAST FROM THE FIELD

COLUMBIA BROADCASTING SYSTEM

THE LARGEST RADIO NETWORK IN THE WORLD



JUNK *those phonograph records!*



*here comes the Standard Radio POPULAR Supplement

WHAT IT IS AND WHY YOU NEED IT!

1—The only complete coverage of popular music available on high-quality transcriptions.

2—A minimum of 40 popular tunes per month, released in two monthly shipments to insure freshness!

3—Covers all current music as fast as released; hit tunes from usual sources, plus all "restricted" selections from newest films and stage shows, well in advance of their peak-of-popularity!

4—Interpreted by nation's finest dance orchestras and novelty units available in Hollywood. Real studio quality RCA recording, and new-type Victrolac pressings for perfect reproduction!

5—Our licensing arrangement gives you unrestricted use of restricted numbers without nuisance of individual clearance. And no recording artist litigation worries, either!

6—The "makings" of an exclusive local "Hit Parade". Priced so low that just one sponsor will cover cost of service and show a handsome profit!

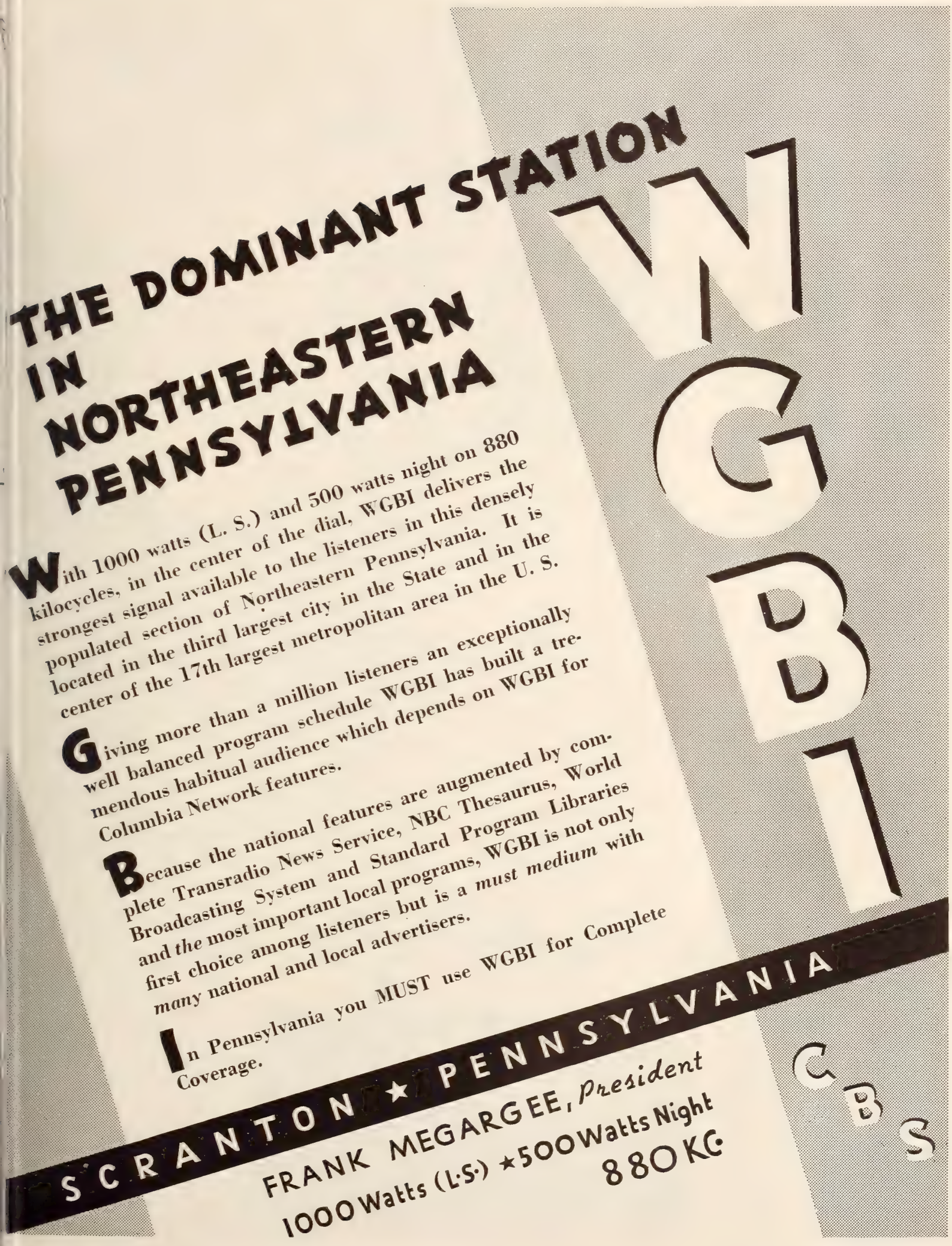
7—Available either as part of the regular Standard Library Service to subscribers, or as a separate service.

THAT'S what we said — JUNK 'em! Sell them if you can, give 'em away if you must — but get rid of them one way or another! Clear the decks for Standard Radio's sensational new popular Supplement, the only complete coverage of popular music available on high-quality transcriptions! . . . Already over 100 radio stations have signed up, and are now enjoying freedom from recording-artist-litigation worries, and a licensing arrangement which provides for unrestricted use of restricted numbers without the nuisance of individual clearance . . . Priced so low that even one sponsor brings a handsome profit, and every sponsor thereafter is all "velvet" for you! Write or wire today for rates, and list of current releases — don't let another week pass without cashing in on this profitable new service!

*First releases now out to subscribers!

Standard Radio

180 North Michigan Avenue, Chicago, Illinois
6404 Hollywood Boulevard, Hollywood, Calif.


THE DOMINANT STATION IN NORTHEASTERN PENNSYLVANIA
WGBI
With 1000 watts (L. S.) and 500 watts night on 880 kilocycles, in the center of the dial, WGBI delivers the strongest signal available to the listeners in this densely populated section of Northeastern Pennsylvania. It is located in the third largest city in the State and in the center of the 17th largest metropolitan area in the U. S.
Giving more than a million listeners an exceptionally well balanced program schedule WGBI has built a tremendous habitual audience which depends on WGBI for Columbia Network features.
Because the national features are augmented by complete Transradio News Service, NBC Thesaurus, World Broadcasting System and Standard Program Libraries and the most important local programs, WGBI is not only first choice among listeners but is a must medium with many national and local advertisers.
In Pennsylvania you MUST use WGBI for Complete Coverage.
SCRANTON ★ PENNSYLVANIA
FRANK MEGARGEE, President
1000 Watts (L.S.) ★ 500 Watts Night
880 KC.
CBS



"What'll I get this time?"

BUYING radio time on the basis of *general* statistics is pretty much as uncertain as buying without *any* statistics. Because any given station (or any given time on that station) may be *swell* for selling cigars (for instance)—yet may *smell* for something else.

For example: Lots of stations run special sports reviews in the late afternoon. If you've got a *man's product* on a competitive station at the same hour, you're probably wasting your dough. . . . The statistics may or may not favor the competitive station—you're still out of pocket. And so on through literally hundreds of instances (all of which, incidentally, almost scream the advantages of spot-broadcasting).

If you want to make sure of what you'll get via radio, call us in and let us advise with you. We've got fourteen men who do *nothing* but study the ways in which radio can be made more profitable for you—hence for us. Why not telephone one of the offices mentioned below?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

. 13. No. 3 WASHINGTON, D. C., August 1, 1937 $3.00 A YEAR — 15c A COPY

Musicians Threaten Strike Against Radio

ltimatum on Jobs Must be Met by Sept. 16; NAB-Networks ooperate in Industry Plea; Disc Sessions Continue

NLESS the broadcasting lustry submits a satisfac- y plan for reemployment musicians by Sept. 16, a neral musicians' strike will called, under an ultimatum nded the industry late July by the American Federa- n of Musicians.

After several days of seem- gly futile negotiations, the M extended from Aug. 14 til the September date, the he limitation on the with- awal of studio orchestras, nning of remotes, and the lkout of musicians em- yed for record and tran- iption manufacture, un- s a satisfactory compro- se is reached. The meet- gs were held in the offices ASCAP in New York, and re reminiscent of the hec- copyright days of 1935.

Resume Meetings Aug. 2

After handing representatives of networks and of the NAB the mation on employment, AFM nounced that it would continue deliberations with transcription panies on Monday, Aug. 2. mmediately following the ses- ns July 30, representatives of NAB, NBC, CBS, Mutual and Yankee and Colonial networks together and issued a statement all stations calling attention to seriousness of the situation. ividual stations, not heretofore ited to the conference in New rk, were notified that further etings would be held during the g. 2 week with the AFM board, l were asked to participate.

Unlike the ASCAP copyright sit- ion of two years ago, networks l the NAB were pulling together. e letter to all stations was sign- by James W. Baldwin, manag- director, for the NAB; Mark ods, treasurer, for NBC; Law- ce W. Lowman, vice-president, CBS; Fred Weber, general nager, for MBS, and John Shep- l 3rd, president, for Yankee and onial. During the conferences work representatives explained y could not commit themselves affiliated stations on any terms agreement, and that the stations uld have to speak for themselves.

The joint NAB-network statement recited the factor's leading up to the conferences with the international executive board of AFM. Referring to the demands of the AFM, the statement said their avowed purpose was "to compel the employment by our industry of a substantial number of musicians." As a means of enforcing these demands, the Federation indicates that broadcasting stations which fail to employ a number of musicians satisfactory to the Federation, at rates determined by its locals, will not be permitted:

(a) To play electrical transcriptions which utilize the services of union musicians.

(b) To play phonograph records which utilize the services of union musicians.

(c) To receive network programs which utilize the services of union musicians.

(d) To utilize the services of union musicians at their own stations directly or by remote control.

AFM, the statement added, first sought to have the network and NAB representatives deal for individual stations, which were not directly represented, by having the networks deal for their affiliates and the transcription companies and the NAB deal for independent stations. The letter continues:

"Because you have not been directly notified, because it was recognized that this is a problem which none of us has the power to decide on your behalf, and because we felt it desirable to avoid a course which might again divide our industry, this proposal was rejected by us, and we urged very vigorously upon the international board that it was the duty of the Federation directly to approach each involved and to consider the problem of each station on the merits of economic, geographical and other pertinent factors. This the Federation refused to do on the ground that the board has a mandate from its convention of last June to make this a national matter. The board further stated that it would not tolerate the delay incident to local negotiations with each individual station.

AFM Won't Elucidate

"We have, therefore, been given no alternative by the Federation but to apprise you of the situation, and of the fact that our industry, as a whole, has been given until Sept. 16 to lay before the international board a proposal which will result in the immediate employment of what the Federation considers a satisfactory number of musicians.

"Despite repeated efforts to elicit from the Federation a definite statement of what they consider the 'satisfactory number of musicians' which the broadcasting industry should absorb, the board has so far refused to commit itself on this point.

The letter said it was obvious from the demands of AFM, as well as from the temper of the meeting, that the industry is expected to make a "substantial contribution" to the solution of the unemployment problem or "face the consequences". It is too early, it was added, to attempt to give more than a bare outline of the situation. Moreover, it was stated, the final result of the meetings between AFM and the transcription and recording companies, to be continued Aug. 2, of necessity will have some effect upon the problem.

"We do, however, state to you

(*Continued on Page 85*)

WHAT MUSICIANS ASK OF BROADCASTERS

1. No records or electrical transcriptions to be used at any stations unless the number of musicians satisfactory to the American Federation of Musicians is employed at same.

2. To have musicians employed at radio stations or to have a station use records or electrical transcriptions of musicians belonging to the American Federation of Musicians, such stations must be licensed by the Federation.

3. Radio stations may make records or electrical transcriptions for audition purposes or for their own record but such records or electrical transcriptions must not be commercially used. Furthermore, radio stations desiring to manufacture records or electrical transcriptions must agree to the same rules and regulations as to recording companies or companies manufacturing electrical transcriptions and be licensed by the Federation. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program to be put on the air on the same day but the American Federation of Musicians must immediately be advised that such has been done and the record of such transcriptions must be sent to the American Federation of Musicians to be destroyed.

4. Members of the Federation will not be permitted to play for any broadcasting studio if their services are transmitted to a radio station which uses records or electrical transcriptions but does not employ musicians.

5. Members of the Federation can only play for the manufacturer of records or electrical transcriptions if the company, firm, corporation or individual making same is licensed by the American Federation of Musicians.

6. Members of the Federation can only play for employers who use records which are registered and numbered in accordance with the agreement with the recording or transcription companies and the Federation.

7. Records which are taken from the air or pilfered in any other way are not to be used under any circumstances.

8. Records can only be used at radio stations if same employ a number of musicians satisfactory to the American Federation of Musicians.

9. All contracts with radio stations made with members of the American Federation of Musicians must be under the conditions agreed upon between corporations making records and such as make electrical transcriptions.

10. An announcement of a mechanical production must in all cases be clearly made so as to make the public fully aware of same. Furthermore, each program of a broadcast published or caused to be published in a newspaper or trade publication must indicate clearly those portions of the program which are broadcast from electrical transcriptions or records.

11. The Federation is ready and willing to permit transmission of music made by its members to a radio station which employs an orchestra and which in addition thereto uses nothing but records made by licensed recording companies.

12. All contracts made by members of the Federation must contain stipulations in accordance with which records can be made and the stipulations under what conditions the services of studio orchestras may be transmitted to other radio stations.

13. In no jurisdiction of any local of the American Federation of Musicians can members play for an employer in contradiction of any of the above rules.

14. If contracts between members and radio corporations, stations or networks, or trade agreements between members and radio corporations, stations, or networks in order to be valid must be approved by the International Executive Board of the American Federation of Musicians, the president of the Federation or any authority designated for that purpose by the Federation. Furthermore, contracts must contain all stipulations under which members of the American Federation of Musicians can make records or render services for radio corporations, stations or networks.

WEOA Joins CBS; KQW to Don Lee

NBC Plans Elaborate Salute For New Southern Stations

TWO NEW network affiliations—WEOA, Evansville, Ind., on CBS and KQW, San Jose, Cal., on Don Lee-Mutual—were announced during the last fortnight, along with plans of NBC to salute its 10 new southern affiliates on Aug. 1 with a program titled *Meet the Blue* featuring an address by Judge E. O. Sykes, chairman of the FCC Broadcast Division.

WEOA, which becomes the 105th CBS outlet, joins the network in the fall, the date depending upon the availability of telephone lines. It operates on 1370 kc., with 250 watts day and 100 watts night. It is owned by Evansville on the Air Inc., which also owns and operates WGBF, Evansville.

KQW, joins the Don Lee-Mutual network Aug. 1, increasing the Pacific Coast units of Mutual to 11 stations. Operating with 1,000 watts on 1010 kc., the station is owned chiefly by Ralph R. Brunton, who also heads KJBS, San Francisco. Lewis Allen Weiss, general manager of Don Lee is expected to announce the affiliation of KOL, Seattle, and other stations on the West Coast to the network within a short time.

Southern Salute

Elaborate plans for a salute to the 10 new NBC stations, marking a big stride in the expansion of the Blue network as a separate entity, have been made by the network. San Francisco, Chicago, and New York talent will unite for an hour from 11:15 p. m. (EDST) over the nationwide Blue network in greeting the stations. The stations are WAGA, Atlanta; WSGN, Birmingham; WMPS, Memphis; WROL, Knoxville; WJBO, Baton Rouge; WDSU, New Orleans; KFDM, Beaumont; KXYZ, Houston; KRIS, Corpus Christi, and KRGV, Weslaco.

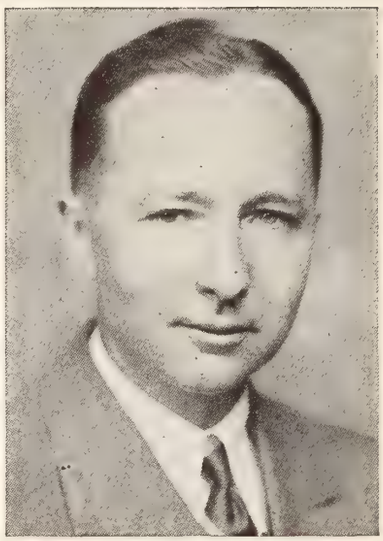
All CBS commercials scheduled on KTSA, San Antonio, Hearst Radio Inc. station also will be carried on KNOW, Austin, operated by the same interests, through arrangements made with the network, it was announced July 27. KNOW is the only station in Austin, although a new daytime regional was recently authorized by the FCC [BROADCASTING, July 15].

The announcement was made after Emile J. Gough, Hearst Radio vice-president, returned to New York July 26 following an inspection of Texas stations in the Hearst group with Elliott Roosevelt, vice-president of the company in charge of stations in the Southwest. In addition to KTSA and KNOW, they visited KOMA, Oklahoma City, and WACO, Waco. Plans to improve the technical and studio facilities were considered. One of the first improvements will be at KOMA where additional studio space and new studios will be installed in the Biltmore Hotel.

KMBC-CBS Renewal

KMBC, Kansas City, on July 21 renewed for a five-year period its contract as the Kansas City outlet for CBS. Negotiations were completed by Arthur B. Church, president and general manager, with Herbert V. Akerberg, station relations vice-president of CBS.

NEW CROSLEY PUBLIC RELATIONS CHIEF



MR. STRINGER



MR. MICHELSON

Michelson Named Publicity Consultant By Crosley; Stringer Heads Promotion

COINCIDENT with the appointment of Charles Michelson, publicity director of the Democratic National Committee, as public relations consultant of the Crosley Radio Corp., and its stations WLW and WSAI, Powel Crosley Jr., president of the organization, announced the retention of Arthur Stringer, Chicago newspaperman and publicist as director of sales promotion of the two stations.

Mr. Michelson, who retains his post as publicity director of the Democratic Committee, will serve in an advisory capacity only, Mr. Crosley said. Recognized as one of the nation's foremost journalists, he joined the Committee in 1929 and has served continuously with it. His salary as a consultant, it is understood, will be $10,000 per year. He draws $21,000 from the National Committee.

Though there was much speculation over the appointment, Mr. Michelson declared July 27 that his contract specifies his duties shall not include practice before any government agency. He asserted he will remain in Washington and will simply be called upon to give advice on public relations matters from time to time.

The corps of special writers and columnists in Washington immediately sought to associate Mr. Michelson's new connection with WLW's quest for regulatory authority to broadcast with superpower of 500,000 watts, which it has used experimentally for the last three years. A routine renewal of license to WLW, issued by the FCC Broadcast Division on July 26 along with scores of others, likewise was tied into the retention of the New Deal press chief.

The fact that WLW has been under sporadic attack in Washington because of its high power operation also was played up in the special articles. The outburst against the Crosley organization during the reallocation hearings of last October by Telegraph Commissioner George H. Payne of the FCC, and the vitriolic speech of Rep. McFarlane (D-Tex.) last month, also were mentioned.

In announcing the Michelson appointment, Mr. Crosley said his work as a journalist, editor and director of public relations has been so outstanding "that we regard ourselves as exceedingly fortunate in having secured his services as public relations consultant." He added:

"He will advise us on all phases of our relations with the public, through the operation of stations WLW and WSAI, the advertising and sales promotion of both the stations and our manufacturing operations as well as indicating the avenues of research through which we may develop valuable information pertaining to the broadcasting business and the service rendered by WLW."

Mr. Stringer's Duties

Mr. Stringer, for many years identified with public relations work in Chicago, notably in the set manufacturing field, comes to the Crosley organization as the active head of station promotion activities. He will work under William S. Hedges, vice-president and general manager of the two stations, and will have supervision over publicity, sales promotion, advertising and research.

In his new work, Mr. Stringer will coordinate the sales promotion, advertising, publicity, statistical and research departments of the Crosley stations. He is a graduate of the University of Chicago and has had many years of experience in editorial and advertising departments of newspapers, as well as in general publicity work. He is best known for the handling of publicity and advertising for the trade shows fo the radio manufacturing industry stated in New York and Chicago for many years.

GERALD C. GROSS, chief of the FCC International Section, and Major Edwin L. White, FCC engineer in charge of aviation and police radio, have been designated as United States delegates to the Pan-American conference on aviation, including radio, to be held at Lima, Peru, in September.

NEA WILL OFFER SERVICE TO RADI

FOLLOWING the example of t United Press, NEA Service In also an affiliated interest of t Scripps-Howard Newspapers, a nounced July 29 that it was ente ing the radio field by making newspaper features available to r dio stations and regional and n tional advertising agencies. NE is the Newspaper Enterprise A sociation and has its producti headquarters in Cleveland but se out of New York.

According to Fred S. Fergus NEA president, NEA serves mo than 800 daily newspapers in many cities and is the world's lar est newspaper service. It is NEA intention, he added, to have a si ilar radio plan, contracting wi one station exclusively in a tow Mr. Ferguson has appointed Step en Slesinger Inc., 250 Park Av New York, as its representative the radio field.

Mr. Slesinger stated that t NEA radio service will be patter ed along the lines followed by NE for its newspapers wherein a v riety of features will be group into different daily budget servic Special features will also be ma available to advertisers accordi to their specific program needs.

King Features Syndicate, Hear subsidiary and a leading compe tor of NEA entered the radio fie several years ago under Fr Smith as radio manager, maki available its columns, cartoon cha acters, etc., such as *Popeye the S lor*, for radio sponsorship.

Fanchon & Marco Star Radio Script Departmer

FANCHON & MARCO Agen Inc., New York, theatrical produ tion and booking agency which cu rently handles *Al Pearce and H Gang*, Nick Lucas and other rad entertainers, has inaugurated radio script department under t direction of Sam Shayon. Rad rights to stories and plays a being secured by the compan which prepares the scripts an submits them to advertising age cies with a guaranty that there w be no trouble about rights, previo difficulties having made agenci somewhat hesitant about acceptin outside material. Mr. Shayon al says that his firm's long experien in the theatre enables it to brin to radio a fresh showmanship poi of view.

Two New Vick Shows

VICK CHEMICAL Co., Greensbor N. C., will start two programs CBS early in October, a thre times weekly 15-minute mornin program starring Tony Wons an a Sunday evening half-hour pr gram starring Jeannette MacDo ald. Latter show will be broadca at 7 p. m., opposite Jack Benn a spot that has been sustaining f some time. Both programs we placed through Morse Internation Inc., New York.

KFBK To 10,000 Watts

KFBK, Sacramento, on July was authorized by the FCC to i crease its power from 5,000 to 1 000 watts on the 1490 kc. chann It operates simultaneously on t wave with WCKY, Cincinna which on July 27 dedicated its ne 10,000-watt transmitter. KFBK operated by the McClatchy Broa casting Co.

Radio Industry Pays Last Tribute to Mr. Prall

Notables Attend Funeral of FCC Chairman

1870 — Anning Smith Prall — 1937



WHILE the broadcasting and communications industries joined his family and his host of friends in mourning, the mortal remains of Anning Smith Prall, chairman of the FCC, were laid to rest July 27 beside those of his pioneer Dutch forebears in Moravian Cemetery, New Dorp, Staten Island, N. Y. Mr. Prall died July 23 at his summer home in Boothbay Harbor, Maine, of heart failure induced by uremic poisoning. He was 67 years of age.

The day before his burial all radio fittingly paid tribute to a leader and friend by observing a one-minute silent period at high noon, upon the suggestion of James W. Baldwin, managing director of the NAB, who wired the request to each of the 700 broadcasting stations in the United States.

Mr. Prall was the third member of a Federal radio regulatory body and the second chairman to die while in office. Admiral W. H. G. Bullard, first chairman of the old Federal Radio Commission, died in 1927 after serving only eight months. Col. John F. Dillon, also a member of the first Commission, died after serving just seven months.

The little Dutch Reformed Church at Port Richmond, where many generations of the pioneer Staten Island family Prall have worshipped, was the scene of Anning Prall's obsequies at 3 p.m., July 27, and into it were crowded several hundred friends and neighbors and officials in New York and national life.

Behind the open coffin was a mass of floral tributes, most prominent among which was an American flag fashioned in summer flowers—the token of the staff of the FCC selected by their late chairman's private secretary, Mrs. Maud W. Gossett. An American flag, the gift of Mrs. Prall, which always stood behind Mr. Prall's desk, was the inspiration for the floral tribute from the FCC. Rev. Otto L. Mohn, now of Asbury Park, N. J., for 18 years pastor of the Port Richmond church, delivered the sermon.

A Friendly Man

"The impression a man makes upon his friends," said Dr. Mohn, "marks him more clearly, more definitely than anything else. Anning Smith Prall was a friendly man. He who would have friends must show himself friendly. Anning Smith Prall loved his friends as he loved life."

These simple words preceded the march before the coffin, which was then borne to the cemetery while mounted police and firemen stood at attention. Representing the FCC at the funeral were Commissioners Case and Walker, Chief Engineer Craven and General Counsel Gary.

Among those attending the funeral, in addition to many notables in New York civic life, were Senator Robert F. Wagner and Rep. John J. O'Connor, of New York, who were among his most intimate friends in Washington and who represented President Roosevelt and both houses of Congress.

From the ranks of radio came President Lenox R. Lohr and Vice-president Frank M. Russell, NBC; Edward Klauber, CBS first vice-president; Paul Kesten and Harry C. Butcher, CBS vice-presidents; Alfred J. McCosker and Theodore Streibert, WOR; Fred Weber, Mutual; Donald Flamm, WMCA; James W. Baldwin, NAB; Arthur Batcheller, FCC inspector, New York; William G. H. Finch, former FCC assistant chief engineer; Arthur Reilly, the Hearst *Globe Trotter*, Washington; Dean Jenkins, Mr. Prall's secretary; Martin Codel, BROADCASTING, and others.

Death Came Suddenly

Death came suddenly at 8 a.m., July 23, following a heart attack. He had been reported well along the road to recovery, after having been stricken exactly three weeks earlier with uremic poisoning upon his arrival at the Prall summer home at Boothbay Harbor. For the last several months, he had been troubled with a bronchial condition, and the combination of ailments apparently weakened him so that he was unable to withstand the heart attack.

With him at the time of his fatal attack were Mrs. Prall and one of his two sons—A. Mortimer Prall. Other members of the family, including his son Bryan, and two grand-children, had been at Boothbay Harbor during the preceding fortnight.

On July 21, Mortimer Prall had notified friends in Washington that his father was much improved and that he expected to return to Washington by Aug. 15. Throughout his illness Mr. Prall had made inquiry about affairs at the FCC, and expressed a desire to return to Washington as soon as possible.

Mr. Prall's untimely passing left the broadcasting industry bowed in grief. Even though he was in his 67th year, the fact that he had been on the job in Washington almost without a break during his tenure led to the general belief that his recovery would be rapid. From the time of the first report of his illness a fortnight ago, his office in Washington was beseiged with telephone requests for information as to his condition. The same was true at the summer home in Maine.

Immediately after word of his passing, messages of sympathy came from all parts of the country. President Roosevelt, a friend of long-standing dating back to the days when he was governor of New York while Mr. Prall served as president of the New York City board of education and as tax commissioner, sent a message of condolence to the widow.

The ancestral Prall home in Staten Island was overflowing with floral tributes to the deceased Commissioner. At the little Dutch Reformed Church in neighboring Port Richmond where Mr. Prall was born, floral offerings abounded.

Though the rigors of presiding over the Commission oftimes provided a heavy physical burden, Anning Prall always could be found in a cheerful mood. He had a good word for everyone he met. The taxi driver who shuttled him from his Washington residence at the Shoreham Hotel to the FCC offices in the Postoffice Building was a friend on equal plane with those in high public office. His office was open to all who called. To clean up the day's work after a constant stream of callers, he often remained in his office after all others had departed.

When Anning Prall came to the FCC early in 1935 after 12 years in Congress, he found himself confronted with many self-appointed advisors on all phases of communications, but particularly broadcasting. He listened attentively, but he decided on his own course of procedure.

Interested in broadcasting, and more notably its educational aspects by virtue of his long service on the New York board of education, he counselled the broadcasters to undertake a self-imposed "housecleaning." Even though the law did not give the FCC a program censorship power, he advised stations and networks alike to take steps to cleanse the ether of undesirable advertising and of sensational children's program which he classified as "blood and thunder" presentations.

Gradually, he saw his views take root. Program standards were adopted by individual stations and by networks, limiting advertising, rejecting particular types of commodity sponsorship and restricting children's programs to avoid the over-dramatic. He fostered the creation of the Federal Radio Education Committee to bring about a greater cooperation between broadcasters and educators and bring to an end the bickering that once had resulted in an educational demand for a portion of the available radio facilities.

Soon after he became identified with radio regulation, Anning Prall adopted a thesis which he employed as a yardstick in every broadcasting case. He said he regarded broadcasting as a combination of the schoolhouse, the public rostrum, the theatre, the newspaper and the music hall, operating with a public franchise that carried with it the obligation of providing for the public the maximum in the way of entertainment, education and enlightenment.

Took FCC Oath in 1935

It was on Jan. 19, 1935, that Anning Prall became a member of the FCC. He took his oath of office and became first chairman of the Broadcast Division after speedy confirmation by the Senate—the only member of the seven-man agency accorded that honor without preliminary interrogation by the Senate Interstate Commerce Committee. Several months later he was named chairman of the full FCC, and was twice renamed head of the agency by President Roosevelt. The last occasion was in March of this year. His present term as a member of the FCC would have run until July 1, 1943.

Anning Prall was a member of one of America's first families. It was in 1673 that the Dutch family Prall settled on Staten Island, and

(*Continued on page 32*)

State and Regional Divisions Planned to Strengthen NAB

Baldwin to Tour Country; Meeting of Board To Be Called in August, John Elmer Announces

PURSUING mandates of the NAB convention in Chicago last June, President John Elmer and Managing Director James W. Baldwin have set in motion machinery to revamp the trade association's structure along more active lines.

Appointment of a state committee of 48, to function as a unit on all matters of transcendent importance, will be effected as the first phase of the reorganization. The 48 states will be divided into 12 contiguous regional divisions with one representative from each division to constitute a regional committee serving under President Elmer.

Nominations by NAB members in each state for the selection of the broadcaster to serve on the state committee were requested in letters sent to the some 400 member stations July 29 from NAB headquarters. The regional committee members will be selected by President Elmer.

In his letter to member stations, President Elmer asked them to recommend the broadcaster to serve from the particular state on the State Committee. "It is my plan," he wrote, "to appoint an NAB State Committee of 48 members consisting of one member from each state. It is my desire that the members in each state select one of their number to serve on this Committee. The person selected must be able to spend whatever time may be necessary in Washington, D. C., at his own expense."

Baldwin to Make Trip

Plans for a swing around the country by Mr. Baldwin to help form state broadcasters' associations also were agreed to in a preliminary way with Mr. Elmer. With the adjournment of Congress during August regarded as a certainty, Mr. Baldwin contemplates visting as many states as possible during the ensuing two months, conferring with broadcasters as to means of strengthening of their own state operations. There are about a score of state associations, most of which, however, have been relatively inactive.

Likelihood of an NAB board meeting—the first since the new board took office at the NAB Convention—between Oct. 1 and 15 was mentioned by President Elmer. He asserted that most of the projects now under consideration would be in tangible form by that time and that most of the Board members will have returned from their vacations.

The proposed 12 NAB regional divisions, as outlined at the meeting, would be as follows:

Maine, Vermont, New Hampshire and Massachusetts

New York, New Jersey, Connecticut and Rhode Island.

Pennsylvania, Ohio, Maryland and Delaware

Virginia, West Virgina, Kentucky and Tennessee

North Carolina, South Carolina, Georgia and Florida

Wisconsin, Michigan, Indiana and Illinois

Arkansas, Louisiana, Mississippi and Alabama

North Dakota, South Dakota, Minnesota and Wyoming

Nebraska, Iowa, Missouri and Kansas

Colorado, New Mexico, Oklahoma and Texas

Washington, Montana, Oregon and Idaho

California, Nevada, Utah and Arizona

The regional committee presumably would serve as a sort of steering unit available at the call of President Elmer. The state committee, representative of each of the 48 states, could be called together whenever matters involving the entire industry arise. Presumably this committee would function in connection with state and federal legislation as well as on other matters. There has been no legislative committee of the NAB for the last three years and this committee, it is understood, would fill that void.

In line with Mr. Elmer's "open door" policy on Thursdays, a number of broadcasters conferred with him July 22. These included Edwin W. Craig, WSM, Nashville; Arthur B. Church, KMBC, Kansas City; Edward A. Allen, WLVA, Lynchburg; Harry C. Butcher, CBS Washington vice president; F. M. Russell, NBC Washington vice president; Joseph O. Maland, WHO, Des Moines, and Ed Craney, KGIR, Butte.

NINE feature races from Saratoga, New York, will be broadcast by Bryan Field over exclusive MBS hookups during the four-week Saratoga meet that begins July 31.

New KYW Sales Chief



Mr. Hammann

THE APPOINTMENT of John S. K. Hammann as commercial manager of KYW, Philadelphia, effective Aug. 1 was announced July 21, by Leslie Joy, station manager. Mr. Hammann is former national sales representative of NBC covering the Philadelphia territory. A native Pennsylvanian, he has been with NBC since 1933 and formerly was in the publishing business as the representative of *Scientific American* and *Popular Science Monthly* in New York and the New England states.

NBC, CBS Technicians Get Raise, Shorter Hours

BOTH NBC and CBS have signed agreements with their technical employes throughout the country. The NBC agreement calls for a 15% increase in wages and a 40-hour, five-day week. Network officials refused to comment on the brief announcement of the agreement. CBS announced July 30 that it had signed an agreement last June 28 with the Association of Columbia Broadcast Technicians. It applies to all technical employes regardless of membership in ACBT. A 40-hour five-day week is granted, along with a scale of wage increases averaging about 15%. The agreement is retroactive to June 20.

THE film *This Way, Please*, Paramount production featuring Fibber McGee and Molly, NBC comedians, will have its general release in all key cities of America on Sept. 17. Others in the picture are "Buddy" Rogers, Mary Livingstone, Ned Sparks and Shirley Ross. Fibber and Molly play the roles they have made so popular in their radio show.

Walkout at WPAY Amicably Settled

Union Recognition, Increase In Wages Granted Employes

FOLLOWING a walkout of employes on July 19, taking the station off the air, WPAY, Portsmouth, O., returned to the air the morning of July 21 after conferences in Cincinnati had settled the strike. At the same time the American Radio Telegraphists Association, an affiliate of CIO, withdrew discrimination charges against the company.

The settlement provides for recognition of the union as collective bargaining agency, salary increases ranging from 12½ to 25%, time-and-one-half for overtime, a 44-hour week during summer months and a 48-hour week nine months of the year. Announcers, technicians, salesmen and office employes are included in the union.

Wage Increases

The wage increases become effective Aug. 15 for all employes and several will get additional increases Oct. 17. Vacations were granted all employes with more than a year of service.

The contract is the first negotiated in the Cincinnati area. A hearing was conducted July 20 in that city before Philip Phillips, regional director of the National Labor Relations Board. The station was represented by M. F. Rubin, of Cleveland, president of the Vee Bee Corp., licensee of the station, who owns 50% of its stock, who is also a minority stockholder in WHK and WJAY, Cleveland. Mrs. Marie Vandegrift, general manager of the station, also participated on the company side.

The employes were represented by Paul Wagner, Maurice Myers and Phillip Dusenbury, along with Harry Doll, CIO subregional director in the Portsmouth area, Clyde Butler, his assistant, and L. F. Corn, representing the Steel Workers Organizing Committee.

WPAY, a local, leaped into national prominence during the Ohio River floods of last winter, carrying on emergency and rescue communications for 357 continuous hours.

Single Union to Embrace Radio Talent Is Organized; Actors' Equity Withdraws

BULLETIN

Equity on July 30 approved proposed constitution of American Federation of Radio Artists and surrendered control over radio to Associated Actors and Artists of America who will issue a charter to AFRA as soon as it is ready. Campaign for members underwritten by Equity, Screen Actors Guild and American Guild of Musical Artists will start immediately.

ESTABLISHMENT of an autonomous union of all radio talent except musicians, to operate under a charter from the Associated Actors and Artists of America, an AFL international union having jurisdiction over the entire entertainment field, and the withdrawal of Actors' Equity Association from the broadcasting field were announced by officials of Equity on July 27, following a meeting of the union's executive council. At this meeting Equity accepted a four-point proposal which was submitted to it after a series of conferences held by Equity with representatives of the Screen Actors' Guild and the American Guild of Musical Artists.

This proposal calls for (1) the surrender of Equity's jurisdiction over radio to the AAAA; (2) issuance of a new charter for the radio field to an autonomous radio union, as yet unnamed; (3) the launching of a campaign to organize radio entertainers, to be underwritten and financed jointly by Equity, SAG and AGMA; (4) a very great enlargement of the duties and services of the AAAA to its member unions.

Frank Gillmore, president of both Equity and the AAAA will gradually turn over all of his routine duties at Equity to others and devote more and more of his time to the administration of the AAAA, which has heretofore functioned chiefly as a licensing board which issued charters to theatrical unions and as an arbitration board in the settling of disputes. Gillmore will definitely continue as Equity president, however. Under the new setup, the AAAA will take over many of the operating details formerly handled by each group independently and will attempt to knit the whole field of entertainment into a unified organization. Closer working arrangements with the musicians' union, the stagehands and other entertainment technicians are also expected to be developed by the AAAA, which will serve as the spearhead of the AFofL attack on the CIO invasion of the entertainment field.

Another imminent result will be a drive on the broadcasters by the new radio union, which will be national in scope, although it is probable that local and regional governing boards, such as those recently established in New York and Los Angeles, will continue to deal with problems of a local nature. Equity has for some time been collecting material regarding hours of work, wages and other data pertinent to the employment of radio entertainers which will be turned over to the new radio group and which will form the basis of the demands to be presented to the broadcasters.

Present at the July 27 conference at which the independent radio union was announced were Frank Gillmore, president, Paul Dullsell, executive secretary, and Paul N. Turner, counsel for Equity; the Equity radio committee, comprising Mark Smith, chairman, George Heller, Miss Lucille Wall and Miss

(*Continued on page 77*)

New Names for FCC Given President

Two Posts Now Vacant; Craven, Gary, Wheat Thought Leading

FACED with the necessity of making two appointments to the FCC, including the chairmanship left vacant by the sudden death of Anning S. Prall on July 23, President Roosevelt is considering the qualifications of a number of candidates with the uppermost thought of injecting new leadership and adding strength to the agency and thereby checking the wave of criticism heaped upon it.

To the list of three men—each in the FCC executive staff—who had been most prominently mentioned for the vacancy which existed prior to Mr. Prall's demise, has been added several other names, it is understood. T. A. M. Craven, retired naval officer and the FCC chief engineer; Carl I. Wheat, telephone rate counsel, and Hampson Gary, general counsel, were those considered for the vacancy created by the retirement two months ago of Dr. Irvin Stewart. All three also are being considered in connection with the Prall vacancy, but new names have been advanced to the White House, with the final selections remaining seriously in doubt at this writing.

Other Names Mentioned

As BROADCASTING went to press, reports flew thick and fast through official Washington that other men in public life were being considered for one or the other of the vacancies.

The Administration is reported to be seeking someone of the Joseph P. Kennedy type for the chairmanship. Mr. Kennedy, an Administration trouble shooter, once was chairman of the Securities & Exchange Commission and now is chairman of the Maritime Commission.

Among other names mentioned as under consideration, in addition to the three "merit" candidates, were:

Breckinridge Long, former Assistant Secretary of State under Wilson, and former Ambassador to Italy, a native of St. Louis, now in Europe on a vacation.

Rep. Abe Murdock (D-Utah), serving his third term in the House, a lawyer and a member of the Judiciary Committee.

Rep. William D. McFarlane (D-Tex.), also serving his third term, who loosed a vigorous attack on radio last month, at which time he advocated favorable action on the Connery Resolution (H. Res. 92) for an investigation of radio generally.

Denis Driscoll, chairman of the Pennsylvania Utilities Commission and former Congressman, who first was mentioned for the Stewart vacancy, and whose candidacy presumably has been revived with the opening of the second vacancy.

Edward F. McGrady, of Boston, now Assistant Secretary of Labor, former labor leader and former assistant administrator of NRA.

In the case of Comdr. Craven, who two years ago left a lucrative consulting practice at the behest of the President to become chief engineer, spontaneous support from the broadcasting industry is known to have developed. Comdr. Craven, however, asserted July 30 that he has not sought either the commissionership or support as a candidate. He added he hoped the development would in no wise cause embarrassment in any quarter.

General Counsel Gary, formerly a high ranking officer in the diplomatic corps, served on the FCC for six months immediately upon its creation in 1934, having been appointed to serve until such time as Mr. Prall could qualify by virtue of the latter's service as a member of the House.

Mr. Wheat has won much praise for his work during recent months in the FCC telephone investigation, and has been credited with initiating negotiations which have resulted in substantial reductions in long line telephone rates. He is now vacationing with his family on the Pacific Coast, being due to return to Washington Aug. 12.

In high official circles, it was indicated that only one of the three members of the FCC staff, whose names were advanced, has a "probable" chance of appointment. The second appointee, it was indicated, might be an individual never before identified with communications in any way, on the theory that a fresh mind would infuse a new viewpoint and exercise a strong hand.

It is evident that the White House has in mind a revamping of the FCC personnel alignment, presumably with one of the newcomers to become the chairman. Thus there might be a rather sweeping revision of assignments on the agency insofar as the makeup of the three divisions is concerned.

The President, it is believed, is considering the chairmanship in the light of the new appointments. The report was current that he might appoint Broadcast Division Vice Chairman Norman S. Case to the chairmanship, in spite of his status as a Republican. A former governor of Rhode Island, Gov. Case has known the president personally for years, and is said to be held in high esteem at the White House.

Should the appointments be made prior to Congressional adjournment, than the appointees would have to be confirmed by the Senate if they are to take office and draw regular pay. Because of the agitation for an inquiry into the FCC, it is suspected in many quarters that Senator Wheeler's Interstate Commerce Committee might take that opportunity for an inquiry into regulatory methods.

On the other hand, should the appointments be made with Congress in session but confirmation not be forthcoming, then the appointees would have to serve without pay. The other alternative—that of recess appointments after Congress adjourns—would permit the appointees to serve with pay but they would have to be nominated and confirmed for service beyond the recess of Congress, which ends in January, 1938, irrespective of the date of adjournment.

That the President is giving deep thought to the vacancies on the FCC has been clearly evident to observers on the radio scene. Mr. Prall's death came as a blow to the Administration, since he had been a close friend of the Chief Executive and was the White House contact for the FCC. Mr. Prall thrice had been appointed chairman of the FCC by the President, the last appointment having been made last March 11.

Mr. Prall was reappointed to a seven-year term as a member of the FCC on July 1, 1935. Thus, the person appointed to fill his unexpired term will serve until 1942. In the case of the vacancy created by the retirement of Dr. Stewart, the appointment will be for 7 years.

Both of the vacancies are Democratic. The law specifies there shall not be more than four members of the same political party on the FCC. There are already three Republicans — Case, Brown and Payne. The two incumbent Democrats are Sykes and Walker. Craven and Gary are Democrats as are all the others save Wheat, who while a registered Republican from California, is reported to have voted for the Roosevelt ticket in the last two presidential elections. A fourth Republican, it has been pointed out, could be named to the FCC without contravening the law, though such an appointment is improbable.

Further evidence that President Roosevelt is devoting more than casual thought to the entire radio structure was given on July 22 when he wrote NBC President Lenox R. Lohr on the occasion of the dedication of NBC's new Washington studios. Departing from the usual type of congratulatory message, the President warned against the placing of obstacles in the path of radio progress.

"It is not within the province of reactionaries to put obstacles in the way of orderly development nor to mark boundaries beyond which radio may not go," he said. He also predicted the perfection of television and facsimile, declaring in the case of the latter that it may not be long before radio will make it possible "for us to visualize at the breakfast table the front pages of daily newspapers or news reports, no matter how remote we may be from the place of their publication and distribution."

While there was no White House elaboration of this expression, it was interpreted as meaning a renewed expression of confidence in Radio by the American Plan from the Chief Executive, along with an admonition to anti-radio interests that its progress cannot be interfered with. The attitude of the Administration against newspapers generally because of the anti-New Deal sentiment during his political campaigning, it is felt in some quarters, was reflected in his statement regarding "reactionaries."

Another development on the national radio front which aroused speculation was the retention by Powel Crosley Jr., president of the Crosley Radio Corp., operating WLW and WSAI, Cincinnati, of Charles Michelson, publicity director of the Democratic National Committee, as public relations consultant. Promptly following the announcement July 26 [see page 10] Washington's corps of correspondents sought to tie into this affiliation many political implications.

It is known that Mr. Michelson, who retains his post with the Democratic National Committee, received the approval of party leaders before accepting the post. It was emphasized too that his employment, at a reported salary of $10,000 per year, has no connection with the WLW quest for regular authority to use 500,000 watts, which it has employed experimentally for the last three years.

The combination of these devel-

(*Continued on page 81*)

SAFETY TROPHY AWARDED WXYZ

Michigan-Mutual Network 'Lone Ranger' Series Wins Annual Trophy of C. I. T. Corp.

ANNUAL radio program award of the Commercial Investment Trust Safety Foundation, New York, was presented July 23 to King-Trendle Broadcasting Corp., Detroit, owner and operator of WXYZ, for the effective safety contribution made by the *Lone Ranger Safety Club*. The program has been a regular Monday, Wednesday and Friday night feature broadcast of WXYZ, Detroit and the Michigan Network since Jan. 1, 1936 and of MBS since Sept. 28, 1936. The bronze plaque for radio excellence was set up by the CIT Safety Foundation early in 1936, along with a similar award in motion pictures and a number of cash prizes given annually to newspaper men, school teachers and students.

The committee which designated the *Lone Ranger* program for the 1937 award was composed of O. H. Caldwell, formerly Federal Radio Commissioner and present publisher of *Radio Today*; Edgar Kobak, formerly vice-president of NBC and now vice-president of Lord & Thomas, and C. C. McGill, director of public relations of the Automotive Safety Foundation. The *Lone Ranger Safety Club* has a membership of over a million boys and girls who have signed safety pledges countersigned by their parents or guardians. On alternate Wednesdays the program is devoted to a meeting of the *Safety Club* with frequent addresses by outside speakers prominent in safety work.

In its decision the committee gave special consideration to the tangible evidence of widespread influence and popularity of the broadasts as borne out by the large membership and the participation of parents. Formal presentation of the bronze plaque was made as a part of the *Lone Star Ranger* program July 23 on MBS.



SAFETY AWARD—George W. Trendle, president of WXYZ, Detroit, receives from John W. Darr (left) the C.I.T. Safety Foundation plaque award bestowed upon *The Lone Ranger* program "the most effective radio promotion of safety for the year 1936".

Employes of KOIN May Acquire Stock



Mr. Myers

EMPLOYES of station KOIN, Portland, Ore., will be given an opportunity to acquire stock in the corporation and thus share in its ownership, according to a new policy announced by the management. Approximately 50% of the station's stock will be distributed to employes who have been with KOIN one year or more. Each employe may acquire a number of shares based on the length of service and the relative responsibility of his or her position, according to C. W. Myers, president of KOIN and KALE and former president of the NAB. It will not be necessary for those who participate in the plan to make payments out of their wages unless they wish to do so. About 40 persons will qualify for stock ownership at once.

"For more than 10 years, KOIN was operated on a basis of plowing profits back into the business," President Myers stated. "During that period our employes stuck by the ship in a grand manner, exerting their efforts to perfection of the institution.

"The management of the station rests with a managing board, consisting of department heads which meets every week. In order to bring these department heads and their assistants more closely in touch with the conduct of our business, the present stockholders of KOIN have diverted about one half the stock in a pool of shares," he added.

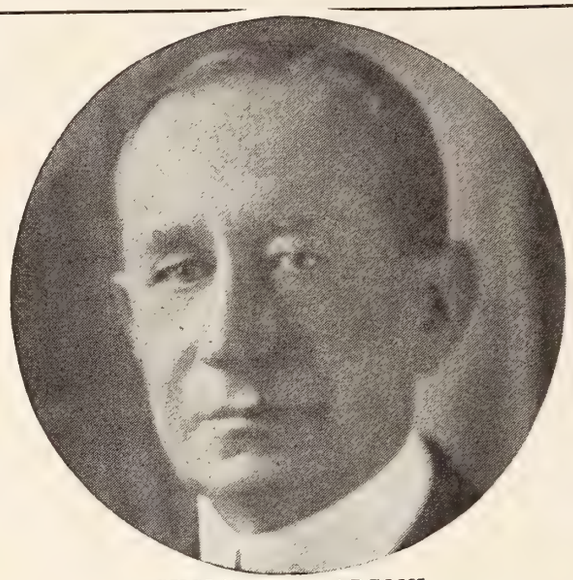
KOIN at present is 52½% owned by Mr. Myers, 22½% by C. R. Hunt, manager, and 25% by the *Portland Oregon Journal.* KALE, its sister station, recently merged with KFJR to make a full-time outlet, is one-third each owned by the same interests.

Wireless Veterans Plan Marconi Memorial Fund

A MARCONI Memorial Fund for the purpose of erecting a monument to the late inventor somewhere in New York City has been undertaken, it was announced July 28 by the Veteran Wireless Operators Association, of which Marconi was "Wireless Veteran No. 1." A board composed of prominent members of the communications industry will be appointed to approve designs to be solicited from prominent sculptors. A committee also will be appointed to make arrangements for a suitable location. The fund was launched with a contribution of $100 by William J. McGonigle, president of the VWOA, and second and third contributions were pledged by David Sarnoff, president of RCA, and Alfred J. McCosker, chairman of MBS and president of WOR. Other contributions may be addressed to the association at 30 Rockefeller Plaza, New York.

ITALIAN residents of New York on July 26 heard a special memorial tribute to the late Guglielmo Marconi over WOV, with Mayor LaGuardia, Generoso Pope, Italian newspaper publisher, and Edward Corsi, deputy commissioner of public welfare, delivering eulogies.

"NOW HE BELONGS TO THE AGES"



GUGLIELMO MARCONI

ALL OVER the civilized world, and especially among radiomen young and old in his native Italy and in the lands of his greatest achievements, England and America, heads were bowed with grief as the magic medium of his own creation—Radio—on July 20 flashed the news of the passing of Guglielmo Marconi. He died of a heart attack that morning in Rome at the age of 63 after an illness of only a few hours, and just after he had sent a telegram to his youngest daughter Ellerta who was celebrating her seventh birthday.

Few great inventors have lived to see such great results of their first modest efforts and fewer yet have been honored in life and death as Marconi was honored. American radio spontaneously expressed its mourning in silent periods and in programs narrating his achievements. Premier Mussolini knelt 15 minutes before his bier as the body lay in state before being borne away for burial in his home city of Bologna, Italy. Kings and queens, presidents and dictators, industrialists and artists, expressed their great grief at the passing of one of the truly great men of our time.

Guglielmo Marconi always bore himself with the simplicity of greatness. Even in 1895, when he first felt he had conquered space his unaffected announcement simply read: "I have discovered how to telegraph without wires." Four years later he was demonstrating his wireless in this country for the first time from a vessel chartered by a New York newspaper to follow the America's Cup Races. The demonstration was so convincing that within a year two vessels of the American Navy were equipped with wireless, the beginning of American radio. Perhaps it is significant that, where he sent his stories by code from a vessel to a land station, the America's Cup Races of 1937, scheduled to start off Newport July 31, are being covered by announcers and engineers in similar vessels and in airplanes—but their voices go directly into the homes of the nation and the world.

Marconi was the true pioneer of the radio as we know it today, and even to his dying day was pioneering the new vistas of television and the ultrashort waves. His "firsts" would fill a bookshelf. It was given to others to refine his methods—and American inventors like DeForest developed code wireless into voice broadcasting—but it was Guglielmo Marconi who really was responsible for the beginnings of the world's great communications and broadcasting services of today.

The American broadcasting industry mourns his passing and repeats, with heartfelt conviction, the eulogy expressed for one of America's own great men: "Now he belongs to the ages."



Bishop in *St. Louis Star Times*
"Broadcasting on an International Band"

Young Marconi Sails

COUNT GIULIO MARCONI, who recently came to New York to work with RCA and NBC to learn American radio methods, sailed for Italy July 21 following receipt of the news of the death of his distinguished father. He arrived too late for the funeral services which took place that day in Rome with Premier Mussolini and other notables attending. A second funeral service was held July 23 in Bologna, his birthplace, following which the body was buried temporarily in the Certosa of Bologna until a fitting monument can be built. Static marred efforts to rebroadcast the Rome services to this country, although they were carried for a short time when conditions cleared somewhat.

AT&T and Farnsworth Sign License Agreement For Television Patents

WHAT MAY be a step towards the broader use of television and the standardization of definition and other elements in visual broadcasting is expected to result from the consummation of a licensing agreement between Farnsworth Television Inc., and the American Telephone & Telegraph Co. whereby each grants extensive rights in television patents to the other.

Announcement of the licensing agreement was made July 26 in Philadelphia by Farnsworth Television Inc. officials. The terms of the agreement, which was signed in New York last week by Charles P. Cooper, A. T. & T. vice-president, and Philo T. Farnsworth, provide a non-exclusive arrangement whereby both the A. T. & T. and the Farnsworth company can license others to manufacture television apparatus under their patents. It is understood that the Philco Radio & Television Co. is the principal licensee of Farnsworth, both in the United States and in foreign countries.

"This clears the path," Donald K. Lippincott of San Francisco, counsel of the Farnsworth interests, stated in announcing the agreement, "for cooperation between the Bell System, Farnsworth, and certain Farnsworth licensees, helps to clarify a difficult patent situation and brings one step nearer the broad use of television and other advances in communications." The licensing agreement only takes in television patents of both companies and does not embrace exchange of patents on inventions dealing with public communications in telephony and telegraphy.

At the same time it was disclosed that the A. T. & T. had satisfactorily completed the first phase of its testing of the coaxial cable between New York and Philadelphia with 1,000,000 cycle repeaters. Repeaters of 2,000,000 cycles width are now being installed in the place of the 1,000,000 cycle repeaters and tests on that band will be held as soon as the installation is completed. It is planned to install repeaters of greater capacity later, probably up to a band of 4,000,000 cycles. The greater band capacities are deemed essential before the cable can be used for television transmission by wire.

Dorothy Thompson Series

AMERICAN TOBACCO Co., New York, will start a series of news broadcasts featuring Dorothy Thompson, the wife of the novelist Sinclair Lewis and a noted columnist and former European newspaper correspondent, on a 30-station NBC-Red network on Aug. 6. Program will be broadcast Fridays, 10:45 to 11 p. m., under the title *People in the News,* and will be used to advertise Pall Mall cigarettes. Campaign is placed through Compton Inc., New York.

Diamond Salt's Show

GENERAL FOODS Corp., New York, will start a new script show for Diamond Crystal salt on NBC-Blue on Oct. 3. Program will be broadcast from 3 to 3:30 on Sunday afternoons over 12 to 15 stations. Benton & Bowles Inc., New York is the agency.

'Subject To'—And Other Faults of Spots

By C. E. MIDGLEY Jr.
Batten, Barton, Durstine & Osborn Inc., New York

Some Annoyances That Confront an Agency Time Buyer; What Kind of Service Is Expected From Stations?

WHAT do time buyers and sponsors talk about? Spots, says Ned Midgley, who, like all spot buyers finds himself in some hot ones now and then. It seems there are good spots and bad spots, and just plain spots. Mr. Midgley is interested at the moment in the bad ones, with which he appears to have had some contact. He is a master of the art of making a gripe stand up and do tricks. And then he goes after those "Subject to's". Some are unavoidable, he concedes, but one or two others make the hardest boiled time buyer jump out of his plush chair and vehemently curse the day that kilocycles were born.

AN ALL-DAY session on spot broadcasting was drawing to a close, when the advertising manager of the client asked, "What do you mean that the agency is the buyer and that the stations are the sellers of spot broadcasting? They never want to sell a period as badly as you want to buy it." That was a revolutionary interpretation of the business, pencils were laid down, estimates forgotten and a general discussion ensued.

The first argument refuting the statement ran something like this. Radio stations have sales managers, sales promotion managers and salesmen. They picture advertising agencies as a single source through which from two to two hundred advertisers can be sold. They allow the standard 4-A's agency commission on business placed with them by agencies. All of this did not appear as though the stations considered themselves as buyers.

The advertising manager smiled and said, "Theoretically that's correct, but how does an agency select the stations which it recommends to its clients?" The answer to that one was easy. There are a number of factors to be considered—power, frequency, network affiliation, programs, broadcast, management, cost and results produced for other advertisers are a few of them.

Best for the Job

"Well," the a. m. replied, "all of those factors lead to the recommendation of one station in each city for any given campaign. These are the stations you consider as the best bets for the particular job, aren't they?" There was no argument here for an agency submits a list of stations which it feels best suited for the job under consideration. It is not always the same list, of course, for campaigns differ in requirements.

This was the answer the advertising manager wanted. "Correct," he said. "Next, the program is selected, the schedule set and the estimates approved. Then, the agency wants the best period available on each of those stations much more than the individual stations want to sell them. Why? Because they have recommended these stations and believe that they will do the most effective job for the advertiser." But still, there was no conclusive proof that at the stations were not sellers. If the agency cannot secure a suitable period on the station recommended there are many cities in which two or more stations rank closely in listener preference. A suitable period could probably be found on another station without perceptibly weakening the campaign and it behooves the station originally queried to make every effort to sell the agency on using the time that was available.

The client pondered over this before saying, "That's all very well, but what about cities in which there is one standout station with only poor periods available? Or, take the case of some specialized campaign such as news broadcasts, time signals, chain-break announcements or baseball games which might be sold out on the recommended station and not available on any other station in town. There's a case in which the agency and the advertiser are willing to pay almost any price and they have to sell the station on making some such feature available to them."

That was true, but in the case of a specialized campaign all the availability data is assembled prior to the final approval of the series. Then, the advertiser knows in advance just where he can buy the type of broadcasting he wants and if it is not available on a sufficient number of stations, a different kind of program can be devised. If a stand-out station has only poor periods available, a bit of salesmanship on the part of the station and some intelligent juggling of schedules can, very often, produce a highly desirable spot.

And so the discussion continued. The advertising manager held steadfastly to his belief that agencies as a rule were much more anxious to buy time than the stations were to sell it. He was partially right. That is true—after a certain point is reached. Stations must do a world of selling to agencies long before their call letters appear on any specific estimates to advertisers. Then, when the station has been recommended to the client and availabilities quoted, quite naturally the agency wants the time in question. They expect to be able to deliver just as they can with any other form of media on a perfectly simple business transaction. Spot broadcasting is sold by agencies in competition with all other forms of advertising and the amount of selling to clients that is actually done would be a complete surprise to most stations.



MR. MIDGLEY

Thus, this first question was settled but some other highly interesting concepts of spot broadcasting were brought to light. National spot business has recorded an amazing growth during the past five years. Will it continue at this same pace for the next five years? The answer is emphatically "No"—unless some much-needed changes are made in station operation.

Upward Goes the Cost

In the first place, the cost of spot broadcasting has increased at a rate that is far from justified. Several years ago when a station increased its rates, some explanation accompanied the announcement. Now, a rate increase is accompanied by nothing more than the new rate card and a bald statement of the date on which the increase will go into effect. Most of these increases have no logical reasoning behind them and are too obviously an attempt to charge what the traffic will bear. All the sound arguments for spot broadcasting will soon vanish if costs rise much higher.

Every spot broadcasting schedule is loaded down with too many "subject to's". A partial list of them would include:

1. Subject to Acts of God.
2. Subject to removal for network programs.
3. Subject to Daylight Saving Time changes twice yearly.
4. Subject to removal for events of national and local importance.
5. Subject to demands for political time.
6. Subject to baseball game interruptions.
7. Subject to the whims and slipshod handling of the individual stations.

Practically nothing can be done about the first five conditions listed above. The advertiser is fully aware of them and goes into any spot campaign with his eyes open to these eventualities. He raises his left eyebrow at the sixth point and wonders how it is possible to sell the same time to two advertisers. Well, that too, is a peculiarity of radio. He takes his courtesy announcements and says no more.

The seventh condition above has never appeared in any station contract but it embraces a situation which is doing more to tear down the structure of national spot broadcasting than any other single factor. It covers the many "how could it have happened" occurrences which arise on every spot campaign.

For example, an advertiser placed a 26-week campaign of five recorded programs weekly, for a juvenile audience in the early evening, starting in February. Realizing that Daylight Saving Time became effective the last week in April, simultaneously with placing the original order he placed a reservation for a later period starting at the time change. The reservation was acknowledged by the station and the series began. The time change came and the station then sold a highly desirable later period to a local advertiser and offered the national advertiser a period at noon or an hour earlier than he had been using.

Standardization Needed

Another example is the case of a station which failed to notify the agency that a transcription had not arrived until four o'clock one afternoon when the program was scheduled to be broadcast at 7:30 that evening.

These two examples are typical of the many similar happenings which occur on every spot campaign. They are avoidable and that is the distressing part of it. Stations continue to handle their national business in a careless manner year in and year out. Naturally the advertisers are disturbed when they do not receive the service they contracted for and begin to draw comparisons between radio and other media. Agencies, in closer daily contact with radio, can more readily understand many of the unusual circumstances which arise but when it is simply a case of inefficient management or poor business practice they are at a loss to either explain or justify.

The time is fast approaching when there should be some kind of standardization of rate cards and discounts. The variety of discounts encountered in figuring a spot estimate makes it a monumental task, necessitating the use of a calculating machine, slide rule, reams of paper and, in many cases, a half-nelson. If every station would show on its rate card the net rates for each period of time for the standard frequencies, it would save the calculation of these costs thousands of times each month.

Fall Spot Placements Aim Toward Record

Disc and Labor Issues Only Dark Spots As Agencies Start Autumn Buying

ALTHOUGH the fall time-buying season is just getting under way, a survey of agencies and sponsors indicates that the volume of autumn spot business will top the 1936 figure by at least 50%.

Two black spots threaten to interfere somewhat with third and fourth quarter volume this year—Transcription troubles centering around musicians' unions and a generally unsettled labor situation in the nation's industries.

Summer spot business, as predicted last spring, [BROADCASTING, April 1], is running far ahead of last year, a good share of spot users maintaining their campaigns during the warm weather period. This trend, incidentally, has also been apparent in network placements.

While a number of seasonal products will leave the air when cooler weather arrives, their absence will not be felt because seasonal products which advertise in cooler seasons will more than offset their loss.

Difficulty of finding desired time for announcements has been a complaint heard in a number of agency offices, particularly in the case of accounts which desire evening hours for their spots. Adding to this dilemma is the influx of accounts which have never before used radio, many of which want choice time.

Activity in New York

Time buyers in New York agencies are looking forward to a busy fall season, which many predict will mark a new peak for spot broadcasting. While loathe to attempt accurate estimates as to how much spot business will be placed on the air this fall, radio executive in the major New York agencies agreed that practically every spot campaign now on the air will continue through the fall and probably through the winter. Such purely seasonal products as insecticides and sunburn lotions, of course, will drop their advertising with the end of the summer season, but from present indications they will be replaced by heavier campaigns for other products.

Many New York agencies reported that their clients will undoubtedly use extensive announcement campaigns, augment their network programs with transcriptions of the same shows, sponsor live talent programs on local stations, and otherwise swell the volume of spot business, but in most cases new and additional fall business is still a matter of discussion and few contracts have yet been signed. Unsettled industrial conditions, the possibility of strikes that would tie up production, and similar factors are causing many large advertisers to make plans only a few weeks ahead, except in the case of network programs where time must be secured well in advance. Practically no spot plans have been announced by any automobile manufacturer, yet it is almost a certainty that this class of advertising will account for a substantial part of the total volume of spot business when the year is over.

As several New York agency executives pointed out, one of the advantages of spot broadcasting is that it can be lined up rapidly when and where needed and does not have to be planned far in advance. "Today," said one of them, "I haven't a thing to place; tomorrow I may be trying to buy time on 50 stations to start next week."

Despite this avowed uncertainty, however, enough business is already definitely planned for the fall months to assure a profitable autumn season for the broadcasting industry.

Chicago Agencies Busy

Agencies in Chicago placing one-third of the nation's spot business, have spent their busiest summer in history. As one radio director put it, "You'd think we were at the height of the season the way we've been working all summer. As far as I'm concerned there just wasn't any summer lull."

In contrast, however, the picture for fall as compared to a year ago is a bit unsettled. Although many Chicago agencies have already made up their fall schedules, some are holding off because of the unsettled transcription situation being afraid to go ahead with their plans for fear the discs will not be permitted to be played in all the markets desired by the advertiser. Nor has there been a rush by advertisers to forego transcribed shows in favor of live programs. Many agencies are simply marking time pending outcome of the AFM-network-transcription meeting in New York.

Another factor causing some of the Chicago agencies to hesitate before starting new spot campaigns has been the unsettled labor situation. Especially is this true of the auto manufacturers who are afraid to make any committments more than a month in advance for fear that labor strife will put a stop to auto building in the meantime.

Agencies placing one-minute spots are complaining that it is practically impossible to procure good evening time for their announcements.

Los Angeles Optimistic

A general feeling of optimism prevails in Los Angeles with agency and station executives declaring that prospects for the fall and winter are the best in radio history. It was pointed out that national advertisers have become regional conscious, and besides using network shows and planning extensive spot campaigns for fall.

Although strike conditions have affected business, causing some concellations, an increase in spot broadcasting of between 20 and 30% over last year is predicted this fall. Agency executives have always looked upon San Francisco as the spot headquarters of the West Coast, but both Seattle and Los Angeles are placing a goodly share. Practically every Los Angeles agency of any importance has become spot conscious and in planning campaigns for fall are including this type of rendition.

National and regional spot business originating on the Pacific Coast last year came to about a half-million dollars and with an outstanding summer just past, the immediate outlook for the fall season is even brighter, according to leading West Coast time buyers. They point out that regardless of strike conditions, more summer business than ever before in the history of the Pacific Coast was placed.

Problem facing West Coast networks is not how to get new business, but where to place it. Few sponsors cancelled for the summer and Pacific Coast networks are now being besieged by sponsors for choice time which isn't available. Advertisers who have never before used radio have suddenly become aware of its value and are requesting time on group stations.

San Francisco Placements

A check of radio departments of San Francisco's leading advertising agencies and sponsors indicates that spot advertising to be placed out of that city this fall will be the heaviest in history.

A number of the larger advertising agencies stated that the radio business to be placed by them during the next three months of the year will be from a third to a half greater in volume than that placed at the same time last year. Lindsey Spight, Pacific Coast manager of John Blair & Company was the most optimistic, stating that business to be placed through his office would be well over 200% greater than last year.

An increase in daytime spot announcements to be placed out of San Francisco this fall is indicated. Several fruit, vegetable and produce accounts are planning daylight advertising, a big increase in the number of electrical transcriptions is expected.

Among the San Francisco accounts to increase its radio expenditure this year over last is Northwest Boxed Pear Bureau. A campaign is now being shaped up for this advertiser for spot coverage and representation on participating programs. Izzard Company of Seattle is the advertising agency.

The greatest volume of new fall business is being prepared for September and October, with some new accounts to start in August. In many cases the fall campaigns are still in the planning stages and neither stations nor advertisers have come to definite agreements.

Practically every agency in San Francisco ranging from the one-man type to the national organizations such as J. Walter Thompson, Lord & Thomas, McCann-Erickson, Ruthrauff & Ryan, Erwin Wasey & Co., and Emil Brisacher is working on spot schedules.

Plans of many leading spot sponsors as of July 30 follow:

Acme White Lead & Color Works, Detroit

May supplement half-hour NBC program starting Aug. 29 and featuring Smilin' Ed McConnell with transcriptions of the program. NBC-Blue network will be used and if supplementary stations cannot be cleared so that the program will extend to the West Coast, transcriptions will probably be used. Henri, Hurst & McDonald Inc., Chicago, is agency.

Agfa-Ansco Corp., Binghamton

Will continue its use of spot announcements on a half-dozen eastern stations to advertise cameras and film. Young & Rubicam Inc., New York, is the agency.

Alemite Sales Corp., Chicago

Started a test program on WIRE, Indianapolis, July 26 and may expand in the Midwest this fall. A quarter-hour *Sports Slant* program at 5:30 p. m. is being broadcast six nights weekly over WIRE. Hays MacFarland & Co., Chicago, is agency.

Allied Mills Inc., Chicago

Will start daily and thrice weekly participation on women's programs on seven stations Sept. 15 for Kreemex pancake flour. Morris-Schenker-Roth Inc., Chicago, is agency.

Staff Cartoonist

SID HIX, cartoonist of Chicago, whose work appears regularly in national humorous publications, with this issue becomes a regular contributor to BROADCASTING. His unique style and piquant humor led the editors of BROADCASTING to make the arrangement with him. Hix cartoons appear on pages 17 and 46.

LOST: A GOOD OPPORTUNITY

Agency Offers Client a Good Radio Spot but Delay Ensues so the Spot Was Not

DON'T let this happen to you, warns Groves-Keen Inc., Atlanta agency, in a circularized report titled "The Wisest Plans Accomplish Nothing When They're Adopted too Late."

The agency then tells how it suggested to one of its clients the reservation of certain radio time for the next season. It was a spot ideally adapted to the company's products, which the client's advertising department recognized at once. To a high official of the sponsor went the project for his approval. He was out of town. Finally came the decision: "Fine. We want it."

A month had elapsed, however, and the broadcast station had sold the spot two weeks before. The moral suggested by Groves-Keen is: "If you contemplate using radio time next fall or winter, contract for it now."

American Chicle Co., L. Island City
Will continue its spot announcement campaign for Sen Sen in various markets. The transcribed announcements are placed through Badger & Browning & Hersey Inc., New York.

American Home Products Corp., New Haven
Will resume its spot campaign for Anacin in the fall, using transcriptions of the *Easy Aces* program, broadcast on NBC-Blue. Blackett-Sample-Hummert Inc., New York is agency.

American Tobacco Co., New York
Will resume for Lucky Strike, the five-a-week series of five-minute news broadcasts, the news being selected by the editors of the *Yale News*. Station will be either WELI, New Haven, or WBRY, Waterbury. Same idea will probably be extended to other colleges located in small cities in the East during the fall, with the possibility of becoming national at a later date. Series will be accompanied by extensive merchandising. Lord & Thomas Inc., New York, is placing.

Anderson Co., Gary
Will advertise its Sleet Master, a windshield wiper blade designed to clear sleet away, with a news program on WOR, Newark, a football summary on WIND, Gary, participation in the *Heinie's Grenadiers* program on WTMJ, Milwaukee, and weather reports on 26 other stations throughout the sleet belt, in October, November and December. Account is handled by Schwab & Beatty Inc., New York.

Armand Co., Des Moines
This cosmetic firm started a quarter-hour test program on WLS July 20 using hillbilly talent twice weekly. The program will be broadcast thrice weekly starting in September with the possibility of other stations being added at that time. Wade Adv. Agency, Chicago, handles the account.

Armin-Varady Co., Chicago
Using one-minute transcribed announcements on four stations, will add five more Sept. 26 when *Ted Weems* program returns on a Mutual network. Practically all the stations broadcasting the network program will carry the spots. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

Associated Oil Co., San Francisco
For a number of years Associated has been using sports events almost exclusively to call attention to its gasoline, motor oils and by-products; has recently placed a spot announcement campaign on four stations in the Pacific Northwest. Advertising Director Harold Deal states that the company is planning one of its largest participations in football sponsorship this fall. Plans for this program have not been completed. Lord & Thomas placed the oil company's spot announcements on the Northwest stations, the commercials calling attention to the firm's orchard sprays. Stations signed: KIDO, KPQ, KIT, KMED.

Assn. of Pacific Fisheries, Seattle
Starts its national campaign in September, including spot radio for the canned salmon industry. Agency is J. Walter Thompson Co., San Francisco.

Atlantic Refining Co., Philadelphia
Will sponsor broadcasts of intercollegiate football on 64 stations in the East during the fall to advertise White Flash oil and gasoline. N. W. Ayer & Son Inc., Philadelphia, is the agency.

Atlantis Sales Co., Rochester, N. Y.
Will begin participation in *Martha Deane's Hour* on WOR, Newark, in August for Colman's Mustard. J. Walter Thompson Co., New York, is the agency.

Axton-Fisher Tobacco Co., Louisville
Will start a radio campaign for a new cigarette named Zephyr early in the fall, using daytime programs and appealing to women. Will start on about 15 stations and expand later. The sponsor will also expand the spot campaign for Twenty Grand cigarettes, consisting chiefly of sports summaries. McCann-Erickson Inc., New York, handles the account.



Drawn for BROADCASTING by Sid Hix

"How About Putting Me and My Leopards on a Spot Program!"

Bathasweet Corp., New York
Will keep its morning period of news on WOR through the fall. Advertising for these bath salts is handled by H. M. Kiesewetter Adv. Agency Inc., New York.

Bauer & Black, Chicago
Will start quarter-hour transcriptions five times weekly on 21 stations Oct. 18 for Velure lotion, with more outlets to be added later. Discs were cut by Associated Cinema Studios, Hollywood. Blackett-Sample-Hummert Inc., Chicago, is agency. Following are the 21 stations which have been tentatively selected: WGN, WCCO, WHO, WDAF, KMOX, WFAA, WWJ, WIRE, KOA, KFI, KPO, WOW, KOMO, KFPY, KGW, KVOO, WKY, WTAM, WCAE, KLRA, KWKH.

Beaumont Laboratories, St. Louis
Will have, in addition to a twice weekly quarter-hour live show on WLW, quarter-hour transcriptions on 10 stations starting in October and one-minute discs on 25 stations for Four Way cold tablets. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Booth Fisheries, Chicago
Using 15-minute discs on 12 stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Borden Co., New York
Will continue to advertise its Pioneer ice cream with a half-hour weekly variety show on WOR and WHN, New York, and its Chateau cheese with a weekly dramatized news program on the Yankee Network. Young & Rubicam Inc., New York, places these programs.

Bosco Co., New York
Will expand its current announcement campaign for Bosco milk amplifiers in the fall on stations in New England, Pennsylvania and Upper New York, will continue participation in the *Marjorie Mills* program on the Colonial network, and will resume its participation in the Yankee Network news broadcasts in October after a two-month layoff. Kenyon & Eckhardt Inc., New York, is agency.

Bristol-Myers Co., New York
Will continue its present spot programs for Minit Rub: a quarter-hour news period five times a week on WOR, Newark; a 10-minute daily sport review on WWJ, Detroit; and a dramatic serial, *Lucky Girl*, five days a week on WGN, Chicago. Young & Rubicam Inc., New York, is agency.

Brown & Williamson Tobacco Co., Louisville
Will continue and possibly extend the sports review programs now being broadcast on 31 stations for Avalon cigarettes and Sir Walter Raleigh pipe tobacco, thru BBDO, New York.

Builder's Life Insurance Co.,
Using a quarter-hour weekly program on WBBM, Chicago; may add other stations this fall. McJunkin Adv. Co., Chicago, is agency.

Bulova Watch Co. Inc., New York
Will continue to use time signals on an even larger scale than heretofore for Bulova watches, and is beginning to use the same type of advertising for its inexpensive Westfield line. Westfield advertising is spotted largely during the noon hour, while Bulova concentrates on the evening hours. Agency is Biow Co., New York.

Bunte Bros., Chicago
Will start live spot announcements in September on about 50 stations for its candy. List will be made up in mid-August. Fred A. Robbins, Chicago, is the agency.

Burlington Trailways, Chicago
Will expand schedule this fall using quarter-hour programs thrice weekly, one-minute announcements and chain breaks varying from one to three a day. Reincke-Ellis-Youngreen & Finn Inc., Chicago, is agency.

Dr. W. B. Caldwell, Monticello, Ill.
Will add nearly 50 stations on Sept. 27 to *Monticello Party Line*, quarter-hour five-weekly transcriptions. Twenty-five stations are currently carrying the serial. Columbia Transcription Service cut the program. Cramer-Krasselt Co., Milwaukee, is agency.

California Pear Advisory Com.
A marketing organization established for the marketing of California bartlett pears, it is one of the first groups to get started in the new fall season. Through J. Walter Thompson Co., San Francisco, it has placed orders for daytime spot announcements for a period of four weeks over 29 stations. The schedule started July 26 and is to run for four consecutive weeks. In the case where the business has been placed on two stations in the same city, the stations will divide the time—each taking the spots for two weeks. Stations include: WFBR, WTAM, WTMJ, KSTP, WCAU, KYW, WJR, WWJ, KDKA, WCAE, WSAI, WCKY, KMBC, WDAF, WHN, WMCA, WOR, KSD, KMOX, WGN, WLS, WEEI, WNAC, WBZ, WBZA, KFI, KNX, KSFO, KFRC.

Canada Dry Ginger Ale, New York
Will launch a national spot campaign in October, using an as yet undetermined program on some 60 stations. J. M. Mathes Inc., New York, will place.

Central Shoe Co., St. Louis
Will use quarter-hour transcriptions, *Footsteps to Beauty*, thrice weekly on a list of stations as yet undetermined, starting in October. Transcriptions were produced by Transamerican. Gardner Adv. Co., St. Louis, is agency.

Chappel Bros., Rockford, Ill.
Used announcements and quarter-hour programs on five stations last fall and plans to use that many or more in September for Ken-L-Ration. C. Wendel Muench & Co., Chicago, is agency.

Chasers Inc., New York
Considering a spot campaign in New England this fall to advertise Chasers, breath sweeteners. Agency is Kenyon & Eckhardt Inc., New York.

Chicago Engineering Works, Chicago
Using 25 stations and plans to extend the list this fall for its correspondence course in air conditioning. Critchfield & Co., is agency.

Chicago Mail Order Co., Chicago
Will formulate plans for a fall spot campaign the latter part of August. Nine stations using quarter-hour live programs thrice weekly were used last year. Matteson - Fogarty - Jordan Co. Inc., Chicago, is agency.

Chicago Motor Club, Chicago
Now on WBBM daily with the *Voice of Carelessness* and plans to use quarter-hour transcriptions weekly on other midwestern stations this fall. McJunkin Adv. Co., Chicago, is agency.

Chocolate Products Co., Chicago
Will expand from 10-minute to 15-minute programs thrice weekly this fall. Eight stations were used last year for Stillicious, with the possibility that as many or more will be used this fall. George H. Hartman Co., Chicago, is agency.

Coca Cola Co., Atlanta
Has recently launched a transcription campaign in some 50 cities in which the company has bottling plants, to continue through the fall in most cities and probably through the winter in the South. Program was planned and produced by D'Arcy Adv. Co., St. Louis.

G. E. Conkey Co., Cleveland
Plans to start quarter-hour participation in the *WLS Barn Dance* in September or October. May also use KFAB, Lincoln, with a five-minute program six times weekly for its poultry feed. Rogers & Smith, Chicago, is agency.

Consolidated Drug Trade Products Inc., Chicago
Currently on 10 stations will add 25 to 30 stations in September and October making a total list close to 40 Programs will be half-hour and full-hour live talent shows broadcast six times weekly. A few transcribed programs will also be used. Benson & Dall Inc., Chicago, is agency.

Continental Food Corp., Los Angeles
Planning a Pacific Coast campaign for Brown Crock Baked Beans, using one-minute dramatized transcription announcements, after a series of Southern California tests. Agency is Scholts Adv. Service, Los Angeles.

Crowell Publishing Co., New York
Will continue its *Jean Abbey* shopping programs for *Woman's Home Companion* on 18 stations. Campaign is handled by Geyer, Cornell & Newell Inc., New York.

Crown Overall Co., Cincinnati
Using weekly quarter-hour transcriptions, *Pleasant Valley Frolics*, on WLS, WLW, WHO, WOR and

(*Continued on page 46*)

Nation's Leaders Laud Radio Progress

President Pays Tribute To Industry at NBC Capital Opening

WITH Washington's officialdom generously represented, NBC on July 22 dedicated its elaborate new studios in the Trans-Lux Building, and the event served as the occasion for renewed expressions of confidence in radio by the American plan from administration spokesmen.

In a letter to NBC-President Lenox R. Lohr, President Roosevelt sounded a new keynote for radio. "It is not within the province of reactionaries to put obstacles in the way of orderly development nor to mark boundaries beyond which radio may not go," the Chief Executive stated in the communication, which was read over the air.

"I believe that sooner than many of us realize television will be established in homes throughout this country. Indeed, it may not be long before radio will make it possible for us to visualize at the breakfast table the front pages of daily newspapers, or news reports, no matter how remote we may be from the place of their publication and distribution."

Farley-Wheeler Tributes

The President said the opening of the new studios seemed to him to "symbolize the onward march" of radio. "Although the ether is a comparatively new means of communication and lends itself nationally in many other useful ways," the President's letter continued, "we find ourselves continuously amazed at the things which have been accomplished and the development of future potentialities."

Other speakers were Postmaster General James A. Farley, who is also chairman of the Democratic National Committee; Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates; Acting Chairman E. O. Sykes of the FCC; Mr. Lohr, and Melvin C. Hazen, District Commissioner. Senator Wheeler made a plea for freedom of speech by radio while Postmaster General Farley praised broadcasting generally and chain broadcasting in particular as meeting a "real public need."

Postmaster General Farley paid high tribute to the development of broadcasting in this country and to the work of the chains.

"Certainly no one can deny that radio has taken its place in the forefront of those things which constitute our every day needs," Mr. Farley said. "It has done much in advancing our national unity as well as providing a new and peaceful link among the nation's of the world. Radio has aided immeasurably in developing musical culture and appreciation, in banishing provincialism and sectionalism, thereby preventing the disintegration of our people into classes.

"The progressive policies being adopted in the field of radio by such organizations as the National Broadcasting Co. give inspiration and hope to all of us. The American people will never despair as long as they can turn to their radios and obtain instantly elevating musical programs or inspirational talks.

"For a long time I have been thoroughly convinced that one of the greatest benefits provided by radio is the nation-wide communication and discussion of public questions that have been made possible by this great modern instrumentality of communication. As a result our people are now kept completely and accurately informed at all times on national matters, a situation which has brought about keener interest in public affairs than ever before existed in this country."

Speaking in behalf of Congress, Senator Wheeler said the progress of radio in the last 20 years has been "incredible."

"Its influence," he declared, "is found in the marts of trade, in the cultural tastes of our nation and the formation of public opinion on political and social problems." The Montana Senator also expressed gratitude over the recognition given by broadcasters to their "public duty." As a member of Congress he said he was naturally interested in the part radio plays in the formation of public opinion on matters political and economic.

"I am glad to see in the radio a medium for expression pro and con on those matters by leaders in the various walks of life. Impartial and only impartial use of the radio for discussion of controversies aids in the making of intelligent decisions by the American public and for the increasing of the efficiency of the Democratic form of government. That is one of the contributions of the radio to our nation and that is one of its duties. And may I add, that duty can only be performed by the maintaining of the free and uncensored use of radio facilities."

Praise From Judge Sykes

Judge Sykes commended NBC, declaring that the studios represented the last word in technical improvement. Harking back to the position of radio 10 years ago, Judge Sykes said that at that time what was meant in radio by public interest, convenience and necessity was not well crystallized. "Today it may be epitomized in service to the listening public," he said.

Mr. Lohr said NBC dedicated the new studios with feelings of mingled patriotism and pride—pride because "we feel that we are participants in making drama which is the life of a nation's capital," and patriotism "because we recognize and welcome our public responsibility to serve the people by faithfully presenting the capital city to its nation and the nation to its capital city."

While the new studios and the new transmitter for WRC and WMAL represent the latest scientific developments in radio, Mr. Lohr said they are merely steps which an ever-changing art demand to bring to an audience programs of the highest quality and with the greatest fidelity.

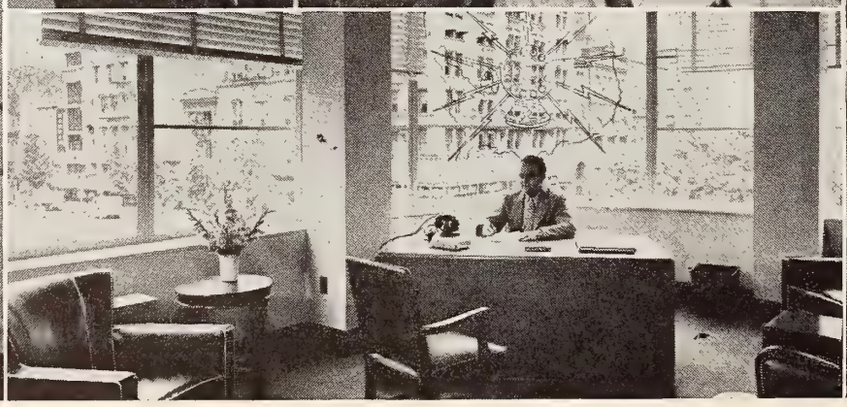
The formal dedication, broadcast over the combination NBC network, climaxed three days of festivities. On July 20 WRC and WMAL, NBC-operated Red and Blue outlets respectively in Washington, held open house for the press. The second day's celebration was devoted to clients and agencies and the third day to the formal opening with some 1,500 persons, including many members of Congress and officials of government departments present.

The new studios occupy some 20,000 square feet of floor space in Washington's newest theatre building. There are seven studios of the "floating" type. Latest innovations in studio construction and engineering were employed. All of the engineering and technical developments were under supervision of O. B. Hanson, NBC chief engineer.

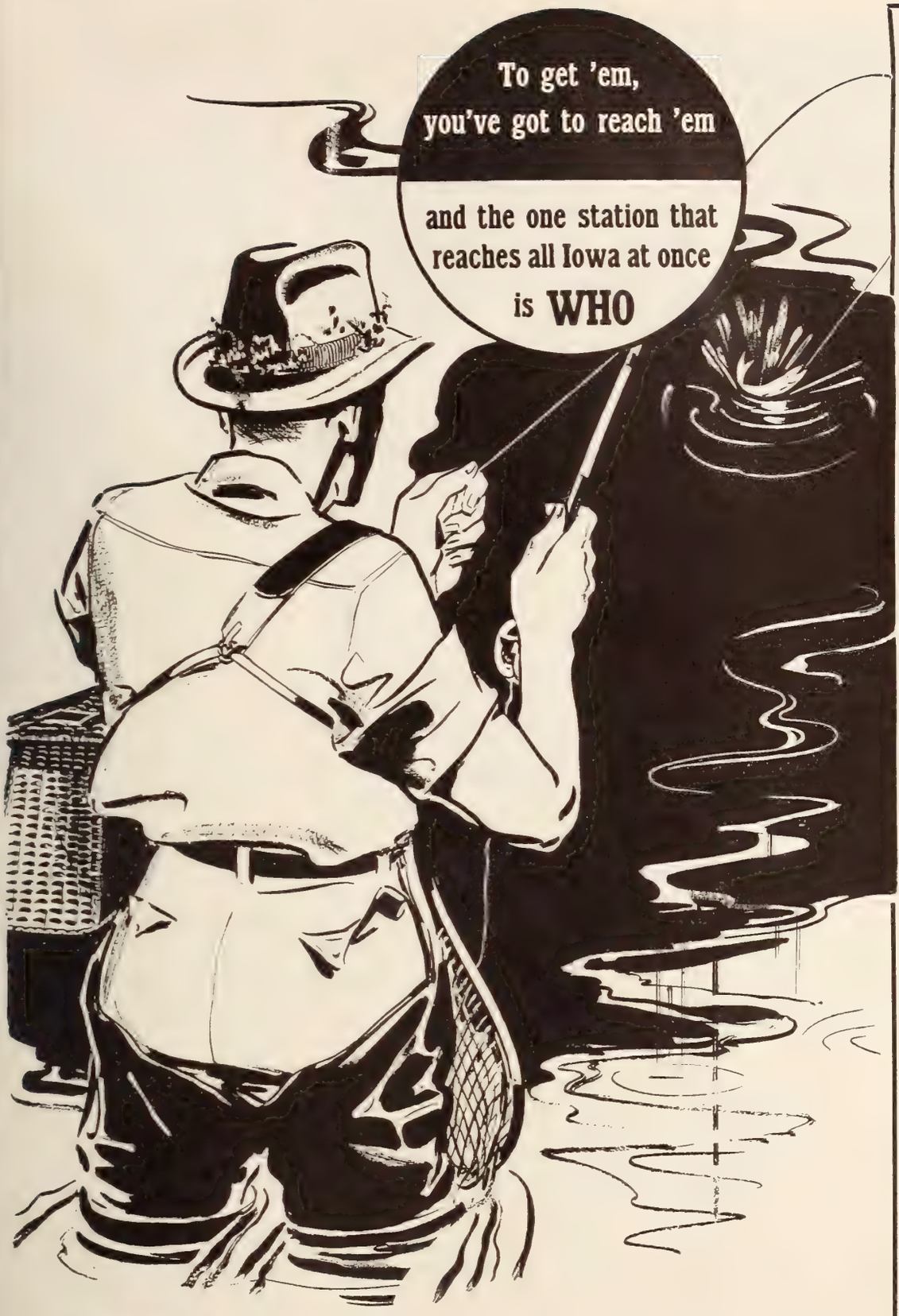
NBC FIRST NIGHTERS—Snapped at the gala opening of NBC's new Washington studios are (upper center) standing: Melvin C. Hazen, D. C. commissioner, and NBC-President Lenox R. Lohr; seated are Acting Chairman Sykes of the FCC and Senator Wheeler, of Montana. All spoke during the ceremonies. Lower center: F. M. Russell, NBC Washington vice-president, seated in his sumptuous new office. Left: A candid shot of Jack Latham (at phone) and Carlos Franco, both of the radio department of Young & Rubicam Inc., New York, at the dedication. Right: On the roof of the Trans-Lux Bldg., new NBC home, as 1,000 balloons with numbers painted on their sides were released by showgirls, the lucky numbers bringing prizes to those picking up the balloons. Gordon Hittenmark, NBC announcer, is at the mike.











CENTRAL BROADCASTING CO., Des Moines
J. O. MALAND, Manager Phone --3-7147
National Representatives: FREE & PETERS, Inc.
New York Detroit Chicago Los Angeles San Francisco

WHO
Des Moines · Full Time · Clear Channel · 50,000 watts

CHIPS
from the station log

News-Service for 31 States

Not long ago, J. O. Maland stepped before a WHO microphone to invite comment about WHO's evening news broadcasts.

His talk, lasting less than five minutes, had to compete against Amos 'n' Andy for listener-attention.

No reward, no inducement was offered for any reply.

Yet 1,152 listeners went to the trouble of writing to express their appreciation for WHO's news service.

A tabulation showed these letters came from 31 states.

Outstanding Broadcast

Few single-station broadcasts anywhere in America regularly reach an audience equal to that which tunes each evening to WHO for United Press dispatches, edited and broadcast by H. R. Gross.

The scope and accuracy of United Press reports, the keen news-sense with which Gross edits teletype copy, the impartial thoroughness of news-coverage presented by each broadcast—all contribute to the intensity of audience-interest in the WHO evening news.

Then add to the foregoing factors, the strength of signal which WHO's 50 KW transmitter sends out on a clear channel, and you can understand why WHO news is a nightly radio "high-spot" throughout the Midwest.

Every advertiser using WHO has a similar opportunity to reach and influence listeners in an area including well over half the entire United States.

Picture Offer Draws 9,630

Time and again, specific offers have proved the exceptional audience reached by WHO News Broadcasts. Most recent test:

For two weeks, a brief announcement was carried at the close of WHO evening news. In the announcement, a picture of H. R. Gross was offered to listeners.

Despite the utter lack of novelty in the offer, 9,630 requests were received within two weeks. Even after the offer was withdrawn, requests continued coming in at the rate of 400 a day.

Response came from 36 states and Canada. Time of the announcement was 10:15 P. M. Central Standard (12:15 A. M. EDST)—another proof that Iowa does not go to bed with the chickens.

Federal Counsel In ASCAP Trial Believed Retiring

Andrew W. Bennett Is Said To Plan Private Practice



Mr. Bennett

UNCONFIRMED reports were current in Washington late in July that Andrew W. Bennett, for the last three years special assistant to the Attorney General in charge of the Government's anti-trust suit against ASCAP, would resign that post, presumably to enter private law practice in connection with copyright.

Considerable question, it is learned, has arisen over continuance of the three-year-old suit, now pending in the New York Federal courts, seeking correction of ASCAP activities alleged to be in violation of Federal Statutes. It is reported that Mr. Bennett has sought a reopening of the trial and vigorous prosecution of the case, but other Department officials apparently have opposed that view and, it is understood have advocated abandonment of the suit. The action was filed Aug. 30, 1934, against ASCAP and 130 codefendants. After 10 days of trial in June, 1935, however, the case was recessed pending an effort to stipulate the record.

Department Loses Interest

The apparent indifference of the Department toward the ASCAP suit, recurring reports that the suit may be dismissed and failure of Congress to enact legislation curbing the activities of ASCAP, coupled with the fact that present contracts will expire in less than two-and-one-half years, has created unrest among the group of independent broadcasters who fear a repetition of the 1932 and 1935 negotiations for music license privileges. Indignation over this situation broke out at the Chicago convention of the NAB with the result that several anti-ASCAP resolutions were passed. Some of the independents, however, expressed themselves in favor of aggressive and coordinated action in line with these resolutions.

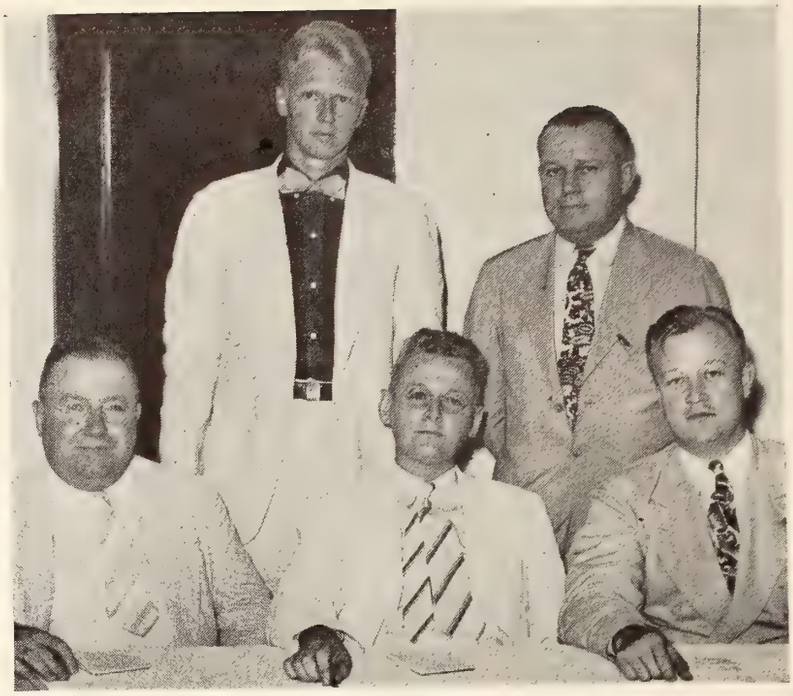
While Mr. Bennett would not comment on the report, it was learned that a group of independent broadcasters, anxious to see the Government suit prosecuted, had discussed with the attorney the possibility of an arrangement whereby he would represent them in copyright matters. Pendency of the government suit, as well as the Duffy and Guffey bills in Congress seeking to strip ASCAP of much of its arbitrary powers in collecting royalties, are matters in which the independent broadcasters express greatest interest.

The fact that a half-dozen states already have enacted state laws placing ASCAP and other copyright groups under state jurisdiction, also has heartened the independent broadcasters in their offensive on copyright, in the hope of achieving a legislative basis for fair and equitable dealing with ASCAP before present percentage contracts expire in 1939.

Mr. Bennett joined the Justice Department in April, 1934, as special assistant to the Attorney General, and handled all of the preparation for the government suit, instituted five months later. He was formerly on the legal staff of the United Fruit Co. in Boston, and prior to that, in general practice in Washington.

While there was no verification either of the report that Mr. Bennett had resigned or that he had been proffered a post by the independent broadcasters' group, it has been known that certain state groups have had in mind appointment of some lawyer who would coordinate the various copyright activities into an offensive, looking toward expeditious action.

If such a plan crystallizes, it is understood, it would not be in the nature of another "trade association" movement to conflict with the NAB, but on the other hand would be designed to gear its activity with the NAB and operate on fronts in which the trade association cannot participate because of its status as an organization representative of all elements in the broadcasting industry.



FLORIDA SLATE—Here are the 1937-38 officers of the Florida Association of Broadcasters elected at the group's second annual convention in Jacksonville July 24-25. Seated, left to right: Spencer Mitchell, WDAE, Tampa, secretary-treasurer; W. Walter Tison, WFLA, St. Petersburg, president; Harold Danforth, WDBO, Orlando, vice-president. Standing, left to right: Henry G. Wells, WCOA, Pensacola, and State Senator John Beacham, WJNO, West Palm Beach, executive committee.

Superpower on Non-network Plan Urged By Florida Stations; Tison Named Head

ELECTING as president for the ensuing year W. Walter Tison, vice-president of WFLA, Jacksonville, the Florida Association of Broadcasters at its second annual convention in Jacksonville July 24-25 went on record in favor of legislation limiting superpower stations to non-network operation.

In adopting a resolution favoring introduction of a bill in Congress, the Association proposed that hereafter stations using more than 50,000 watts power shall originate all of their programs with the exception of one-hour per month, designed to take care of extraordinary events. WLW would be excluded from the terms of the measure if deemed in the public interest by the FCC, under an amendment adopted during consideration. The proposed bill recites that its purpose is to "prevent monopolies and to prohibit excessive duplication of broadcasting programs in any area." It reads:

The Communications Act of 1934 is hereby amended by the addition of the following section immediately after Section 307 thereof and to be known as section 307½:

307½ (a) For the purpose of this section a network program is defined as any program lasting five minutes or longer which is broadcast simultaneously from two or more broadcasting stations, whether by wire, aerial reception, electrical transcriptions, recordings, film, or otherwise, or which being broadcast over any broadcasting station is recorded and thereafter rebroadcast or repeated from another such station by wire or mechanical means.

(b) The Commission is directed to refuse licenses and renewals of licenses to additional broadcasting stations having an authorized operating power in excess of 50 kw. over which there shall be broadcast any network program as defined in this section.

(c) Upon formal advance application therefore the Commission may from time to time authorize any station having authorized power in excess of 50 kw. to broadcast network programs when the public interest will be served thereby but in no calendar month shall such authority cover an aggregate period of more than one hour.

(d) The Commission shall publish in the Federal register appropriate regulations for the enforcement of this section."

A thorough discussion of industry problems, including the copyright question, developed during the meetings. James W. Baldwin, NAB managing director, flew from Washington to participate. He told the group of activities of the national organization and of the status of copyright legislation in various states, including the six in which state laws already have been enacted.

The new Florida copyright law was discussed by State Senator John R. Beacham, of WJNO, West Palm Beach, who introduced the measure in the Florida legislature, and by H. T. Rogers, attorney who drafted it. As introduced and passed by the Senate, the bill is the same as the Nebraska anti-ASCAP measure.

In addition to President Tison, who succeeds Fred W. Borton, WQAM, Miami, as president, other officers elected for 1937-1938 include: L. S. Mitchell, WDAE, Tampa, secretary-treasurer; Harold P. Danforth, WDBO, Orlando, first vice-president, and Mr. Beacham and Henry Wells, WCAO, Pensacola, executive committeemen.

A resolution was adopted extending the sympathies of the Florida broadcasters to the family of FCC Chairman Anning S. Prall, describing the late chairman as "a valued and understanding friend and guide."

Every station member was represented. Delegates were:

WCOA—Henry Wells, George Willings; WDAE—L. S. Mitchell, Ralph Nicholson; WDBO—Harold P. Danforth.

WFLA—W. Walter Tison, Melvin Meyer; WFOY—Col. W. B. Fraser, Robert Tigert; WIOD—Frank Malone, Milton Scott; WJAX—John T. Hopkins III; WJNO—John R. Beacham, George Hazelwood; WLAK—J. P. Marshall, B. M. Brown; WMBR—Frank King, Glenn Marshall, Jr.; WMFJ—W. Wright Esch; WQAM—Fred W. Borton, Fred Mizner; WRUF—Garland W. Powell, Prof. Joseph Weil; WSUN—Harold H. Meyer; WTAL — Gilbert Freeman, Mrs. Vera Freeman.

Baseball Star Sponsored By Peter Pan Bakeries

SPONSORED by the Peter Pan Bakeries Inc., chain group, Gerald Walker, Detroit outfielder, started July 20 in a 15-minute Tuesday and Thursday series titled *Gerald Walker on the Spot* on the Michigan Network, keyed from WXYZ, Detroit. Program is heard at 6:30 p. m., with Bob Evans as announcer asking Walker to answer baseball questions submitted by fans. Walker's forte is his ad libbing ability and his keen sense of humor. He is not new to radio, having frequently appeared with Harry Heilman, former Tiger outfielder who is baseball commentator for Michigan Network.

Mail response already is great from the Lower Michigan area where the bakeries have their chief distribution. Five writers of selected letters are heard on each program, each writer appearing with Walker receiving an autographed baseball and a loaf of Peter Pan bread. When the Tigers play out of town, transcribed versions prepared in advance are carried. Packard-Neff, Detroit, handles the account.

IN THE July 15 BROADCASTING, it was reported that Prof. L. D. Barnhart of the University of Toledo had joined NBC-Chicago as educational counsellor. Prof. Barnhart has joined NBC-Chicago as a production man and not in an educational capacity. Miss Judith Waller is educational director of NBC-Chicago. BROADCASTING regrets the error.

WWJ Bans All Announcements For Three-Hour Period Daily

W. J. Scripps Tops Balanced Program Suggestion With New Step Designed to Please Listeners

AS THE second phase of his plan to "balance" program operations on WWJ, Detroit [BROADCASTING, July 1 and 15], W. J. Scripps, managing director of the station announced July 26 that starting with the fall time change all commercial chain-break and between-program spot announcements will be eliminated between the hours of 12 noon and 3 p. m.

Even more revolutionary than the announcement of WWJ's new policy of program control, Mr. Scripps said this second step will provide a three-hour stretch of entertainment with no intervening announcements to compete for popular attention. With the change, WWJ will increase its basic hour rate for the three-hour period by 36.8%, he added.

Mr. Scripps' said:

"The July 1 issue of BROADCASTING carried an announcement of WWJ's new policy of program control. The storm of discussion, both commendatory and critical, aroused by this announcement speaks for itself, and needs no further elaboration.

Adjustment of Rates

"Now we are ready to take the second step in our effort to bring about a new and better era in commercial broadcasting—a golden era of service to the listener, which in the long run means increased benefits to the broadcaster and to the sponsor.

"Starting with the fall time change, that lucrative period between 12 noon and 3 p. m., within station optional time, will be cleared of all commercial chain breaks and between-program announcements.

"This will provide a three-hour stretch of program entertainment with no intervening announcements to compete for popular attention with the commercial credits of the programs in this period.

"To set aside this three-hour period naturally will be costly, but should make it a prime and certainly desirable period for sponsorship, since it is exactly what many of the larger and more farsighted advertising agencies have been seeking and hoping for these many months.

"It will be costly because the revenue from announcements today constitutes about 50% of our station revenue—and by necessity, therefore, some rate adjustments will be required.

"The natural and first thought of some broadcasters would be to let the sponsor pay the whole cost of this 'preferred' position, just as they are required to do in other media. But WWJ does not desire to jeopardize the experiment by so arbitrarily following custom laid down in the past. For the sake of radio's future, we at WWJ believe that we should make concessions. In other words, we feel we should meet the sponsor half way.

"Thus, we will increase our rate during the three-hour period by only 36.8%, leaving approximately two-thirds of the loss in revenue resulting from the elimination of commercial announcements to be borne by WWJ.

"Multitudinous and vicious have been the complaints heard from those in the industry—and out of it—against the commercial announcement evil, and this test will offer a way to abolish it. Naturally, it depends upon the response from sponsors as to whether WWJ's policy ultimately will be extended—not alone to its entire broadcasting day—but to the entire industry as well."

BAMBERGER OFFERS SERIES TO STORES

L. BAMBERGER & Co., Newark department store, is offering to other department stores throughout the country the daily column and daily broadcast of Ed Fitzgerald, which for some months have been a part of the newspaper and radio advertising of the company.

Since Fitzgerald writes and talks without restrictions, doing no selling of individual merchandise, his material would be suitable for any store to sponsor, says the brochure sent out by Bamberger to other stores, which adds that Fitzgerald was chosen after a year's search and that the choice of a man rather than a woman was based on a survey conducted through MBS which showed an overwhelming preference for a man.

Stores may purchase the 15-minute broadcasts three or six days a week and either through Mutual or on transcriptions. Six time rate for the live programs ranges from $30 to $75 weekly, depending on the store's volume of sales, and from $20 to $50, plus about $3 a record, for the transcriptions. A 5% discount will be allowed for contracts of six months. It is reported that negotiations are being conducted with stores in Providence, Boston and Binghamton.

P&G Signs on WOR

PROCTER & GAMBLE Co., Cincinnati, has contracted for four 15-minute programs five days weekly for 52 weeks on WOR, Newark. Programs include a transcribed version of *The Gospel Singer*, NBC-Blue network program, and *Judy & Jane*, which is also transcribed. These shows advertise Ivory products and are placed through Compton Adv. Inc., New York. A third transcription series, *Pepper Young's Family*, placed through Pedlar & Ryan Inc., New York, for Camay, is also recorded from the network broadcasts on NBC Red and Blue. The fourth program, *The Couple Next Door*, in the interest of Oxydol, is an MBS feature originating at WGN, Chicago, and placed through Blackett-Sample-Hummert Inc., Chicago. Pointing out that all of these products are already advertised with network programs broadcast in New York, WOR cites Procter & Gamble advertising as an excellent example of the supplemental radio idea which the station is currently promoting in its own advertising. Basis of the theme is that in a market such as metropolitan New York it is impossible to reach all listeners with a single program.

A GUEST OF NBC
Famous European Announcer To Broadcast Here



MISS SERGIO

LISA SERGIO, known throughout Europe as the "Voice of 2RO" for her broadcasts in French and English from this station in Rome, is in New York to study American radio technique and has been made a guest announcer of NBC during her stay. Her first assignment for an American radio program is to announce the *Robin Hood Dell* symphony concerts, to be broadcast on the Red network on three successive Saturdays, July 31, August 7 and 14. She is also announcing in both French and Italian the programs broadcast to Europe on NBC's short-wave transmitter, W3XAL, and broadcasts a daily 15-minute news period in each of these languages to the European audience.

Born and educated in Florence, where at 17 she edited the *Italian Mail*, only English newspaper in Italy, she was invited to broadcast in English from Rome by officials of EIAR, the Italian Broadcasting Company. Within a short time she had been put in charge of news broadcasts, personally taking care of all English and French programs and directing broadcasts in a dozen other languages. She also organized the *American Hour*, which is broadcast daily from Rome to North America.

Miss Sergio resigned from EIAR in order to visit the homeland of her mother, who before her marriage was Margaret Fitzgerald of Baltimore. She is staying in New York at the home of her aunt, Miss Alice Fitzgerald, who was chief of the American Red Cross Nursing Service in France during the War.

Zephyr Spot Series

AXTON-FISHER TOBACCO Co., Louisville, will shortly launch a spot radio campaign for its new Zephyr cigarette. Daytime programs will be used chiefly, with the commercials stressing the honey flavor and smoothness of the brand in an attempt to capture the women smokers. Announcements and programs will be used on various schedules at various stations depending on what seems to be best in each market. Axton-Fisher for Twenty Grand cigarettes has added daily-except-Sunday sports summaries on WCFL, Chicago, WSAI, Cincinnati, and WGAR, Cleveland, to its spot campaign. Another addition is a series of Friday night fight broadcasts from the Hollywood Bowl on KFWB, Los Angeles. Advertising is placed through McCann-Erickson Inc., New York.

Five State Offices Closed by ASCAP

Stations Piling Up Contingent Liabilities, Paine Asserts

DISCONTINUING its operations in States which have passed anti-monopoly copyright laws (Montana, Washington, Florida, Nebraska and Tennessee), ASCAP has closed its offices in these states and is doing no business of any kind within their borders. Letters received at ASCAP headquarters from broadcasters, hotels, ballrooms and other establishments which formerly operated under ASCAP licenses, are returned unopened, stamped "Refused, American Society of Authors, Composers and Publishers".

The refusal of these letters, most of which contain royalty checks, does not relieve the broadcasters and others of the responsibility of copyright payments, however, according to John G. Paine, general manager of ASCAP. The state laws may make it difficult or impossible for copyright owners to combine into such organizations as ASCAP, he stated, but they cannot take from the copyright owner his rights or declare them invalid.

Contingent Liabilities

Eventually, Mr. Paine said, the copyright owner will present his bill for the infringement of his copyrights that the states have now made it temporarily impossible for him to collect, and the broadcasters are meanwhile building up a terrific pile of contingent liabilities. This is especially true of the networks which are now sending programs of copyright music to unlicensed stations, he stated, as all stations located in states in which anti-ASCAP legislation was passed automatically lost their licenses with the agency.

Mr. Paine said that this legislation is having its effect abroad as well as in this country, as societies in foreign countries which have entered into reciprocal treaties with the United States are asking if their copyrights will be protected over here as American copyrights are protected in their countries.

Asked about the proposal that ASCAP become affiliated with the American Federation of Labor, Mr. Paine said that there is little progress to report. He readily admitted that negotiations were under way, that the two groups had much in common and that a series of meetings had been held, but he denied that any such affiliation is imminent. It is a very broad question that requires a great deal of study, he stated, and not something to be rushed into.

Pepperell Back to Net

PEPPERELL MFG., Boston, will return to the ranks of network sponsors after a six years' absence in November, when it will sponsor a series of philosophical talks by Dr. Karl Reiland on NBC-Blue. Program, which was tested on WSB, Atlanta, and WRDW, Augusta, last spring, will be broadcast Friday evenings 7:15-7:30. Dr. Reiland will launch the series from New York but after the first few broadcasts will return to Atlanta and future programs will originate there. Series will advertise company's sheets and pillow cases. BBDO, New York, handles the account.

Business Is Good

*In the Heart of Missouri**

and Will Be Even Better This Fall

Radio Station

KFRU

(Operating on 630 Kilocycles)
(1000 Watts Day—500 Watts Night)

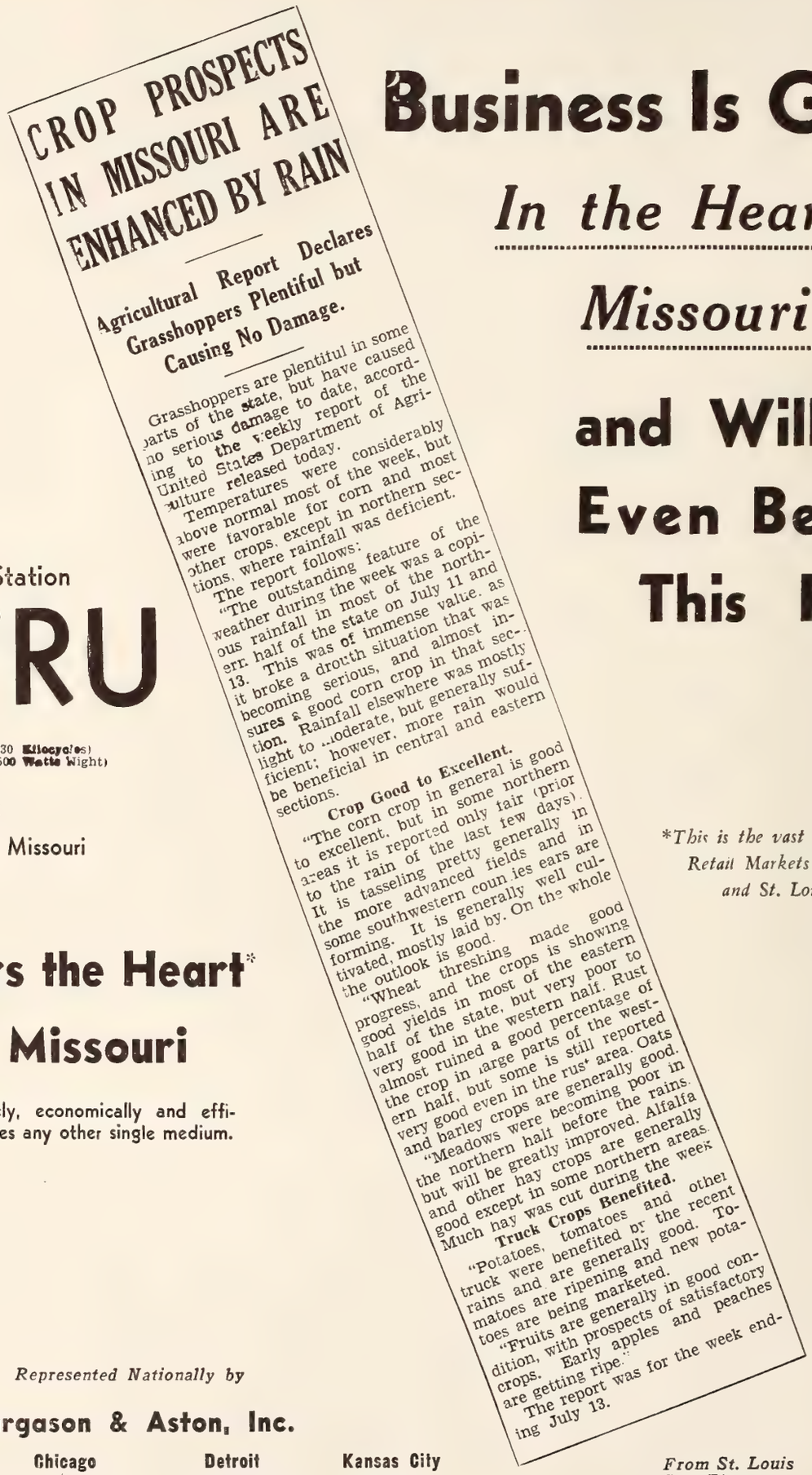
at

Columbia, Missouri

Covers the Heart* of Missouri

more effectively, economically and efficiently than does any other single medium.

This is the vast area between the Retail Markets of Kansas City and St. Louis.



CROP PROSPECTS IN MISSOURI ARE ENHANCED BY RAIN

Agricultural Report Declares Grasshoppers Plentiful but Causing No Damage.

Grasshoppers are plentiful in some parts of the state, but have caused no serious damage to date, according to the weekly report of the United States Department of Agriculture released today.

Temperatures were considerably above normal most of the week, but were favorable for corn and most other crops, except in northern sections, where rainfall was deficient.

The report follows:

"The outstanding feature of the weather during the week was a copious rainfall in most of the northern half of the state on July 11 and 13. This was of immense value as it broke a drouth situation that was becoming serious, and almost insures a good corn crop in that section. Rainfall elsewhere was mostly light to moderate, but generally sufficient; however, more rain would be beneficial in central and eastern sections.

Crop Good to Excellent.

"The corn crop in general is good to excellent, but in some northern areas it is reported only fair (prior to the rain of the last few days). It is tasseling pretty generally in the more advanced fields and in some southwestern counties ears are forming. It is generally well cultivated, mostly laid by. On the whole the outlook is good.

"Wheat threshing made good progress, and the crops is showing good yields in most of the eastern half of the state, but very poor to very good in the western half. Rust almost ruined a good percentage of the crop in large parts of the western half, but some is still reported very good even in the rust area. Oats and barley crops are generally good. "Meadows were becoming poor in the northern half before the rains, but will be greatly improved. Alfalfa and other hay crops are generally good except in some northern areas. Much hay was cut during the week.

Truck Crops Benefited.

"Potatoes, tomatoes and other truck were benefited by the recent rains and are generally good. Tomatoes are ripening and new potatoes are being marketed.

"Fruits are generally in good condition, with prospects of satisfactory crops. Early apples and peaches are getting ripe."

The report was for the week ending July 13.

From St. Louis Star-Times July 15th, 1937

Represented Nationally by

Furgason & Aston, Inc.

New York	Chicago	Detroit	Kansas City
17 E. 45th St.	221 N. La Salle St.	Stephenson Bldg.	Dwight Bldg.

CIO Placing Spots To Promote Cause

Labor Programs Are Placed at Strategic Points in Nation

MAKING extensive use of broadcasting to help in organizing workers and in building sympathy for their cause among citizens, the CIO is not planning any national radio campaigns, at least for the present, but is using frequent broadcasts on stations in areas where organization is now going on.

Typical is the current radio campaign of the Steel Workers Organizing Committee, which sponsors three quarter-hour programs weekly on WSAN, Allentown, WCBM, Baltimore; WHP, Harrisburg, and WJAC, Johnstown. One program each week features labor news from Washington, compiled by Chester Wright. The second broadcast brings a talk by an outstanding speaker, such as Senator Wagner or John L. Lewis, which has been transcribed, and the third program of the week features a prominent local man.

Handling of Programs

At the start of each broadcast a citizen of some local prominence is brought to the microphone to make a brief plea to the management of Bethlehem Steel Corp. to avoid conflict and allow the rights of the workers to be determined by an election. The local organizer closes each broadcast with a discussion of the local situation on that day. Broadcasts are advertised on sandwich boards, paraded at factories during the lunch hours and at closing time, and with small space in local newspapers.

The United Automobile Workers of America also is on the air with a 15-minute broadcast every weeknight on WJBK, Detroit, and on Sundays with half-hour programs on both WJBK and WMBC. Twice a week the WJBK broadcasts are fed to WJIM, Lansing, and WFDF, Flint, as well. Programs alternate between straight organizing speeches and dramatizations of living conditions of workers in automobile plants.

The Textile Workers Organizing Committee, which opened its radio campaign with a broadcast of a mass meeting at Lawrence over a five-station hookup which was hastily arranged after the Colonial Network had refused to carry the broadcast without a preliminary statement that the network management was "definitely opposed to certain principles of CIO", is now using two stations in New England. WCOP, Boston, carries three TWOC 15-minute broadcasts weekly, one in English, one in Polish and a third in Italian. A fourth weekly series, in French, will be started in August. WSPR, Springfield, carries one weekly program, in English, for the union. Recently the TWOC has started a series of weekly broadcasts on WGAR, Cleveland. Workers' position is brought out through dramatizations of the testimony presented at the hearings of the National Labor Relations Board.

These campaigns are chiefly the work of Morris Novik, director of WEVD, New York's "labor station," which for more than a year has been broadcasting the programs of the Ladies Garment Workers Union and sending them to a network including WPEN, Philadelphia, WELI, New Haven, and WCOP, Boston. This series of hour broadcasts, made up of opera and symphony music and dramatizations depicting the conditions under which garments are made in non-union shops, is said to have been successful in creating a refusal on the part of the public and retailers to take goods not bearing the union label. Whenever an outstanding labor speaker broadcasts on WEVD, Mr. Novik has the talk transcribed and furnishes it to local organizations for local broadcasts.



RADIO DAY—Thirty-two members of the broadcasting industry in the San Francisco bay area on July 16 traveled 100 miles south in a specially chartered Greyhound bus to participate in the annual Radio Day as guests of the California Rodeo at Salinas. Lloyd E. Yoder, NBC West Coast press chief, chairman of Radio Day, was in charge of the party, which included station managers, artists and publicity men, as well as newspaper radio editors. Among those in the party were: Ralph R. Brunton, Art Westlund, Don Hambly, Pat Kelly, Mrs. Sherwood Brunton, Mrs. Elmer Pratt, Charles Harper, Cedric Davey, Walter Paterson, ("Nicky" of *One Man's Family*) and Mrs. Paterson, Leo Cleary and Mrs. Cleary; Phoebe Clark, Lucille Squires, Bette Marino, Estelle Caen, Claude LaBelle, Ed Murphy, Walter Rudolph, J. Clarence Myers, Jim Morgan, Helen Sawyer, Dante Barsi, Leo Catalano, Johnny Catalano, Dick Holman, Ruth Fischer, Mrs. Donald Stuart, Commander Scott, Ed Schoeb and Ed Hansen.

Drug and Toilet Goods Lead Networks In Time Sales for First Half of Year

DRUGS and toilet goods advertising exceeded that of any other industry on NBC during the first six months of 1937, was in second place on the CBS roster, and heads the combined list with a total of $9,296,031, according to breakdowns of advertising revenue by industries issued by both networks. No such figures were available for MBS, but it is probably safe to assume that expenditures of advertisers on that network would follow the same relative order as on the other two.

Advertising for food and food beverages also passes the nine million mark when NBC and CBS totals are combined, the exact total for this class of advertising for the first half of this year being $9,086,728. These two industries are a long way ahead of the other network advertisers, the next highest total being that for the automotive industry, which spent $3,786,781 for time and talent on NBC and CBS. The tobacco industry ranks fourth with an expenditure of $3,159,763 on the two networks. Advertising of laundry soap and housekeepers' supplies, in fifth place with a total of $2,775,735, undoubtedly accounts for a large part of the increase in daytime advertising on these networks over a year ago.

Breakdown of expenditures for NBC and CBS time during the first six months of 1937, by industries, follows:

	NBC	CBS
Automotive	$ 1,752,069	$ 1,974,720
Building	163,325	----------
Cigars, Cigarettes, Tobaccos	801,039	2,358,724
Clothing and Dry Goods	64,688	----------
Confectionery, Gum, Ice Cream	102,800	606,120
Drugs and Toilet Goods	6,610,632	2,685,399
Financial and Insurance	153,060	261,351
Foods and Food Beverages	5,607,660	3,479,068
Garden-Field	5,200	----------
House Furniture and Furnishings	267,471	259,118
Jewelry and Silverware	64,716	----------
Lubricants, Petroleum Products and Fuel	1,068,052	1,162,146
Machinery, Farm Equipment and Mech. Supplies	65,120	61,725
Paints and Hardware	199,005	----------
Radios, Phonographs, Musical Instruments	749,420	377,335
Schools and Correspondence Courses	5,868	3,960
Shoes and Leather Goods	55,500	----------
Laundry Soap and Housekeepers' Supplies	1,596,892	1,178,843
Sporting Goods	83,699	----------
Stationery and Publications	219,062	79,365
Travel and Hotels	----------	37,708
Wines, Beers, Liquors	27,792	----------
Miscellaneous	285,037	277,683
Total	$19,948,107	$14,803,265

Postal Using Spots

POSTAL TELEGRAPH-CABLE Co., New York, started a spot campaign in July, using daily announcements and time signals on KFRC, San Francisco, and KHJ, Los Angeles; four announcements a day, Monday through Friday, on WNOX, Knoxville, and WMC, Memphis; three announcements six days weekly on WNBR, Memphis; and an announcement and a five-minute news program daily on WCPO, Cincinnati. Campaign, which will be continued indefinitely, is handled by Marschalk & Pratt Inc., New York.

AMERICAN Association of Advertising Agencies has set April 28-30 as the dates for its 1938 annual convention, which will be held at the Homestead in Hot Springs, Va.

TRANSRADIO Press Service has extended a new leased teletype circuit through central Iowa, the fourth of a system of state circuits being operated from Transradio's midwestern division headquarters in Chicago. Other circuits carry teletype service to clients in Michigan, Wisconsin and Illinois. Transradio's northwestern circuit, running northward from Portland, Ore., has been extended to Vancouver, B. C., carrying teletype service to CJOR.

Jones and Smith Direct New KRIS-KXYZ Group

INAUGURATED only six weeks ago as a full-time regional to replace the local station, which the FCC authorized for removal into Brownsville, Tex., the new KRIS Corpus Christi, 500 watts on 1330 kc., is now being offered to advertisers in a joint rate card with KXYZ, Houston. KRIS is operated by Tilford Jones and T. Frank Smith who also head the company operating KXYZ. KRIS on Aug. 1 joins the supplementary NBC Red and Blue networks while on the same date KXYZ joins the Blue.

Heading KRIS as local manager is Cliff Tatum, long associated with South Texas broadcasting, and George Morrison, formerly with KXYZ. Wilson-Robertson represents the station in the national field. The station subscribes to the WBS program library service, and Transradio Press.

Series Pays for Itself Before Going on the Air

A RADIO series that was completely paid for before a single program had gone on the air is the record claimed by Pennzoil Co., Philadelphia, which recently began an eight-week series of 15-minute transcriptions on 40 stations. In an effort to secure new dealers to distribute its oil products, Pennzoil Co. offered its distributors the radio series if they showed a fixed percentage of gain in accounts. The quotas were reached and new dealers signed up with actual orders before any of the programs had been broadcast. The result was thousands of new Pennzoil outlets and a prepaid radio campaign.

Spot radio was the medium selected because of its effective coverage of individual distributors' territories and because each program could be presented under the sponsorship of the distributor. The programs are tied in with the Pennzoil national advertising theme of "the extra margin of safety" and are dramatizations of an adventure in which the extra margin of safety plays the key role. No "name" talent is used. In addition to the transcription series, Pennzoil Co. has been sponsoring time signals, weather reports, sport flashes and straight spots for a number of years. Fuller & Smith & Ross Inc., Cleveland, handle the account.

FCC Gets League Baseball Complaint

President Harridge Asks Probe Of WJMK; Hopkins Replies

COMPLAINT against the "unauthorized broadcast" by WJBK, Detroit, of play-by-play descriptions of the out-of-town games of the Detroit Tigers, was registered with the FCC Broadcast Division July 15 by William Harridge, president of the American League.

In a letter addressed to Broadcast Division Chairman E. O. Sykes, Mr. Harridge requested that the FCC investigate the conduct and practices of WJBK and determine whether they are "not only contrary to the honest business practices of licensed stations, but also in violation of the Communications Act of 1934 and the provisions of Rule 177 of the rules and regulations of the Commission with reference to rebroadcasting."

WJBK now has pending before the FCC a formal complaint against Western Union, for its alleged refusal to furnish it with "ticker" accounts of the Detroit out-of-town games. It has been broadcasting these games under sponsorship by procuring the accounts from undisclosed sources.

Permission Refused

Mr. Harridge declared that in March WJBK requested permission to broadcast the running accounts of the Detroit games but was refused because previous arrangements had been made authorizing broadcasts of all games by WWJ and WXYZ, Detroit, including the Michigan Network. After this refusal, the letter related, WJBK petitioned the courts for a writ of mandamus against Western Union to compel service, but the order was denied. Then he pointed out that on May 18 WJBK advertised in the *Detroit Free-Press* that although it had been denied the right to broadcast the games, nevertheless a description of the road games would be broadcast. Mr. Harridge added that these games have been broadcast and charged that the practice of "appropriating and pirating the news of the baseball games which it has broadcast is in our opinion an unfair utilization of the labors and expenditures of others and is deceptive to the public."

The WJBK situation, Mr. Harridge declared, presents the same question involved in a similar complaint filed with the Commission against WMCA, New York, with reference to which the Commission on March 1, 1937, ruled that the "broadcasting of play-by-play descriptions and scores of baseball games without the consent and authority of either the league or the stations was deemed to be a violation of the spirit of Section 325 of the Communications Act of 1934 and Rule 177 of the Rules and Regulations of the Commission with reference to rebroadcasting."

Hopkins Makes Reply

James F. Hopkins, president of WJBK, declared July 28 that he regarded the protest as an obvious "attempt to control the broadcasting of news." He said the League was using the "piracy charge" as a "smoke screen to obscure the real issue."

"WJBK has never obtained information for its baseball broadcasts in any manner that violates FCC rules nor will it ever do so," Mr. Hopkins added. "Because the American League has a recording of our broadcasts and that of another station and because we follow by a quarter of a minute or so they have falsely arrived at the conclusion that we are pirating. The station also carries a description of the games played in New York where there is no broadcasting allowed. Obviously there can be no pirating there. From other cities as from New York we receive the information for our broadcasts by wire without the use of a radio receiver and no one can prove otherwise."

Uridge Heads WJR Sales



Mr. Uridge

OWEN F. URIDGE, for the last year Detroit sales manager for Radio Sales Inc., CBS subsidiary, on July 15 returned to WJR, Detroit, as sales manager, filling the vacancy created by the resignation last spring of Lewis Allen Weiss, general manager of the Don Lee Broadcasting System. Mr. Uridge takes over duties which Leo J. Fitzpatrick, veteran WJR manager, had added to his own. Mr. Uridge has been in radio since 1926 and his present position marks his third connection with WJR. He started with WAFD, now defunct local, and joined WJR in 1928. Two years later he went to WGHP as assistant sales manager, and remained until that station became WXYZ. He returned to WJR in 1930 but left to join CBS.

Western Union Petition Of WJBK to Be Heard

CONSIDERATION by the FCC of the complaint of WJBK, Detroit, against Western Union, dealing with the latter's refusal to furnish it with play-by-play ticker reports on baseball games of the Detroit American League Club, was assured July 19 when the FCC Telegraph Division notified the complainant that it had "accepted" the petition. Western Union was given 30 days within which to satisfy the complaint or file its answer.

WJBK filed its former complaint July 8, asking that the telegraph company, as a common carrier, be required to supply it with service. It was the third effort of WJBK to procure action. Last May it filed simultaneously with the FCC and with the courts in Detroit petitions for relief. The court denied mandamus proceedings and the Telegraph Division afterwards notified the station it would not take action on the basis of the informal complaint.

Bans Grid Sponsors

FOLLOWING the policy it adopted two years ago, WGN, Chicago, will once more during the 1937 football season present its games, all of which will be fed to the Mutual Network, without sponsorship and with Manager Quin Ryan at the microphone. WGN has already drawn up its schedule, which starts Oct. 2 and ends Nov. 27 and includes five games in which Notre Dame or Northwestern are competing.



OCTOPUS—Carl Mack, of WJAY, Cleveland, ended his 15-minute under-water date with an octopus right on the nose, and also got a gallon of water around his nose when the diving suit's headgear sprung a leak while he was submerged. Mack kept the 20-foot man-eater under control by shaking a few adjectives from a salt-shaker microphone on some of the octopus' tails. The stunt was staged at the Great Lakes Exposition.

Chesterfield Football

LIGGETT & MYERS TOBACCO Co., New York, will sponsor Eddie Dooley in a series of football forecasts and post mortems on a coast-to-coast CBS network beginning September 16 and continuing through the football season. Programs, which will advertise Chesterfield cigarettes, are scheduled for 6:30-6:45 p.m. Thursdays and Saturdays, which means that the Paul Douglas sports summaries which the company has sponsored during the baseball season on CBS six nights weekly from 6:35 to 6:45 will be eliminated on these two nights at least. Client says that no decision has been made about the other nights, but as the contract for the Douglas series ends at that time the probability is that it will be dropped during the fall. Summer series on 67 stations did not include the mountain or Pacific states, while football series will cover the country. Newell-Emmett Co. Inc., New York, handles the Chesterfield advertising.

Radio Aids Baseball

AUGUST 3 will be Radio Appreciation Night at Ruppert Stadium in Newark. Earl Harper, who arranged the event in connection with his broadcasts of the games of the Newark ball club on WNEW, New York, will go on the air a half-hour before game time that evening and will act as master of ceremonies of a special vaudeville show to be performed on the field, between the pitcher's box and home plate. Fans who have been listening to Harper's broadcasts are urged to come out this night and a crowd of 20,000 is expected. This year has seen an 800% increase over last year in feminine attendance at the games when they are not broadcast.

Grid Sponsorship Plans Take Shape

Northwestern Railway Signs; Atlantic, Socony Expand

CHICAGO & NORTHWESTERN Railway, Chicago, will sponsor both home and away games of Northwestern University over WJJD, Chicago, for the second successive year, it was announced in late July as plans for football sponsorship took shape. In addition to Russ Hodges and Norman Ross, the regular WJJD announcers, famous gridiron personalities will appear as guest commentators. Caples & Co., Chicago, is agency.

Socony-Vacuum Oil Co., New York (Mobilgas and Mobiloil) is still considering sponsorship of Northwestern games over WBBM. The oil firm sponsored the games over WBBM last year. J. Stirling Getchell Inc., New York, is the agency. Socony also will sponsor the nine Yale games on 15 Yankee network stations.

More Atlantic Games

KYW, Philadelphia, will broadcast under sponsorship of Atlantic Refining Co., a play-by-play description of all Villanova football games during the 1937 season both at home and away and will make all the pickups.

N. W. Ayer & Son Inc., handles the account with Thomas J. McDermott in charge.

University of Pennsylvania home football games for the second consecutive year will be sponsored by the Atlantic Refining Co. on WCAU, Philadelphia and an independent network. N. W. Ayer & Son Inc., is agency. WCAU will feed the six home games to WHP, WCBA, WKOK, WBRE, WGBI and WPG. WBAL, Baltimore, will broadcast two of the Penn games, Maryland on Oct. 2 and Navy on Oct. 30. The traditional Thanksgiving game with Cornell will add four extra stations, WOR, WTIC, WTAG and WJAR.

Curtis Buys Out KFRO

TRANSFER of 50% stockholdings in Voice of Longview, operator of KFRO, Longview, Tex., from Rogers Lacy to James R. Curtis, is sought in an application filed with the FCC. Mr. Curtis now owns the other 50%. With the filing of the application, Mr. Curtis announced that he was withdrawing from the practice of law in Longview and will devote his full time to the management of KFRO. Mr. Curtis in July was elected president of the Longview Chamber of Commerce for the 1937-38 term.

Lydia Pinkham Plans

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will launch an advertising campaign in September, placed through Erwin, Wasey & Co. Inc., New York, now that the Supreme Court of Massachusetts has ruled in favor of the Pinkhams and against the Goves in the fight for control of the company. Radio will undoubtedly be used, but definite plans have not been made.

For Listeners— for Advertisers

This advertisement appeared in the DOWNTOWN SHOPPING NEWS, June 10, 1937.



These are examples of program listings which appear in each issue of PRAIRIE FARMER, left, and STAND BY, below.

- ANOTHER PLUS SERVICE ACCORDED ALL WLS ADVERTISERS is the promotion and advertising of their programs in associated and affiliated publications having a monthly circulation of more than 7,000,000 readers.

- PRAIRIE FARMER—reaching bi-weekly over 300,000 in the WLS primary area—contains a FULL PAGE listing WLS programs and sponsors.

- STAND BY, the WLS radio weekly, read in over 90,000 metropolitan and urban homes, carries a DOUBLE SPREAD publicizing WLS programs and advertisers.

- Space is utilized each issue of DOWNTOWN SHOPPING NEWS —reaching over 815,000 selected buyers in metropolitan Chicago— to publicize individually a WLS advertiser—the time of his program —the talent—and his product.

- In addition, newspapers in the WLS area ask WLS for program listings as a service to their readers.

WLS
THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

KGY
THE VOICE of ARIZONA
1000 WATTS
DAY and NIGHT
CBS Affiliate
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
FRED A. PALMER, Manager

Survey Is Sought Of Public Service

Industry Should Appraise Its Achievements, Says Lafount



Mr. Lafount

SUGGESTION that the broadcasting industry take stock periodically of the character of service it is rendering in the "public service" field was made to the NAB July 23 by Harold A. Lafount, former member of the Radio Commission and now associated with the Arde Bulova station interests.

Alluding to the address of FCC Broadcast Division Chairman Sykes at the recent NAB convention in Chicago, in which the public service obligation of stations was stressed, Mr. Lafount in a letter to the NAB, asserted stations should be in a better position to improve their service through regular "inventories" of their program offerings. He advocated creation of a committee to study and report on the subject, and ascertain, among other things, how many broadcast hours are devoted to public service activities for which stations receive no remuneration.

Public Service Obligation

"As a member of the NAB," he wrote, "I was deeply impressed by the address of Judge Sykes before the recent convention of the NAB in Chicago." He emphasized particularly that stations must not forget their public service obligation, under the "public interest, convenience and necessity" clause of the Communications Act of 1934.

"It seems to me that the subject matter of Judge Sykes' speech and the significance of certain statements he made demand prompt and intelligent consideration by the broadcasters of the nation," he wrote.

Mr. Lafount pointed out that under the present system, commercial sponsorship is permitted, but not to the exclusion of public service. "We all are aware," he continued, "of the excellent service the broadcasting industry is rendering in its day-by-day operations which do not fall in the category of purely commercial operations. But an inventory has never been taken, as far as I am aware, of this type of service.

"Therefore, I respectfully suggest that the Association's board of directors give due consideration to an intelligent study of this whole question, and take steps to catalogue the work being done in the public service category. By making such an appraisal, broadcasters would be in the position to coordinate their efforts in such fashion as to improve the level of that service, and at the same time have readily available information of a nature that would answer the questions constantly being raised regarding the functioning of the industry.

"It is an established and recognized fact that all stations are rendering a distinct public service. However, it is reasonable to assume that improvements can be made. It is the constant effort of the industry to make such improvements. It can be done most effectively if the industry takes stock of its operations periodically."



ANOTHER MODEL — This is the dream house built by WRVA, Richmond, which developed into a nice source of revenue as well as a good promotion scheme. Among participating clients, were Matt P. Will, builder; Columbia Furniture Co.; Jones & Rucker, realtors; Norge dealers; C. C. Gerhardt, tile; Tomlinson Co., plumbing.

Popular Brands Test

POPULAR BRANDS Inc., New York, a new company, has started a 10-week test campaign for Pop, a soapless dishwashing product, on WSYR, Syracuse, using daily spot announcements and participation in the *Edwards Cooking School* program. A similar campaign is planned for WNBF, Binghamton, but the schedule is not yet set. Newspapers will also be used in these cities during the test period. Campaign is being directed by Tracy - Locke - Dawson Inc., New York.

PROGRAM NATURAL

New Interview Series With Woman-in-Home

WHEN it thought that the man-in-the-street was losing his program appeal, KWK, St. Louis, devised interviews with the woman-in-her-home. The plan of the program is simply this: An apartment building large enough to furnish a number of interviews is selected and two families are visited each morning. Questions range from household and budget problems to the care of children and the choice of movies. Spontaneous and unrehearsed, the interviews are full of natural mistakes and snappy comebacks that make a delightful departure from rehearsed script shows. *The Apartment House Interviews* is a natural for commercial sponsorship, for an answer to a leading question may be followed easily and unobjectionably by a commercial plug. Then, too, the programs is aired in the morning when the audience is almost entirely female and women buy 85% of the nation's goods. Moreover, talent costs are practically nil, for women like to talk and get a thrill out of broadcasting. According to Ray Dady, studio supervisor of KWK and producer of the show, *Apartment House Interviews* builds good-will galore and is the answer to a sponsor's prayers. Six days after an offer of the announcer's picture had been made requests totaled 1,650.

NOVEL QUESTION-ANSWER PROGRAM

KSTP 'Umbrella Court' Uses Extensive Array of Promotion Stunts to Draw Audience

FOR MORE than 35 weeks *Umbrella Court* has been broadcast on KSTP, St. Paul, and week by week its popularity has increased, according to Kenneth M. Hance, assistant general manager. Produced by Bob Barclay, promotion manager of the *Minneapolis Journal*, the program is of the question-and-answer variety.

Into an opened and inverted umbrella suspended from the studio ceiling are poured the questions for each broadcast and "witnesses" draw a question and try to answer it. If they fail to answer correctly they receive a "Bronx cheer," but if their answer is correct a siren screams and in the order of their scores the winners receive $10, $5, $3, $2 and $1 each Saturday evening as the program is aired from 6:30-7.

The questions used in *Umbrella Court* relate solely to topics of local interest to residents of Minneapolis and the Northwest. Little known facts of local history, business and social happenings are highlighted and so far over 12,000 questions have been used. When the series began "witnesses" were subpoenaed on a court form patterned after a legal summons. When witnesses failed to appear their names were read on the program, accompanied derisively by the sound effect of a cackling hen. At present so many witnesses appear that the docket is full for months to come.

In its origin, *Umbrella Court* was used exclusively to promote the sales of the *Minneapolis Journal*. Questions were framed so that any regular reader of the paper could answer them. Later, when the program's popularity was assured, civic, fraternal and business clubs clamored for productions of the show at luncheons. This led to the printing of a game called *Umbrella Court* with questions and answers and rules given to persons who sent in three coupons from the *Journal*. The first printing of 5,000 has been exhausted and a second printing is under way. In a recent survey of the students at Minnesota U, *Umbrella Court* was voted the most popular local show on the air, according to KSTP.

WNBR Now WMPS

CHANGE in the call letters of WNBR, Memphis, to WMPS, effective Aug. 1 was announced July 26 by Jack Howard, president of Scripps-Howard Radio Inc., which is identified with the operation of the station. Simultaneously it was announced that an application had been filed with the FCC requesting approval of the sale of the stock of the Memphis Broadcasting Co., operating WNBR, to the *Memphis Press - Scimitar*, Scripps - Howard newspaper, by the *Memphis Commercial Appeal*. The latter newspaper, along with WNBR and WMC, Memphis, were purchased as a unit by Scripps-Howard several months ago, with WMC, however, licensed in the name of the *Commercial Appeal*.

BRITISH Broadcasting Corp. on Aug. 23 will begin its third one-hour television broadcast period per day, 11:30 a. m. to 12:30 p. m.

WAGA IN ATLANTA GOES ON AIR AUG. 1



Mr. Swicegood

ADOPTING the slogan "NBC Blue Ribbon Station" because it becomes a supplementary outlet of that network on its inaugural day, the new WAGA, Atlanta, goes on the air Aug. 1 under the managership of Jess Swicegood onetime engineer of WSB, Atlanta, lately with other Georgia stations, who has mustered his complete staff. At the same time it was announced that WAGA, like its parent station, will be represented in the national field by Edward Petry & Co.

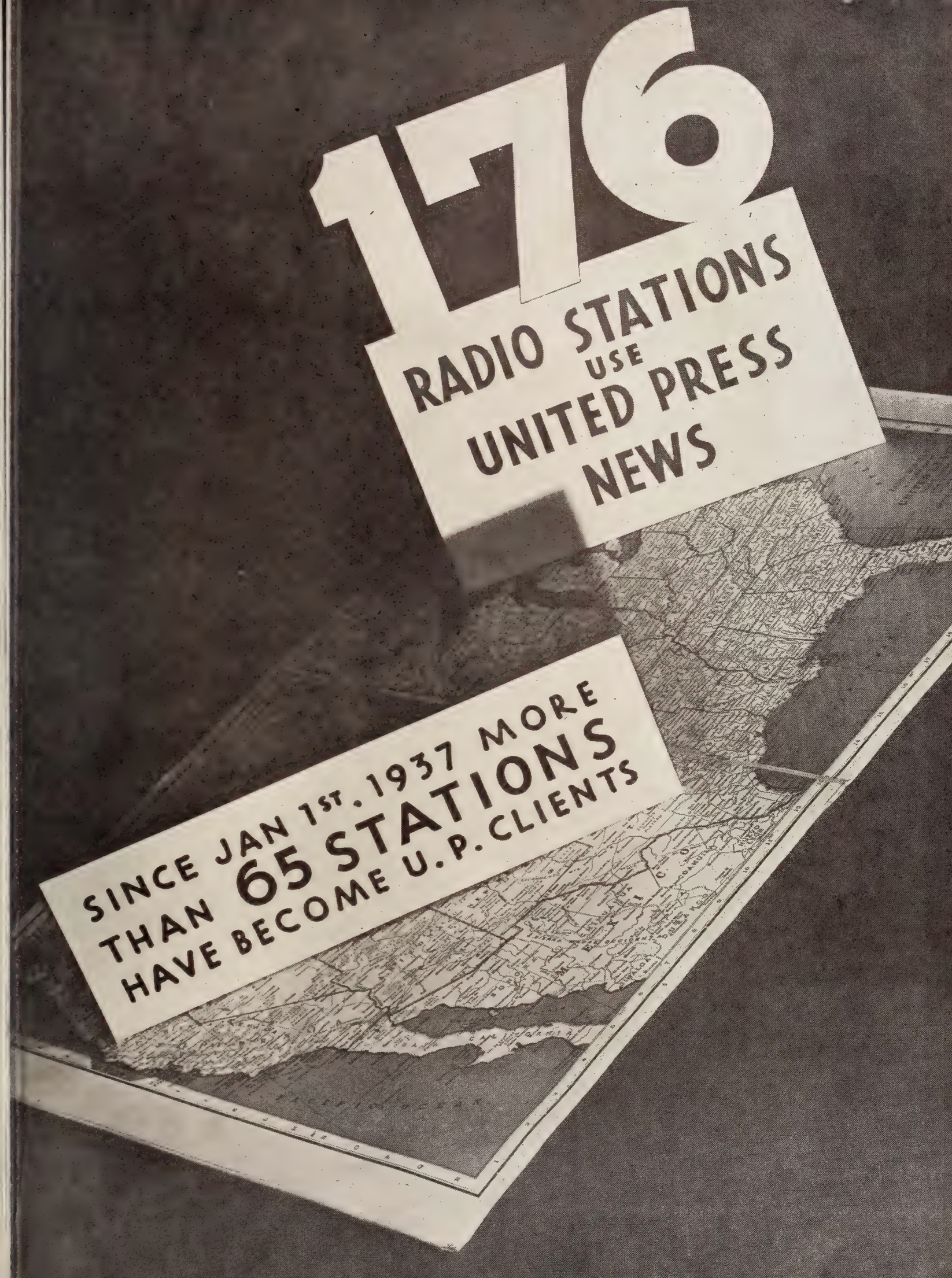
Mr. Swicegood listed the personnel of WAGA as follows: Earle Pudney, program director; Chesta Fulmer, continuity; Chick Wilson and Jack Hammette, salesmen; Douglas Edwards, chief news announcer; John Minter and Paul Overbay, announcers; Cliff Hanson, formerly of WSPR, Springfield, Mass., chief engineer; Ivan Miles, M. F. Adams Jr. and Vernon Cheek, engineers; Frances Summer and Elizabeth Wicker, receptionists.

The station's studios, done in a blue color scheme and modernistic in design, are located in the downtown Western Union Bldg., while its transmitter and 375-foot vertical radiator are located in the eastern part of the city. WAGA will feature news broadcasts, using UP, and has subscribed to the WBS library service. It will be under the general direction of Lambdin Kay, WSB manager, since the *Atlanta Journal* is 40% owner of the station, with Norman K. Winston of New York owning 50% and H. A. Lafount, former Federal Radio Commissioner, 10%.

With WAGA going on the air with 1,000 watts day and 500 watts night, on 1450 kc., the old WTFI, Athens, Ga., signs off permanently. WTFI was purchased last year and its removal into Atlanta to operate under the new call letters authorized by the FCC.

Sleet Master Campaign

ANDERSON Co., Gary, Ind., will launch a three-month campaign for Sleet Master, a sleet-clearing blade for windshield wipers, early in October. Company will sponsor a quarter-hour Saturday afternoon news broadcast immediately following the football games on WOR, Newark; a 15-minute Saturday evening football summary program on WIND, Gary; participation in the *Heinie's Grenadiers* broadcasts on WTMJ, Milwaukee, and evening weather reports from five to seven days a week on the following stations: WNAC, WEAN, WTIC, WOKO, KDKA, WHAM, WFIL, WFBR, WRC, WRVA, WMC, WGN, WFBM, WJR, WTAM, WCKY, WTCN, WHO, KSD, KMBC, KFAB, KOA, KVOO, WFAA, KTHS, WKY. Campaign will continue through December urging motorists to put a Sleet Master in the pockets of their cars when they change to winter oil, to be protected when a sleet storm comes along. Schwab & Beatty Inc., New York, is in charge.


176
RADIO STATIONS
USE
UNITED PRESS
NEWS
SINCE JAN 1ST. 1937 MORE
THAN 65 STATIONS
HAVE BECOME U.P. CLIENTS

Davis, Page Form Engineering Firm

Consultant and FCC Broadcast Engineer Start Business



Mr. Davis

FORMATION of the consulting engineering firm of Page & Davis by E. C. Page, consulting engineer of Evanston, Ill., and George C. Davis, broadcast engineer of the FCC, was announced Aug. 1, coincident with the resignation of Mr. Davis from the FCC.

The new firm will begin functioning Sept. 1 with headquarters in the Munsey Bldg., Washington. Mr. Page also will retain his office in Evanston, where he has been a consultant for the last five years.

The firm will handle a general radio consulting practice including allocation and hearing work before the FCC and field survey work, in which Mr. Page has specialized for several years. Equipment for field surveys will be augmented and two survey cars will be at the disposal of the firm.

Government Activity

For the last two years Mr. Davis has handled practically all of the Broadcast hearing work for the FCC Broadcast Section under assistant Chief Engineer Andrew D. Ring. While he leaves the FCC Aug. 1, he will not join the firm until a month later during which time he will be on annual leave from the government.

Mr. Davis has been in the government radio service since 1929, when he joined the Radio Division of the Department of Commerce, which then served as the field section in radio regulatory operations. He was transferred to the FCC Broadcast Section in June, 1935, and since then has specialized in allocations and hearing work. He is a graduate of Drexel Institute of Technology in Philadelphia and is 31 years old. After leaving school he was employed in the laboratories of RCA Victor at Camden and left that company to become a government radio inspector in Philadelphia. He has also served in Grand Island, Neb., and in the Baltimore field offices of the government service. All told he has testified in some 500 docket cases since beginning the assignment of hearing engineer and has been subjected to cross-examinations by practically all attorneys in practice before the FCC Broadcast Division.

Mr. Page, a veteran engineer, is well known in the consulting field by his private practice during the last five years.

Mr. Page began in practical radio work in 1919 as an operator for the American-Marconi Co., before the advent of RCA. He has worked in all phases of radio operation and development. In 1924 he was an engineer on WTAS, Elgin, Ill., which station subsequently was moved to Chicago as WGN. The following year he built WBBM, Chicago, and in 1927 became chief engineer of WEBH, Chicago. Mr. Page entered consulting practice in 1929 with E. A. Beane in Chicago and in 1932 entered practice for himself.

WRNL to Take the Air In Richmond Soon With Present Staff of WPHR



Modernistic Home of New WRNL

WHEN the new WRNL, Richmond, goes on the air some time in September, the nucleus of its staff will comprise the present staff of WPHR, Petersburg, Va., the FCC having authorized the purchase and removal of the latter station into the capital city of Virginia where it will be operated in conjunction with the *Richmond News-Leader* under the new call letters. Its managing director will be Earl Sowers, who is now supervising the installation of the station.

Operating with 500 watts daytime on 880 kc., the new station is being equipped with Western Electric equipment and a 280-foot Blaw-Knox vertical radiator. Its studios will be located on the second floor of the *News Leader* Arcade in downtown Richmond. The modernistic transmitter house will be of brick glass and concrete construction with an exterior of white stucco.

Licensee of the station is WLBG Inc., whose stock was purchased last year by John Stewart Bryan, publisher of the *Richmond News-Leader*; Tennant Bryan, his son, who is managing editor of the newspaper, and Douglas Freeman, editor. The FCC has been asked to increase its power to 1,000 watts with full time, and the same group have filed an application for authority to erect a new local station in Petersburg to replace WPHR.

New California Outlet

OWNED jointly by four California dailies, the new KTKC, 250-watt daytime station on 1190 kc. at Visalia, Cal., authorized last January by the FCC, went on the air July 18 equipped with a Western Electric transmitter, RCA speech input and a 195-foot shunted type antenna. J. E. Burrell, who supervised the construction of KYOS, Merced, and KHUB, Watsonville, other new California locals, handled the installation. General manager of the station is Charles A. Whitmore, president of Tulare-Kings Counties Radio Associates, the licensees, and 37½% owner. He is also publisher of the *Visalia Times-Delta*. The station will feature daily newscasts by Art Primm direct from the newsroom of the newspapers whose publishers own it, namely, the *Visalia Times-Delta* and *Morning Delta, Porterville Recorder* (25%), *Tulare Advance Register & Times* (25%) and *Hanford Sentinel* and *Journal* (12½%).

KOKO on Full Schedule

THE THIRD of a three-unit Colorado group of stations is now in operation with KOKO, La Junta, authorized last January by the FCC, operating on full schedule, according to Leonard E. Wilson, 60% stockholder in the Southwest Broadcasting Co. and manager of the station. KOKO operates with 100 watts on 1370 kc. Its staff includes C. R. Anderson, H. D. Woodruff, Ralph W. Rea and R. W. Miller. It is RCA equipped throughout and uses a 200-foot Blaw-Knox vertical radiator. Sister stations are KGIW, Alamosa, owned by Mr. Wilson, and KIDW, Lamar, of which Mr. Wilson is 60% owner. His associates in La Junta are Charles T. Miller, 35% stockholder, and O. C. Samuel, 5%.

WHIP at Hammond, Ind. Installs Equipment and Will Soon Go on the Air

WHIP, new 5,000-watt daytime station in Hammond, Ind., authorized last year by the FCC, which will open Sept. 1 or 15, is planning Chicago studios in addition to the new Hammond studios in the Lincoln Life Building which will house both WHIP and its 100-watt sister station, WWAE.

Personnel for the new station has not yet been chosen, although a total of 40 people are planned for the staffs of the two stations with 25 of this group to be with WHIP. Dr. George F. Courrier is president and general manager of the Hammond-Calumet Broadcasting Corp., licensees of WHIP-WWAE, Doris Keane is secretary-treasurer and managing director, and O. E. Richardson, formerly Chicago sales chief for Graybar, is general manager in charge of the business and engineering division. Chief engineer of the two stations is Mike Schradermeir. Stanley Corley will be chief announcer.

Van Cronkhite Associates Inc., Chicago, has been appointed sales representatives of WHIP-WWAE. The Van Cronkhite firm will handle the merchandising activities of the station and will take charge of news broadcasts.

All of the equipment for the station is now being installed. The transmitter, located in the northern city limits of Hammond, will be standard Western Electric with a 110-A volume booster amplifier. In the studios will be RCA speech equipment and RCA 33 1/3 and 78 turntables, both vertical and lateral. The antenna system comprises three Lehigh towers, each 300 feet high with a base spread of only 12 feet.

WNAX Buyers File Papers

ARTICLES of incorporation for South Dakota Broadcasting Co., Yankton, S. D., have been filed with the Secretary of State of South Dakota, with an authorized capitalization of $500,000. Incorporators are Luther L. Hill, Gardner Cowles Jr., John Cowles, and Fred Little, all of Des Moines, and M. Q. Sharp, Kennebec, S. D. The corporation recently filed an application with the FCC for authority to purchase WNAX, Yankton, from Charles H. Gurney [BROADCASTING, July 15.].

Uniontown, Pa., Station Dedicated and Operates On a 12-Hour Schedule

WITH Congressman Buell Snyder and FCC Attorney David Deibler as speakers, the dedication of WMBS, Uniontown, Pa., new 250-watt daytime station on 1420 kc. authorized last March by the FCC, took place July 15 and the station is now on a 6 a. m. to 6 p. m. daily schedule. Manager is Joseph C. Burwell, president of the Fayette Broadcasting Co., with Kenneth M. Meredith as chief engineer; Charles Affelder, formerly with WWSW, Pittsburgh, and WGBI, Scranton, engineer; Clifford Gorsuch, formerly with WWSW, engineer; Michael E. Slagel, formerly with Dunn & Bradstreet, commercial manager; Lou Bennett, formerly with WMMN, Fairmount, WFBM, Indianapolis, WCSH, Charleston, and XERA, Mexico, production manager; Sullivan Sages, program director.

Other members of the staff include Ralph Schulze, continuity writer; Charles Underwood, formerly of WWSW and KQV, Pittsburgh, announcer; Harry Burwell, announcer; Jane Sincock, announcer; Sally Crow, secretary; Carl Anstine, organist; Mary Lucius, hostess.

The station is equipped with an RCA transmitter and WE saltshaker microphones and uses a vertical radiator located on the old Army radio station site near Burgess Field. Mr. Burwell is 20% owner of the station, and 20% of the stock is held each by Harry A. Cotton, judge of the Fayette County Common Pleas Court; Jacob H. Echard, superintendent of the Pennsylvania State Highway Department; Edward Dumbauld, attorney, and W. Russell Carr, attorney.

Staff Lineup of WGTM

GOING on the air July 18 as one of the first of the 31 new stations authorized so far this year by the FCC to begin operation, the new WGTM, Wilson, N. C., licensed to H. W. Wilson and Ben Farmer, its directors, announces the appointment of Allen Wannamaker, formerly with CBS-WJSV in Washington and WBIG, Greensboro, N. C., as commercial manager. The remainder of the staff includes Jimmy Riser, formerly with WJEJ, Hagerstown, Md., and WBIG, sports and news announcer; Billy Stedman, formerly with WSPA, Spartanburg, S. C., chief engineer; Miss Clyde Lee, Florence, S. C., and Miss Edna Stalling, Wilson, pianists and organists. The station operates with 100 watts daytime on 1310 kc.

Would Transfer WKOK

TRANSFER of the control of WKOK, Sunbury, Pa., from the *Sunbury Item* to individual stockholders is sought in an application filed with the FCC July 21. Where now the newspaper owns 73% of the Sunbury Broadcasting Co., it is proposed that the controlling shares of common stock be issued to Harry H. Haddon, the publisher; Basse A. Beck, the newspaper's general manager and the station director, and George W. Beck.

The MID-SOUTH CELEBRATES
WREC popular choice of 3 States
to BROADCAST THE PARTIES



IT'S FESTIVAL TIME IN THE MID-SOUTH. Prosperity has fired the imagination of the people! They are celebrating . . . 8 big parties in Tennessee, Arkansas and Mississippi. WREC, the Voice of Memphis, is the exclusive Radio voice chosen to herald the approach and broadcast the festivities of these parties.

Choose WREC—the FIRST-choice station—to sell this rich Agricultural and Industrial area for you . . . a BIG market . . . a ½-Billion-Dollar Market . . . the 17th Wholesale Market of the United States.

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Benefits of American System Are Cited in Federal Report

But National Resources Committee Does Not Offer Recommendation on the Control of Television

IN A REPORT to President Roosevelt on *Technological Trends and National Policy*, the National Resources Committee on July 19 upheld the American Plan of broadcasting as the "almost inevitable" result of a growth based on serving the public in a democracy where initiative and freedom of speech are fundamental.

But after reviewing the social blessings that broadcasting has brought under private ownership, the Committee suggests that visual broadcasting will raise a fundamental question of national policy and it leaves unanswered its own question "Who shall control television?"

Whatever body wields such power, said the Committee, "might conceivably be able in time to undermine all opposition. The question is evidently raised whether the control should be in the hands of private capital, presumably under government supervision, or under direct government management and control."

In its bulky 388-page report, the Committee takes up the social implications of new inventions and discusses various technological trends from this angle. Considerable space is given in various portions of the report to broadcasting and television. The full report can be obtained for $1 from the Government Printing Office.

Like many official reports, this one involves a time lag. In a discussion of television, for example, the statement is made that Great Britain is planning to start television service in 1936, indicating that portions of the report were drawn up at least a year ago, since the service is already under way.

Social Implications

Discussing the social effects of inventions, a chapter prepared by S. C. Gilfillan, formerly of Chicago Museum of Science & Industry, devotes much attention to television. He says the main impact of television will be to intensify the social effects which broadcasting already is producing. The most popular type of visual broadcast entertainment will be the drama, he predicts. The motion picture industry will feel television's effects, he observes, but producers are not likely to suffer as much as exhibitors "since it is likely that most television programs will be recorded as talking pictures before being broadcast."

Advertisers will be cautious in their televised programs to avoid giving offense to prospective customers, the chapter says, and proceeds with a discussion of television's possibilities in political campaigns. Powerful firms with large advertising budgets are likely to have the advantage in use of visual programs, it is explained, because of the limited number of frequencies available.

This limitation also is viewed as affecting the use which newspapers will make of television and radio phototelegraphy. Facsimile, it is predicted, can be used for news bulletins to supplement oral broadcasts, while broadcasts of pictorial news right from the scene will afford a "striking innovation." Transmission of whole newspapers or parts of newspapers from chain newspaper headquarters is expected to "have the effect of strengthening metropolitan and chain newspaper influence."

Standardization of mechanical aspects of television on an improvable basis is described as one of the problems to be considered so that equipment will not become obsolete with each improvement and so that mass production can reduce cost of making and servicing sets. Eventual standardization should be international, it is proposed. The patent situation will present problems, it is suggested, but the monopoly and cooperation now existing are viewed as paving the way for pooling satisfactory to the public interest.

FCC Writes Section

An entire section of the Committee's report is devoted to communications, and was prepared by a committee consisting of T. A. M. Craven, FCC chief engineer; E. K. Jett and Andrew D. Ring, assistant chief engineers; Gerald C. Gross, chief of international section; John J. Hassler, of the FCC telephone investigation staff.

New developments in visual and aural broadcasting will speed up ordinary life and business, it is stated in the introduction to the communications section, and "will affect certain existing industries, such as the motion picture, the newspaper, advertising, and the existing telegraph, telephone, and radio systems of the country. The effect of these developments upon the industry and their consequent effect upon commercial activities in every walk of business life, requires modifications of economic views which exist today.

"In education, the application of these modern methods of communication may well effect a complete change in methods of educating not only the child and the adult but also the entire public. The new communication development may also revolutionize the present school systems of the country.

"Broadcasting is today an integral part of the everyday life of most people in the United States. It brings to the fireside finer entertainment than has heretofore been available to the average individual. This entertainment includes comedy, drama, popular music, and concert music. The gaining interest in classical musical programs is evidenced by the hearty response to the Sunday evening classical hours. Sports have an important place on the program schedules of most stations, particularly during the baseball and football seasons.

"In this respect it has the effect of clarifying the thought of people on current topics and speeding their decisions in national problems. It is possible today to present to a nation within a few minutes through the medium of broadcasting information and discussions which would have been utterly impossible 15 years ago. This fact has a very striking effect upon the mobility of thought and opinion."



KLZ NEWS—In the lobby of a downtown hotel, KLZ, Denver, has installed a bulletin board on which is posted news hot off the wires. The bulletins are changed five times a day on schedule, supplemented by important flashes.

Power of Broadcasting

The radio with its increasingly permanent place in the home has a unifying effect within that home and it is thought by many that it may be responsible, to some extent, for counteracting the effect upon American home life which has been produced by the automobile, says the report. Further excerpts follow:

Broadcasting, with its direct personal appeal, its easy and ingratiating entrance into the home, is in short the most effective and can be the most formidable means of mass communication which man has yet had the privilege of using.

It has provided a new field for many already established electrical manufacturers and for the establishment of other manufacturing industries for the production of radio transmitters, receivers, tubes, and associated equipment. Broadcasting has produced a new group of retail organizations which employ salesmen and technicians for the purpose of selling and servicing receivers.

There are, in addition, many independent technicians who gain a livelihood through the servicing of receivers. Broadcasting has provided a new field of employment in the operation of the physical equipment and the preparation and presentation of programs for broadcast stations.

Taken as a whole, the present-day broadcast receiver is a very satisfactory instrument which has attained a fairly high degree of perfection. Major changes in its construction and mode of operation are not anticipated. Changes when made will be more of the order of refinements than radical improvements.

Recent use of directional antennas for the purpose of limiting the amount of energy transmitted in any direction in order to protect other stations on the same adjacent frequencies from undue interference or to enable a station to better serve a city or other populous area from a given location has produced gratifying results.

It is expected that among other improvements in transmission will be the use of greater power to provide a more favorable signal to noise ratio.

Recent studies of the propagation characteristics of radio waves indicate the desirability of using certain of the very high frequencies to secure limited local coverage for certain services.

The system of pickup, transmission, reception and reproduction required for television is necessarily complex. There are many different systems and many phases of the subject being studied by the various laboratories of the world. It is desirable that before any system of transmission be standardized for use in a country that the organization doing the standardizing, whether it be commercial or governmental, be satisfied that the system under consideration is the best available, that it is adaptable to continual improvement without rendering existing equiment obsolete and that all organizations wishing to transmit television signals will employ the standard system.

Television will be a reality in the United States when it appears that a system has been evolved which meets these requirements and that there is a sufficient public interest and support to warrant the establishment of stations to broadcast television programs. One of the limitations which exists today in providing a nationwide broadcasting service in the United States is the lack of available channels to accommodate television because each such station requires a very large portion of the radio spectrum; for example, 600 times that required by the ordinary aural broadcasting station.

Another limitation lies in the apparent inefficacy of the ultra-high frequencies (where space can more easily be provided) for long-distance transmission and hence, there is some grave doubt as to whether television of high quality can be provided for rural areas in this country at a reasonable cost.

There is also some doubt as to whether the low frequencies which are already being used by existing services other than television will be suitable for rendering adequate television service to rural areas even though it be television of low definition. In any event, if rural areas were to be given low definition television and urban areas high definition television, it is certain there would exist economic and other problems in the production of two types of receivers and a certain amount of discrimination. Thus it appears necessary to concentrate television development or means which will enable the occupancy of smaller space in the ether, cheaper costs and methods enabling the standardization of transmission for both urban and rural areas.

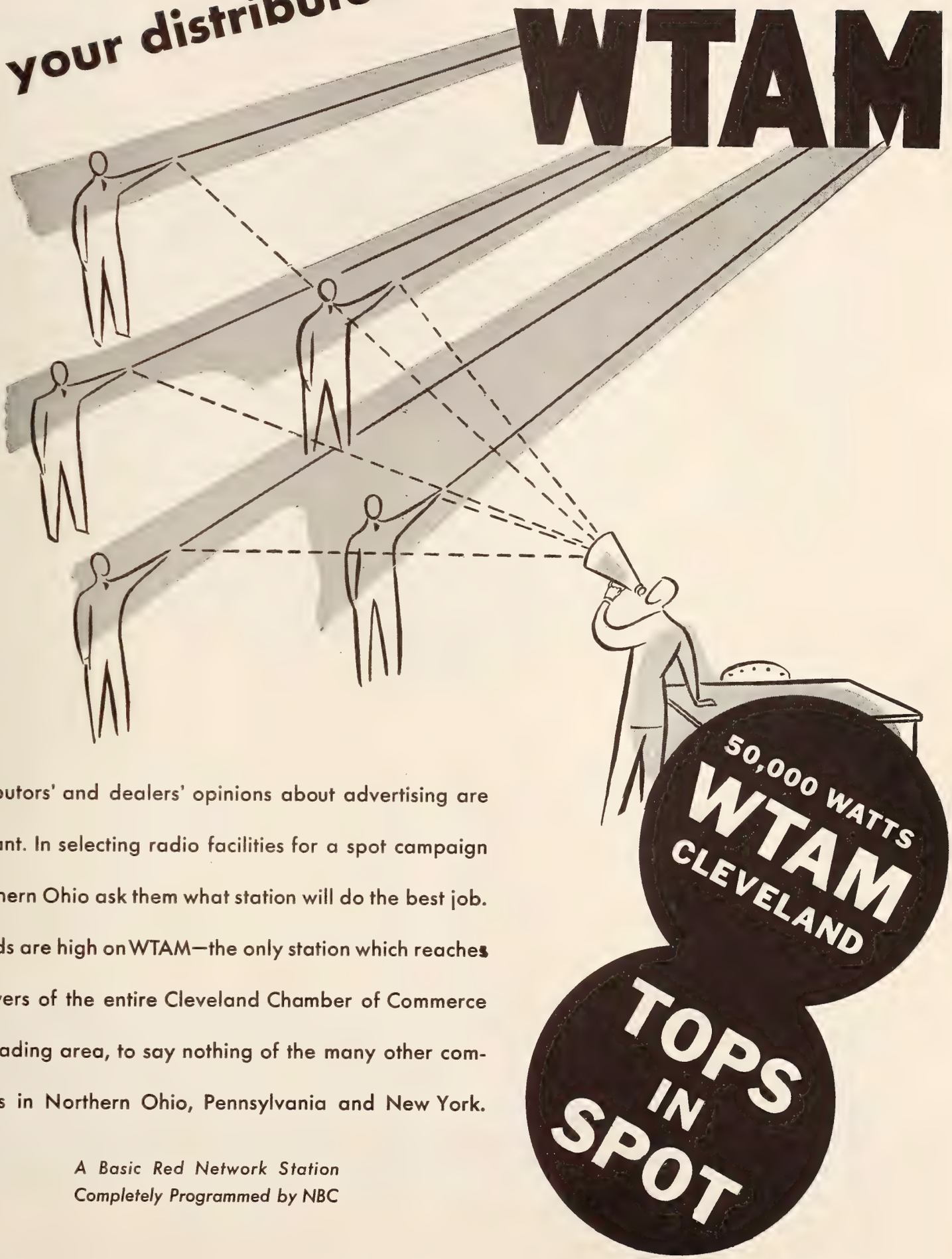
Color Television Foreseen

Color television is already a laboratory accomplishment. It, too, may become practical before long. Developments have already been started in three-dimensional sight and sound and, if we consider past progress in this field, is it too much to expect that a future generation of Americans will be able to sit at their firesides and see reproduced before them in actual colors and in three dimensions, both visually and acoustically, scenes which are being instantaneously transmitted from the interior of some forest, accompanied with all the fragrant odors of nature, and eventually the addition of a vicarious, tactual sensation.

It is believed that the greatest service which communications can do in the future will be to provide extensions into the hitherto remote and inaccessible places whereby people who formerly had no means of communication can be connected with the communication arteries of the world. Tremendous progress has been made during the last decade in this direction and, undoubtedly, tremendous progress will take place in the future. The other great forward step in world civilization which can be made is in the effective use of communications, both telegraph and telephone by wire, but more especially by radio, in the development of understanding, mutual respect and tolerance among the nations of the world. Much has been done along these lines in the past and a great deal more is expected in the future.

Much of this service will be accomplished by printer, by facsimile transmission, and by long distance vision. There are thousands of inventions which have been made in the past and it is confidently expected that a similar number will be developed in the future in the solution of the age-old problem of mankind—communication.

Ask your distributors about WTAM



Distributors' and dealers' opinions about advertising are important. In selecting radio facilities for a spot campaign in Northern Ohio ask them what station will do the best job. The odds are high on WTAM—the only station which reaches the buyers of the entire Cleveland Chamber of Commerce retail trading area, to say nothing of the many other communities in Northern Ohio, Pennsylvania and New York.

A Basic Red Network Station
Completely Programmed by NBC

Inquiry Is Asked By Rep. McFarlane

CHARGING that a dictatorship exists in America "when 300 or less persons have an absolute monopoly in the moulding of public opinion through undisputed control of radio stations, newspapers and motion pictures," Rep. William D. McFarlane (D-Texas) on July 19 urged in a speech in the House that an investigation be conducted into radio along the lines of the Connery Resolution, which he said was being halted by the "radio monopolists."

Rep. McFarlane pointed to the three chains as "comprising the radio monopolies which are dependent for their continued operation on patent licenses which are controlled by the A. T. & T. Co., and the RCA." He added that motion picture connections and the ownership of stations by "200 or more large newspapers" represent an extension of the monopoly.

Various elements in the industry, including CBS, NBC and the FCC and various individuals, were severally assailed in the speech, during the course of which the Texas Congressman referred to "fraudulent practices" and to an alleged "insult" to the late Chairman Connery of the House Rules Committee in the editorial in BROADCASTING which advocated passage of the White Resolution for an investigation of radio rather than the Connery Resolution [BROADCASTING, July 15.]

"These radio pirates," he said, "through one of their paid apologists in an issue of BROADCASTING July 15, have the audacity to impugn the name of our late colleague, Billy Connery." He later characterized BROADCASTING as the "kept magazine of the radio monopoly."

Senator Albanes of Cuba Visiting in Nat. Capital

SENATOR Wilfred Albanes, vice-president of the Cuban Senate and president of the North American Radio Conference held in Havana last March, arrived in Washington July 28 on an unannounced mission. He visited the FCC headquarters and paid his respects to members in Washington and to Chief Engineer T. A. M. Craven, who headed the American delegation to the conference.

One of Cuba's most eminent statesmen, Senator Albanes is expected to be president of the Inter-American Radio Conference in Havana scheduled for November at which treaty plans will be devised to distribute available radio facilities among nations of the continents. His direction of the March sessions won the unanimous praise of the delegations from this country, Mexico and Canada.

Pennsylvania Spot

PENNSYLVANIA Publicity Commission, Philadelphia, sponsored a talk by Governor Earle on 25 CBS stations from 10:45 to 11 p. m. on July 24. Network some time ago submitted a number of program ideas to the commission for a publicity campaign for the state but no action was taken on them. The one-time broadcast was placed through Walker & Downing, Pittsburgh.

NOTABLES' LAST TRIBUTES TO MR. PRALL

PRESIDENT ROOSEVELT — The loss which comes with such overwhelming force to those nearest to Mr. Prall deprives the country of an earnest and capable public servant who will be greatly missed and widely mourned.

JAMES A. FARLEY, Postmaster General—He was my personal friend for many years and one for whom I had a great respect.

SENATOR ROBERT S. WAGNER —During his long and distinguished public career he has been my closest friend. His passing is a great personal loss to me and a loss to the state and country which he served so unstintingly and so nobly.

REP. CLARENCE F. LEA, Chairman, House Interstate and Foreign Commerce Committee—I had a long acquaintance and friendship with him and a very high regard for him.

JESSE H. JONES, Chairman, Reconstruction Finance Corp.—He was a valued citizen and public servant. I join with multitudes of friends in mourning his loss.

REP. JOHN J. O'CONNOR, chairman of the House Rules Committee— It is a matter of great personal grief to me. Many of the members here served with Rep. Prall during the five terms he served in this House which he entered in the 68th Congress. He was exceptional in his courtesy, and the aspect of a gentleman radiated from him. In his death we, who knew him intimately and loved him, have lost a friend and the administration has lost one of its outstanding leaders.

LENOX R. LOHR, president of NBC —To those in the radio industry and to others whose business has brought them in contact with Anning S. Prall, his death comes as a great shock. Because we know how whole-heartedly he strove, as Chairman of the Federal Communications Commission, to promote the best interests of the millions of radio listeners in the United States, we appreciate very fully what his passing will mean. His business ability was of a high order, and this, in conjunction with his fine personality, reflected itself in the discharge of all his duties.

ALFRED J. McCOSKER, president of WOR and chairman of MBS—The passing of Anning S. Prall is to me a great personal as well as an official loss. His long governmental service, intelligently and often valiantly performed, will, I believe, make a lasting impress on the future of radio.

WILLIAM S. PALEY, president of CBS—American radio has lost a true and valued friend as the result of the death of Anning S. Prall. Mr. Prall brought to the chairmanship of the Federal Communications Commission his wide experience as an educator gained during three terms as president of the New York City board of education as well as a deep appreciation of the meaning of public service which he had learned during twelve years spent as a representative in Congress. During his two years as head of the FCC Mr. Prall did a large amount of important pioneer work in co-ordinating and improving the structure of American broadcasting with its more than 700 separate stations. His unselfish devotion to the complicated duties of his office made him a man whose services will be missed.

GROVER WHALEN, New York— Our close friendship ran over a period of 20 years and his passing is a great personal loss.

DONALD FLAMM, WMCA, New York—Anning Prall not only kept the air free of objectionable programs but he raised the standards of broadcasting literally overnight.

RESOLUTION by members of the FCC — The Federal Communications Commission records with profound regret its deep sorrow at the sudden and untimely death of its honored Chairman, Anning S. Prall, and has adopted the following resolution:

Whereas, The Federal Communications Commission has in the death of its Chairman, Anning S. Prall, lost a wise and valuable public servant, devoted to the interest of the people of the United States, an indefatigable worker, and a courteous comrade, be it therefore resolved:

That the Federal Communications Commission hereby places on its permanent records this memorial:

"In memory of Anning S. Prall, Chairman of the Federal Communications Commission from March 11, 1935, to the time of his death, July 23, 1937. He made valuable contributions to the work of this Commission and to the art of communication in all its phases."

JOHN ELMER, president, National Association of Broadcasters—In the untimely death of Anning S. Prall, a vast loss is sustained by the broadcasting industry. His service as chairman of the Federal Communications Commission were notable, effecting a tremendous contribution to the improvement of the public service of all elements in communication. The broadcasting industry in particular must write itself down as a great beneficiary of his counsel and his interest, for he was untiring in his efforts to elevate standards of service in behalf of both the industry itself and the listening public. In few men are wedded the experience and the viewpoint which were so uniquely his . . . for out of the richness of his background as business man, educator and legislator sprang the unique wisdom and breadth of view which so distinguished his long official service. American radio mourns Anning S. Prall.

LESLIE F. MUTER, President, Radio Manufacturers Association — The passing of Chairman Anning S. Prall is a great loss to the radio industry.

LOUIS K. SIDNEY, Manager, WHN, New York—Our industry has suffered a loss greater than I can express.

Voice of Mr. Prall

IN A MEMORIAL service to Anning S. Prall, late chairman of the FCC, broadcast on WMCA, New York, on July 25, the voice of Mr. Prall discussing the responsibilities of the radio industry was introduced, by means of a transcription made last November when Mr. Prall addressed the broadcasters from the ballroom of the Plaza Hotel in New York. A similar use of transcriptions was made two days later by WNEW, New York, which broadcast a talk on the *Future of Aviation* recorded by Amelia Earhart in 1931 but never previously broadcast.

WSM Aids Coast Guard

WSM, Nashville, will serve as an emergency contact for trucks of the U. S. Coast Guard during the hurricane season, which starts soon, under arrangements announced July 28. These trucks, it was pointed out, are rushed to various points along the Gulf Coast during an emergency and frequently get beyond contact of directing officers. Under the arrangement, these trucks will be tuned to WSM, from which point emergency instructions will be relayed over the air. During the Ohio-Mississippi flood of last winter, WSM was used in a similar way by the Army engineers.

Anning S. Prall

(*Continued from page 11*)

for many years the Island was known as "Prall's Island," because some members of his family originally from Holland resided there. Mr. Prall never lived more than a mile from the house where he was born in Port Richmond.

Anning Smith Prall was born Sept. 17, 1870. His appearance, however, belied his years. Son of the assistant treasurer of the Baltimore & Ohio railroad, he received his preliminary education in New York public and high schools, as well as in the city institutions of higher learning. A flair for writing carried him to the old *New York World*, where he served as a reporter for several years, which he quit to work for a savings bank in New York. From that post he joined the Cosgrove Coal Mining Co., which operates mines in Pennsylvania, Illinois, Indiana and Maryland, and long afterward served as its vice-president.

In Congress 1923-35

Although prominent in local civic affairs and politics during his youth, it was not until 1918 that Anning Prall found himself in the limelight as a member of the New York City board of education. Three times thereafter he was elected its president. He was appointed a commissioner of taxes and assessments for New York in 1922, and the following year was first elected to Congress, serving continuously until he was appointed to the old Radio Commission in 1934 by President Roosevelt. He continued in Congress until January, 1935, however, without serving on the Radio Commission, but took over the post on the newly created FCC early in 1935.

He could not serve on the FCC, created in 1934, because of the constitutional provision prohibiting a member of Congress from becoming a member of a commission created by his own Congress.

Mr. Prall had been in vigorous and robust health until shortly before his appointment to the FCC. In August, 1934, while motoring in upper New York State with his close friend, Senator Wagner (D-N. Y.), on a fishing trip, the car was wrecked, and Mr. Prall suffered a fractured right leg, a slight concussion and many cuts and bruises. He was confined to his home for nearly five months, but effected a complete recovery.

An athlete himself in his youth, he was always interested in athletics and was active in the affairs of the Down Town Athletic Club of New York. His other clubs and societies included the Fox Hills Golf Club, the Whitehall Club of New York, the Columbia Country Club of Washington, and the New Rochelle Yacht Club. He was a Mason.

New Station Calls

CALL letter assignments to three of the eight new stations granted July 3 and 6 by the FCC [BROADCASTING, July 15] were assigned by the FCC on July 28. The new 1,000-watt daytime station on 1120 kc. in Austin, Tex., will be known as KTBC. The new 100-watt daytime station on 1310 kc. in Lufkin, Tex., will be known as KRBA. The new 100-watt daytime station on 1200 kc. in Toledo will be known as WTOL.

Sorry We Couldn't Show 'em All--
2,000 Others Were Turned Away!



PROOF is always more convincing than promises, so here's the proof of WCHS' tremendous audience influence . . . It happens every Friday evening on "The Old Farm Hour", but the case in question shown above was on the evening of Friday, July 9th, 1937, with the temperature up in the 90's . . . A paid-admission audience of * 3,655 men, women and children packed and jammed their way into the WCHS Auditorium to watch a commercial show—and more than 2,000 others were turned away! . . . A few "spot" announcements over WCHS brought this capacity audience—no other form of advertising or publicity required . . . WCHS, serving a population of 625,220 persons, sells 'em as easily as it "hangs them from the rafters" as the proof above indicates . . . Hadn't you better investigate the WCHS market before you complete your fall and winter schedule?

* West Virginia State Sales Tax Report

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES, EDWARD PETRY & COMPANY

A Friendly

"Symbol of the Radio Age"





Radio changes life on the farm

The farm of yesterday and the farm of today are vastly different. And radio is the reason. RCA is proud to have pioneered farm radio—proud to have taken so large a part in every phase of its development—from the standpoint of broadcasting as well as reception.

Of all forms of entertainment, radio alone puts the farm family on a par with families in big cities. Radio is the farmer's chief source of recreation and his news ticker. Besides entertainment, radio helps the farmer in business—bringing him a wide variety of news and information about weather, crops and livestock. It gives him latest price quotations, aids in the preservation of his property against the ravages of the elements. In short, radio has made the farmer's life a *better* life.

National Farm & Home Hour ties knot of friendship between farmer and RCA

For the last decade, NBC (an RCA service), the U. S. Department of Agriculture and the national farm organizations have joined forces to bring farmers throughout the land the most outstanding agricultural program on the air. The National Farm & Home Hour, which is broadcast over 91 stations from coast to coast on the NBC Blue Network during the noon hour, every day except Sunday, has become the farmer's tuning habit. This program is adapted to the farmer's special needs and presents a well-balanced combination of national farm news, educational talks and entertainment features.

The National Farm & Home Hour is one of the ways in which RCA serves the farmer—a service that has created a bond of friendship between farmers and RCA.

RCA's interest in 4-H Clubs gives farm youth brighter future

The U. S. Government in 1899 originated what is now known as the Boys and Girls National 4-H Clubs. Today more than one million farm juniors belong to these clubs. Under the sponsorship of the U. S. Department of Agriculture and the State extension services, RCA gives material aid to agriculture in the constant betterment of these clubs, sponsoring the Social Progress Program, a contest that promotes the social, recreational and economic betterment of rural life. Club members are using radio and recorded music in this contest thereby extending the usefulness and the potentialities of the radio industry. The farm family of America knows and likes RCA and its broadcasting service, the NBC.

RADIO CORPORATION OF

Sign to Farmers

Thousands of farmers prove friendship by buying RCA Victor 1938 Farm Sets with Sensational Distance Booster

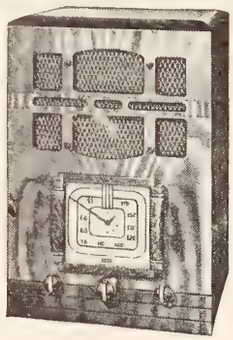
RCA Victor 1938 farm radios are the talk of every farm home! Featuring the sensational new Distance Booster, which gets more stations with finer tone and greater volume, these new battery sets are creating new sales records in dealers' stores all over the land.

They've got everything! Power rivals that of big electrically operated city radios. Cabinets are big and beautiful. Prices are low—and operating costs are at a minimum, with sets operated by either Wincharger or gasoline motor generator.

These sets are *real* values—values every dealer can cash in on. Push them with all you've got—and they'll bring you plenty in return! Because there are 6,812,350 farms in this country—and farmers this year will have an estimated income of 10 billion dollars. That means that they are likely prospects for a radio set. A radio is the one thing that really *completes* a farm home, and when you feature RCA Victor sets, you pave the way for a profitable visit with every farmer in your community!

Distance Booster brings more stations with Finer Tone . . . Greater Volume!





(AT LEFT) RCA Victor Distance Booster Model 85BK, a stunning, 5-tube, 3-band superheterodyne, offering world-wide entertainment with tremendous power and life-like tone. New, big "Save-the-Battery" Dial. "B" battery plug connection, phonograph connection, 2-volt operation or 6-volt operation with Pak-O-Powr and 6-volt storage battery.

(AT RIGHT) RCA Victor Distance Booster Model 85BT, featuring 5 RCA tubes, "Save-the-Battery" Dial, aircraft and amateur calls, foreign reception, standard broadcast, police bands, and a host of extra-value features.

Other RCA Victor farm radios are Console Model 86BK and Table Models 84BT and 86BT, which offer many outstanding performance features—features that will help you make easy sales.

In addition, you can make handsome profits through sales of RCA Victor electrically operated radios to power line farm homes. There are 21 models, ranging from $20 up, which offer a total of 55 splendid features to help you sell. Foremost of these is the first truly automatic tuning—RCA Victor Electric Tuning. Others include new Overseas Dial, which makes short wave tuning 50 times easier than ever before, Armchair Control, Sonic-Arc Magic Voice, Beauty-Tone Cabinets, Magic Brain, Magic Eye, RCA Metal Tubes.

RCA Victor

RCA Manufacturing Company, Inc., Camden, N. J.

AMERICA • *Radio City, New York*

Behind the Scenes in Station Surveys

It's Not the Results but the Size of the Sample, Declares Research Expert, in Critical Analysis

By ED CLAPHAM
Sales Promotion Department
WOR, Newark

FIGURES are funny things, especially when they show up in radio surveys, says the author, who is in charge of WOR's market research. To prove his point he takes some mythical and typical surveys, pins them on the wall, steps back ten paces and starts shooting. You get the idea that the institution of radio surveys is pretty well shot full of holes by the time the tenth or fifteenth paragraph is reached. Another ten paragraphs and he'll blast your faith in the theory of gravity. It's really a survey of surveys, with no pulling of punches.

NOT LONG ago a radio writer criticized the industry when he suggested that radio "put on long pants." A lot can be said for both sides of the thought behind this jibe but we are more interested right now in some other fallacies radio seems to insist on harboring, which we think it's time to be rid of.



Mr. Clapham

Particularly, during the past two years, radio stations, sometimes aided or provoked by networks, have consistently climbed out on a limb to shout "We are first in Podunk Holler!" The "first" may take the form of a first in listening audience, the favorite station, or the station with the largest average audience, etc. Usually one station will engineer a scoop by bringing out a sparkling survey and then its rival, smarting under flesh wounds, will scurry around to a second research organization to make a survey to find something it can claim a first in. If you happen to examine the size of the samples on which the jobs are based you get the idea that these stations would go out to catch whales with a butterfly net.

Some Fallacies

An example of this recently took place in one of our larger cities. Station A brought out its survey report thereby making Station B's face very, very red for a time. It didn't stay red long though, because B soon brought out its own survey to show that Station A's report was all wet and Station B was instead the leader.

There were several of radio's fallacies in this particular experience, but the most interesting one rests on the significance of the figures which each station displayed. Station A, let us say, came out with a huge (?) leadership because it had 36.2% of the audience as compared to only 33.5% for station B. A difference of 2.7% out of several million potential listeners. Now isn't that a pity?

And then Station B reversed this leadership in its survey and—to keep this example simple—we will say showed that it had the 36.2% and A the 33.5%.

Leadership? Maybe, if you want to call it that. But let's look a little farther.

There is a simple test which Prof. Theodore H. Brown of the Harvard Business School has developed to determine the actual significance of the results of such a survey. Brown considers the size of the sample taken in relation to the audience to be measured, the representative distribution of this sample, and the differences in the results obtained; i.e., the differences in the percentage of listeners attributed to each station. If the sample is small and the differences small, he may conclude that there is no significance in the results. If the sample is adequate and the differences still small or the sample adequate and the differences large, the latter may be significant, showing definite superiority for one unit over another.

In the example we have quoted above there was no significant difference—i.e., A and B were virtually in a tie for the leadership—because the sample was small and the difference of 2.7% was not sufficiently large, considering the lack of representativeness. So, these two stations spent a lot of money proving that one was just as good a bet as the other.

But let's look at it from another angle. Seemingly there was very little difference in the programs offered during the two periods of these two surveys, and there was no appreciable reason for the habits of the people changing in the short time between. And yet there was a difference in the results obtained. Can this mean that the samples taken in one case were more representative than in the other? Or can this mean that listening habits fluctuate so rapidly and so much? Or just what can be concluded from the whole business? It seems to us that a nice dark cloud was thrown over the picture by these two performances.

Peanuts and Pickles

Significant differences? We doubt it. And if significant, for how long . . . considering the ever changing complexion of radio listening. But even if there was a significant difference of maybe 5% in total listeners for one station over the other, what of it? The sponsor is interested in the size of his audience and as long as he is getting a good big audience—and most of them will settle for 33% or 36% of the listening audience—he is getting a darn good buy. So it looks to us as if Station A was doing B a favor by showing that B owned a 33% audience. Anyway how can Station A claim that audience, or offer it, when the probability is that the program surveyed belongs to the sponsor? But let's get on.

If you don't mind we will just stay with the above example, and let it bear these great sins of the radio world—the sin being, in this case, that of the averaging of radio audience results and samples.

We all learned in school (Grade 8) that you can't "average" pickles and peanuts and get jam. It's still pickles and peanuts. But a lot of high-powered radio men are doing it every day and seemingly getting away with it.

Consider almost any so-called "station audience" or "popularity" survey. In nine out of 10 cases you will find somewhere in the report an average of the godawfullest bunch of pickles and peanuts you could ever hope to dream over. Morning, afternoon and evening listening results are averaged and a total taken and labeled representative of that day, or, even worse, of that week. Mondays are averaged with Fridays. Jack Bennys are averaged with Ford Symphonies. Quarter-hours are averaged with hours. And the whole thing is labeled *jam* . . . and a huge significant leadership in audience for station A. When every last one of us knows that there aren't two listening periods which are sufficiently comparable to be averaged.

(Now don't get us wrong. The survey which sets out to measure the influence of *one* particular program as compared to that of its competitors over a period of weeks or months, as the results of a series of Benny half-hours, can be averaged together and mean something. This goes for the regular audience checks. When they are used correctly, to show trends and relative changes, they are darn good ammunition.)

But radio statisticians don't stop at averaging programs and periods. We also try to average a sample, that we know very well is too small, into something that will sound like a large and sufficiently adequate one. It's expensive for stations or networks to make these audience checks for only a few hours. It's more expensive when they decide to make a really representative check of a whole week. (We haven't yet seen a true example of one of these.)

Anything less than several thousand calls as a sample for a survey to cover two hours or more of listening leaves a doubt in the minds of statisticians and agency men as to its reliability. But we can't afford more than a few thousand calls, so to get adequate value out of the expenditure we decide to increase the number of hours surveyed. Maybe by adding one more thousand we decide that we can cover a whole week of listening and be able to point to a nice large sample, in thousands, as an adequate base for our results.

If we were to hear of a survey of a single program of 15 minutes we wouldn't think of paying much attention to it if it was not based on from 600 to 1,000 calls. But just because we are making several thousand calls during a week, measuring seven days of listening—including upwards of 350 separate and distinct quarter-hours—we think that the smallness of our sample will average out and we will get a representative picture. Now if you have a pencil handy it will take just about five minutes to divide the total sample taken on one of these surveys by the number of quarter-hours it represents and to learn that the shockingly low total of 25 to 50 calls per quarter-hour is the basis of the remarkable results representing the listening of an area of a million and more people.

Breaking Down the Sample

Examining several surveys of this type you will notice that in each case the "several thousand sample" may mean calls, completed interviews, or interviews with radio owners. If it is "calls" there are factors which must first be subtracted in order to arrive at the size of the actual sample. Namely: don't answers, busies or disconnecteds, refused informations, etc., until you finally get down to the actual number of interviews with radio owners.

Let's be liberal and assume that the 25 to 50 calls in the above survey represented interviews with radio owners. A 50% total radio listening audience at any one time is rare, but we will again be liberal. Therefore our sample is cut in half to between 13 and 25 interviews with radio owners who actually are using their sets at the time of the call. Almost any city area has at least four to 10 stations competing for these 13 to 25 radio listeners. This means that if three stations own say 75% of the audience, each has only from three to six listeners as a base for the percentage of audience credited to it. A sample so small that the addition or subtraction of two listeners to a single station's audience may make a 25% to 50% change in the results.

Let's make this clear right now. Regardless of whether or not there is a change of program or competition at the end of any one quarter-hour of listening, there is invariably a change in the size and distribution of the audience. If you want to measure the distribution of the audience for any one period or any series of periods it is necessary to take an adequate and representative sample of every separate and distinct quarter-hour of listening. So, how can we average a sample of 25 to 50 calls per quarter-hour to get a true picture of the listening audience for a day or an evening, when we know that the makeup of that audience has changed every quarter-hour during the day or evening?

Do we clean house or are we to keep right on kidding ourselves?

Ironized Yeast To Place

IRONIZED YEAST Co., Atlanta (yeast tablets), will start a quarter-hour transcribed musical variety program on approximately 40 stations in major markets early in September. Ruthrauff & Ryan Inc., New York, is the agency.



ADMISSION to 700,000 Radio Families

50,000 WATTS
KPO
SAN FRANCISCO

TOPS IN SPOT

One ticket—your program on KPO —takes you into all these homes in Northern California, Nevada, Idaho and Oregon. And takes you there to the accompaniment of NBC prestige and popularity—a strong combination.

A Pacific Coast Red Network Station
Completely Programmed by NBC



SIMPI
MET A
GOIN

• "Let me t

quest indicated that the name "Simple" was a

smart buyer. • Lots of Spot Broadcasting is

few markets — success! — and then expansion i

• The success of such a procedure hinges on

for the original tests. • Here are stations wh

for the success of such tests — and for the p

SIMON

APIEMAN

TO THE FAIR

the your ware", said Simple Simon, which re-
snomer and that Simon was in reality a very
ught in the same way. A taste of radio in a
l other likely markets throughout the country.
e point: Proper market and station selection
advertisers have learned to depend upon
table expansion of the resulting schedules.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
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NEW YORK • DETROIT
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Secretary Hull Said to Favor Proposed Government Station

Rep. Celler Says NAB was "Ill-Advised" in Opposing Plan; Hearings Await Action by President

ANNOUNCING that President Roosevelt has received a favorable report from Secretary of State Hull on his bill proposing government construction and operation of a powerful international shortwave broadcasting station in Washington, Rep. Celler (D-N. Y.), speaking July 20 in the *Congress Today* series on Inter-City Network from WOL, Washington, asserted that the NAB was "ill-advised" in going on record in opposition to the bill at its recent convention.

Action on the proposal, first broached by Telegraph Commissioner George H. Payne, who according to Rep. Celler assisted in preparing the bill, awaits the President's approval. If approval is secured, hearings will be called before the House Naval Affairs Committee, of which Rep. Vinson (D-Ga.) is chairman. The bill (HR-4281) falls under the jurisdiction of this committee because it proposes construction of the station, to be known as the "Pan-American Radio Station," by the Navy under a $750,000 appropriation plus $100,000 annually for its maintenance.

The NAB resolution opposed the bill as threatening an entering wedge toward government operation of broadcasting stations and as being a waste of taxpayers' money, since existing international shortwave stations already in operation can perform the same task.

Favorable Sentiment

Under the bill the U. S. Commissioner of Education would provide "programs of national and international interest," according to Mr. Celler, who added that it has had the approval and encouragement of responsible officials of the Department of the Interior, Department of Agriculture, FCC, National Committee on Education by Radio and the Pan American Union. President Roosevelt and Secretary of the Navy Swanson, as well as Secretary Hull, have heretofore "informally indicated their approval of the general purpose of a Pan-American radio station under U. S. government control," he said.

Rep. Celler pointed out that President Roosevelt, following the Montevideo conference of North and South American nations, had by executive order set aside certain frequencies for such a station under the government control.

"The station was never built," he said. "Misguided persons threw many obstacles across the path of this much needed reform. They feared this would be the entering wedge into governmental control of radio in general. Their fear was ridiculous.

"These persons should now cease their opposition. Otherwise, they will get their fingers burned. Because of their pressure against carrying out the President's executive order, I have introduced my bill. Its opponents should understand that I specifically provide therein for cooperation of private stations in the maintenance and operation of the Pan-American broadcasting station.

"I am a firm believer in private initiative. I do not want to slam the door in the face of the efficiency, enterprise and resourcefulness of private ownership. Our radio system, despite certain besetting evils of commercialism, is still the greatest in the world, thanks to private control. But one Pan-American shortwave station, set up in pursuance of the treaty, in an unassigned channel, on a noncompetitive basis, will not militate in the slightest against private initiative. It will not lead to government monopoly.

"Unfortunately, the National Association of Broadcasters has gone on record in opposition to my bill. I believe this is most ill-advised. The broadcasters who oppose the bill are standing in their own light.

"I am a sincere friend of private operation and control of radio. Governmental control of radio facilities would destroy freedom of the air and utter freedom of the air, just as utter freedom of the press and of speech, is essential as a corrective of democracy. I believe in utter freedom in the discussion of governmental problems. * * *

"Setting up a Pan-American shortwave broadcasting station, in pursuance of a treaty with the Pan-American countries, will not in the slightest strike at the principle of freedom of the air. Foreign governments, notably Russia, Italy, and Germany, are spending millions of dollars for propaganda purposes under our very noses. Daily and nightly there is poured into this country in the English language all manner and kind of programs extolling the virtues of Communism and Fascism. At the present time, there is no antidote. The villifiers of our American form of government, and those who would breed treason within our ranks, are given the uttermost freedom over these foreign shortwave stations controlled by supposedly friendly governments.

Reaching the Far Corners

"The facilities to be set up under the provisions of my bill providing for such a Pan-American station are powerful enough to permit shortwave broadcasting that would reach the nethermost ends of the earth. Every part of Russia, Germany and Italy could be covered. We would be enabled if we choose to fight fire with fire, poison with poison. But above all, we could set aright the inhabitants of those nations and show them the ways of Democracy * * *

"You will note that an opportunity is given, under well defined conditions, for a private company to use the facilities of the Pan-American station. Despite great opposition, I inserted such provisions in my bill. I anticipated objections from the broadcasting companies. It was for that reason that under my bill, I gave the Commissioner of Education, with the approval of an advisory council, in his discretion the right to allow privately owned commercial radio companies, to use without charge the facilities of such a Pan-American station.



DOUBLE DUTY—This ultra-high frequency antenna recently installed by Westinghouse atop the Bradford Hotel, Boston, for W1XKA both transmits and receives simultaneously on two frequencies without any interference. It is grounded to the structure carrying the hotel sign, grounding away all electrical effects from lightning surges. Westinghouse has used similar antennas on a number of police installations in New England.

NBC Expands Schedule Of Shortwave Broadcasts

NBC on July 26 began a new shortwave service in six languages to Europe, South and Central America on W3XAL with two new directional beam antennae in operation for the first time. On the air from 9 a. m. to 1 a. m. daily (EDST) the new schedule will carry NBC sustaining programs both Red and Blue. Under the direction of Charles Carvajal, production director of W3XAL, and Phillips Carlin, NBC sustaining program manager, the service to Europe will be available from 9 a. m. to 3 p. m. on 17,780 kc. with announcements made by Ernst Kotz and Miss Lisa Sergio. Miss Sergio, NBC guest announcer, will announce in Italian and French, while Kotz will make the German announcements. Programs to Europe on the non-directional antennae will also be broadcast from 3 to 7 p. m.

The directional beam broadcasts to South and Central America on 17,780 kc. will be heard from 7 to 9 p. m. and on 6,100 kc. from 9:15 p. m. to 1 a. m. Announcements for South and Central America will be made in English, Spanish and Portuguese by Martin Viale of the Argentine, Pinto Tameirao of Brazil and Armando Mencia of Cuba. In addition to the network broadcasts, programs of particular interest to individual countries will be aired from time to time and the specially arranged programs for Latin America will be continued.

In addition to broadcasting the pick of the sustaining programs on both Red and Blue networks, NBC is also broadcasting nine 15-minute news programs in six languages daily, having purchased the complete INS news service for use exclusively on these foreign broadcasts. Domestically NBC uses Press-Radio for its sustaining and UP news for its sponsored news broadcasts.

G-E BOOSTS POWER OF SHORTWAVE UNIT

WHAT IS expected to be the most powerful shortwave transmitter in the world is being constructed by General Electric Co., in Schenectady under FCC authority for its stations W2XAD and W2XAF.

With 100,000 watts in the antenna, the transmitter will have a greater actual output than any of the European stations, it is understood, which rate their power by input rather than off the antenna. The transmitter will be used by both stations on alternating schedules and with high directional antennae, it is reported.

Presumably the effort will be made to concentrate the beam in the direction of South America for best possible reception there. The installation will involve a cost of more than $100,000 and will increase the signals to more than twice their present strength, affording stronger and clearer reception throughout the world, according to General Electric.

W2XAF has operated on the 9,530 kc. channel with 40,000 watts and W2XAD on the 15,330 kc. channel with 25,000 watts. By using a staggered system of transmission, the stations can operate with the single transmitter. W2XAD now broadcasts approximately 220 hours per month and W2XAF 290 hours. GE said this time will be increased as a result of the greater range of the new transmitter which will be completed by the early part of 1938.

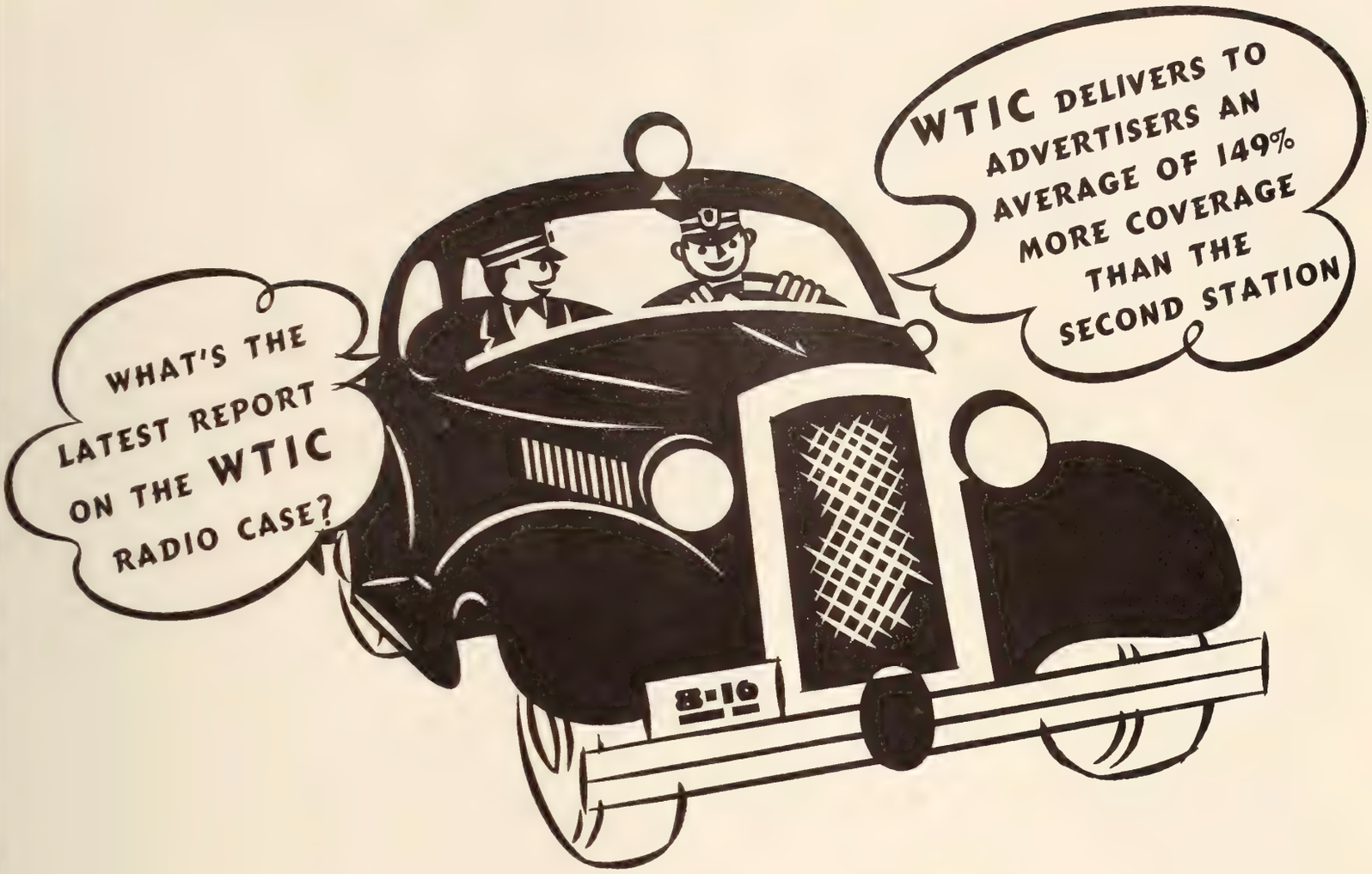
General Electric's application to build a 20 kilowatt station in Belmont, Cal., on 9,530 and 15,330 kc. unlimited time was favorably reported July 19 by Examiner Hill. The station would operate when the Schenectady stations on the same frequencies are not on the air. It would provide NBC service to the Far East as well as broadcast recorded and local live talent programs.

New Shortwave Schedule Is Inaugurated by CBS

CBS has inaugurated a new time schedule for its shortwave broadcasts to Europe and South America on W2XE. Each week day there will be three separate periods totaling six hours for programs to South America and three periods totaling 5½ hours for European listeners. On Sunday there will be two periods for each group, five hours for Europe and seven hours for South America.

The schedule follows: To Europe (weekdays) 7:30-10 a.m. on 21,520 kc, 3-5:30 p.m. on 15,270 kc, 6:30-7 p.m. on 11,830 kc; to Europe (Sundays), 8-10 a.m. on 21,520 kc, 1-4 p.m. on 15,270 kc; to South America (weekdays), 10-10:30 a.m. on 21,520 kc, 5:30-6 p.m. on 15,270 kc, 7 p.m.-midnight on 11,830 kc; to South America (Sundays), 5-6 p.m. on 15,270 kc, 7 p.m. midnight on 11,830 kc.

CHIEF Engineer Max Weiner of WNEW, New York, on July 21 interviewed Frank Parker Stockbridge, the reporter who covered Marconi's first Transatlantic wireless tests, and Sam Kaufman, correspondent in New York for British radio publications, on their contacts with the noted inventor. These were part of the station's memorial to Marconi, WNEW also joining NBC-Red that day to carry the funeral services from Rome.



Yes, WTIC does offer the advertiser more coverage in the rich Southern New England market than any other station. And here's proof of that statement. During the week from February 28 to March 6 the Ross Federal Research Bureau made over 12,000 telephone calls in the Hartford market alone. Here is a summary of the results obtained.

60.72%	were tuned to **WTIC.**
24.37%	were tuned to the next most popular station.
6.54%	were tuned to the third most popular station.
2.28%	were tuned to the fourth most popular station.
6.09%	were tuned to all other stations.
100.00%	total calls.

WTIC covers all of Connecticut, western New York, eastern Massachusetts, Vermont, New Hampshire. In WTIC's primary coverage area is an audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626, making a total potential audience of 3,398,436. In income, retail sales, and radio ownership this WTIC area is far above the national per capita average.

WRITE TODAY FOR OUR NEW 32 PAGE BROCHURE WHICH NOT ONLY GIVES FULL FACTS ON THE ROSS FEDERAL SURVEY BUT ALSO DETAILED INFORMATION CONCERNING THIS BILLION DOLLAR MARKET

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK

Networks Prepare For Yacht Races

Unique Coverage Is Planned For Historic Competition

COMPLETE coverage of the America's Cup yacht races for every American listener has been assured by the three nationwide broadcasting systems, each of which has scheduled more than 30 broadcasts during the seven days of racing between the defending *Ranger* and the challenging *Endeavor II*. Each network will broadcast several reports during the progress of each race and will also broadcast a summary in the evening.

CBS, the only network to have a place aboard the official committee boat, has assigned Ted Husing to cover the races, assisted by Sherman Hoyt, who took his turn at the helm of the last two Cup defenders, and John Scott Hughes, English yachtsman who is in America to cover the races for the London *Times*. Each of the trio will be stationed at a strategic point along the 30-mile course, equipped with short-wave equipment permitting him to broadcast an eye-witness description directly to the CBS network, and the three will discuss each day's race in an evening broadcast.

NBC-MBS Aerial Reporters

For Mutual, another Cup race veteran, Cameron King, will assist Dave Driscoll, special features announcer of WOR. in broadcasting the races from the Coast Guard cutter *Ponchatrain* through WOR's relay broadcasting transmitter, WBAM. A birdseye view of the spectacle will be added by Howard G. Barnes, who will follow the yachts from an Eastern Air Lines transport plane above the course. NBC will also broadcast from the air, Bill Sterns, sports announcer, being stationed in a TWA plane. Other NBC race reporters include the yachting authority, Kenneth Davison, who with George Hicks, special events announcer, will be aboard the Coast Guard cutter *Sebago*, and Arthur Feldman, of NBC's special events division, who will be located at the finish line in a Coast Guard patrol boat.

Mutual has arranged for worldwide shortwave transmission of its broadcasts through W2XGB, Press Wireless station, and NBC has also planned a number of shortwave race reports to England. B. Charles Dean, president of British American Productions Inc., who arranged for Hughes to join the crew of CBS announcers, is also working on a series of short-wave broadcasts to England to be made by Hughes for rebroadcasting by the BBC.

Vernor's Making Up List

VERNOR'S OF CALIFORNIA Inc., Los Angeles (gingerale) has appointed Allied Adv. Agencies Inc., that city, to direct its advertising in 11 western states and on July 15 started a 30-day test campaign on KMTR, Hollywood, using a daily quarter-hour of recordings. Test is to be followed by an extensive transcription serial campaign to start early in September, list of which is now being made up. Stan Worsdell is agency executive servicing account.

Goldbergs to P. & G.

PROCTER & GAMBLE Co., Cincinnati, will sponsor *The Goldbergs*, dramatic serial, over the NBC-Red network starting Sept. 13, having signed Gertrude Berg, creator of the series under a five year contract. Deal reputedly involves $1,000,000 by which she will write and star in the new series with a setup similar to that when sponsored by Pepsodent. Contract calls for five weekly quarter hour episodes, to be heard daily 4:30-4:45 p. m. (EST), for 52 weeks. Broadcasts will originate in New York and later shift to Hollywood while Mrs. Berg fills motion picture writing commitments. NBC Hollywood Artists Bureau set the deal with Leonard T. Bush, vice-president of Compton Adv. Inc., New York, and account executive for most of the Procter & Gamble products, when he was on the West Coast in July.

MacFadden Expands

MACFADDEN PUBLICATIONS Inc., New York, is now sponsoring the *Good Will Hour* 10-11 Sunday evenings on a combined hookup of the Inter-City Broadcasting System and MBS in the interest of *True Story Magazine*. Program, originated at WMCA, New York, under the direction of John J. Anthony, has been broadcast for some months on a five-station Inter-City network as a sustaining feature. It is an outgrowth of the ill-fated *Good Will Court*, which also originated on WMCA and which also was sponsored by MacFadden for *True Story*, before it became a nationwide network feature sponsored by Standard Brands Inc. for Chase & Sanborn coffee. Under the new setup, the program will be broadcast over two stations in New York, WMCA and WOR, which will feed it to the Inter-City and MBS stations respectively. Series was placed through Ruthrauff & Ryan Inc., New York.

MARK SHRIEBER, sports commentator of KVOD, Denver, had a narrow escape July 14 while he was describing the midget auto races in Denver. One of the racing car drivers, roaring around the one-fifth mile track at about 65 miles per hour, lost control of his tiny machine, and it nosed into the grandstand within a few feet of where he was standing. Neither was injured.



KANDID FIEND—Too late for entry in BROADCASTING'S NAB convention Kandid Kamera Kontest [BROADCASTING, July 15] was this shot of William Cline, sales manager of WLS, Chicago, taken by John C. Baker, of the WLS program department. Baker says it shows what the well-dressed candid cameraman will wear. Believe it or not, amidst all the trappings, all of which are candid camera accoutrements, Cline actually is carrying a camera (six inches southeast of chin).

FIRST NAB DISCS SENT SUBSCRIBERS

WITH A tentative schedule of new production of five hours per month, the first 20 hours of the new NAB public domain transcription library now are ready for shipment to subscribing stations, James W. Baldwin, NAB managing director, announced July 30. Some 50 stations have ordered the service and will receive the discs during early August, the managing director asserted. Shipments are being made on a C.O.D. basis at the rate of $10 per hour per member station with a library of 100 hours in view.

The production schedule, Mr. Baldwin said, contemplates additional units of five hours per month to subscribers. Preparations have been begun for additional recordings beyond the 20 hours, a cross section of which was auditioned during the NAB Convention in Chicago in June. The 50 station subscribers for the service were procured at that time but formal contracts have not yet been entered into with stations. At the Convention it was announced that the NAB Bureau of Copyrights had been incorporated as a going concern to make available the public domain music to NAB member stations at the $10 per hour rate and to other stations at $15 per hour.

Officers of the new corporation are John Elmer, NAB president, president; Mr. Baldwin, vice-president; Harold V. Hough, manager of WBAP, Fort Worth, and treasurer of the NAB, treasurer, and E. E. Revercomb, NAB statistician and bookkeeper, assistant treasurer and secretary.

Plans to retain a salesman to contact stations in connection with the library have been discarded for the present, it is understood. Solicitations will be made direct from NAB headquarters. The library is being recorded by E. V. Brinckerhoff & Co., New York, under the direction of M. P. Frutchey Jr., chief engineer of the transcription company. Processing and pressing is being handled by Clark Phonograph & Record Co.

Radio Production Firm Revived by Tiny Stowe



Mr. Stowe

ARTHUR W. (Tiny) STOWE, radio director of Hays MacFarland & Co., Chicago agency, resigned Aug. 1 to reorganize Stowe-A Gram Productions Inc., which will specialize in building transcribed programs for spot advertisers. Mr. Stowe originally organized the firm in 1935 but disbanded the organization to become radio director of Hays MacFarland on July 1, 1936. He has already signed up two of his shows with Chicago agencies and the programs will shortly be transcribed for spot release. The firm's offices are at 360 N. Michigan Ave.

Mr. Stowe is one of the pioneers in radio having been in the business for the past 14 years. He was sports editor of the *Dallas Times-Herald* and was made general manager of KRLD when the newspaper built the station in 1924. He resigned in 1929 to become vice-president and general manager of the Southwest Network and was instrumental in the founding of KTAT. In 1930 he went to KSTP, St. Paul, as continuity editor, later going to WSM, Nashville, as production manager. In 1934 he went to WLS, Chicago, where he was continuity editor until he formed his own company. *Gold Medal Minstrels* and *Broadway Cinderella* were two of Mr. Stowe's productions. He also produced *Ma Perkins* before joining the Hays MacFarland agency. Succeeding Mr. Stowe is Miss Evelyn Stark, his assistant.

TOUR OF THE PLAYGROUNDS

Civic Response to Series for Children On WTMJ Described as Favorable

CONCEIVED as a civic safety promotion and designed to encourage children's summer play at city-supervised playgrounds, WTMJ, Milwaukee, has inaugurated a series titled *Playground Tour*. With the slogan of "Keep Youngsters Off the Streets", WTMJ, has begun its tour of 44 local playgrounds under the direction of Larry Teich who is the "Captain Larry" of *Our Club*, a WTMJ youth organization with an active membership of 300,000 kids. In cooperation with civic authorities, Mr. Teich interviews the children at play and asks them simple question about their games and their school experiences. The city playground supervisors assist in arranging the programs and help to handle the children during the broadcasts, while the police department is cooperating in sending officers to the playgrounds to participate in the series. Four different transmitters are being used on the *Playground Tour*, including a 7½-watt ultra-high frequency plant rigged in a small car, a medium-low 50-watter for three mile distances, and two ultra-high frequency short-wave trucks. The adult reactions to the programs have been most favorable and the show is rich in entertainment value, according to WTMJ. On completion of the present series WTMJ plans to continue the interviews under commercial sponsorship from vacant lots and city parks.

Abert WTMJ Manager

THE TITLE of manager of WTMJ, Milwaukee, passes Aug. 1 to Donald Abert, assistant manager, while Walter Damm continues as general director in charge of the promotion department of the *Milwaukee Journal*, operator of the station. No other staff changes are contemplated. Mr. Abert joined WTMJ about a year ago, coming over from the newspaper.

The Atlanta Journal

for 15 years
Owners and Operators of

WSB

THE VOICE OF THE SOUTH

Announces

THE NEW ATLANTA STATION

WAGA

N. B. C.

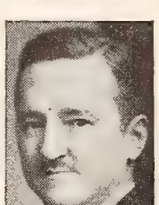
Blue Network Outlet

WSB, 50,000 Watts, will become Georgia's only Red Network Outlet.

WAGA, 1,000-500 Watts, will be maintained by the Atlanta Journal in conjunction with the Liberty Broadcasting Corp. as Georgia's only NBC Blue Network Outlet.

The Journal Covers Dixie Like the Dew

Buryl Lottridge Named Head of Oklahoma Net



Mr. Lottridge

APPOINTMENT of Buryl Lottridge, former commercial manager of Central States Broadcasting Co., Omaha, as managing director of the Oklahoma Network, was announced July 17. For the last six weeks he has been assistant manager of KOMO, Oklahoma City, under Neal Barrett. His new duties will include complete supervision of the activities of the network, formed several months ago and now an affiliate of Mutual Broadcasting System. Stations in the network are WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KASA, Elk City; KGFF, Shawnee; KADA, Ada and KVSO, Ardmore.

Windup of State Legislative Sessions Finds Few New Laws on Broadcasting

ALTHOUGH a bumper crop of bills affecting broadcasting in various ways was introduced in state legislatures during the current legislative season now drawing to a close, there were few legislative enactments except for state copyright bills.

Copyright legislation was considered in 13 states. The bills had to do with pool licensing and price fixing of copyrighted musical compositions. Such bills became law in Florida, Montana, Nebraska, Tennessee, Washington, and Wisconsin. The Illinois bill (H-567) received a favorable committee report, but was tabled in the House, and the Iowa bill (H-2489) was killed. In Indiana (H-459) and Minnesota (H-1521) and S-1367) and in Ohio (S-108) and Texas (H-468) the sessions ended without final legislative action on such bills.

The only real setback on state copyright legislation occurred July 27 when Gov. Frank Murphy of Michigan vetoed the anti-ASCAP bill, declaring he was advised by Attorney General Raymond Starr that it would not stand up under court test. The bill, patterned after the Montana and Washington measures, was sponsored by the Michigan stations.

Radio taxation received some attention by state legislatures, notwithstanding the doctrine in the so-called Fisher's Blend case in the U. S. Supreme Court, wherein a state tax levied upon gross receipts of broadcasters was held invalid. In Arizona, a revenue act was adopted which provides for an excise tax on radio advertising. A prior act did the same thing, but it is understood that the law officers of the state held that collection of the tax should not be attempted because of its invalidity. Several bills which would have specifically taxed radio were introduced in Kansas (H-345, S-364, S-514), but the tax bill which became law (S-522) omitted the radio tax provision. The same situation prevailed in Missouri where several bills were introduced which embraced the idea of a tax on radio but the tax bill which was finally adopted (H-6) eliminated this tax.

Tax Bills That Failed

Bills providing for the levying of tax on broadcasters failed of passage in Minnesota (S-1389 and H-163 which provided for 5% tax); Ohio (H-279 which would have levied a 10% tax); Oklahoma (H-14, a 10% tax); Utah (H-23, a 2% tax); West Virginia (S-159, a 1% tax); and Washington (S-313, a 2% tax on intra-state radio receipts). The bill which became law in Alabama exempted radio (H-179), and bills in Colorado, Georgia, Idaho and North Dakota are so phrased as to permit of the construction that they do not include a tax on radio broadcasting. An Indiana bill which did not pass (H-159) provided for a tax of $25 a day on radio programs, and a New York bill (S-1448) which met the same fate, proposed the requirement of the submission of all radio commercial advertising copy to a division of the State Department of Education and the payment of a tax of 10c for each word of the copy which the state approved.

Numerous bills were introduced and some were adopted which had either direct or indirect reference to the content of radio programs. Measures which restrained dentists from engaging in certain classes of advertising enterprise died in aCli-fornia (A-2604) but were enacted in Kansas, Maryland, Massachusetts, Michigan, Pennsylvania, Texas, Vermont and West Virginia.

Bills of the nature of pure food and drug measures and which would have applied to radio advertising to the same extent as they would have applied to other advertising media, were introduced in California, New York, North Dakota, Pennsylvania, became law in North Carolina (S-310), but failed of passage in California, Colorado, Georgia, Illinois, Iowa, Maryland, Massachusetts and Pennsylvania. Some of these false advertising bills such as that in Pennsylvania specifically exempted the broadcaster from liability. Liquor bills which either prohibited liquor advertising or which laid onerous tax burdens on liquor advertising died or were killed in California, Minnesota, Oregon, Pennsylvania, Texas, Washington and Wisconsin, but were adopted in Maine and North Dakota. The so-called "small loans" bills which restricted advertising of the small loan business to some extent were adopted in Connecticut, but failed of passage in Illinois, Massachusetts, New York, North Carolina, Rhode Island, Michigan and Tennessee.

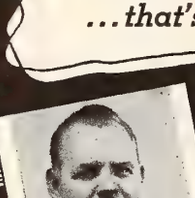
A Michigan bill, which failed to pass, would have required all continuities to be filed with the state (H-344). The use of the word "Court" in a broadcast was prohibited by New York (S-176 and H-197), but these bills were not enacted into law. A New Jersey bill prohibited the broadcasting of court proceedings (S-117). Proposals in California and Washington to prohibit the broadcasting of

(*Continued on page 63*)

"Give Us More of Those Good Programs with Established Ready-Made Audiences"

...that's what Advertising men have been telling Us:

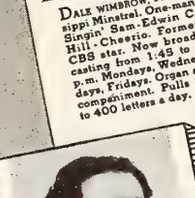
Well, here they are, waiting for you!



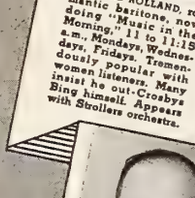
DALE WIMBROW, Mississippi Minstrel. One-man Singin' Sam-Edwin C. Hill-Cheerio. Former CBS star. Now broadcasting from 1:45 to 2 p.m. Mondays, Wednesdays, Fridays. Organ accompaniment. Pulls up to 400 letters a day.



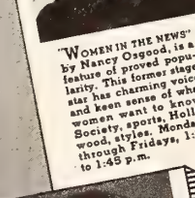
RICHARD ROLLAND, romantic baritone, now doing "Music in the Morning," 11 to 11:15 a.m., Mondays, Wednesdays, Fridays. Tremendously popular with women listeners. Many women listeners insist he out-Crosbys Bing himself. Appears with Strollers orchestra.



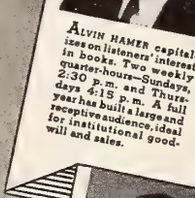
"WOMEN IN THE NEWS" by Nancy Osgood, is a feature of proved popularity. This former stage star has charming voice and keen sense of what women want to know. Society, sports, Hollywood, styles. Mondays through Fridays, 1:30 to 1:45 p.m.



ALVIN HAMER capitalizes on listeners' interest in books. Two weekly quarter-hours—Sundays, 2:30 p.m. and Thursdays 4:15 p.m. A full year has built a large and receptive audience, ideal for institutional goodwill and sales.



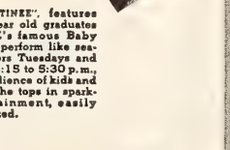
HAROLD TRUE, Michigan's ace news narrator, broadcasts "Tomorrow's Headlines" every week night at 10:00. Forceful, fresh. United Press script. Also available for dinner hour "Day In Review". A noon news period is also open.



HARRY GOLDEN'S 6:30 to 8 a.m. "Breakfast Club" is Detroit's established waker-upper. Weddings, party mentions, listener ideas, fresh recordings. Big puller for food, drug or other family item. Available complete or in smaller units.



"JUNIOR MATINEE", features 11 to 16-year old graduates from WXYZ's famous Baby Stars. They perform like seasoned troupers Tuesdays and Thursdays, 5:15 to 5:30 p.m., to a large audience of kids and grownups. The tops in sparkling entertainment, easily commercialized.



BETTY BARTON'S "Happiness House" cleverly conveys labor-saving ideas to Michigan's housewives. Informative, helpful entertaining. Announcer stooge. This period, 11:15 to 11:30 a.m., available as unit or on participating basis at $20 per 100 words.

WXYZ

DETROIT

KING-TRENDLE BROADCASTING CORPORATION

300 Madison Theatre Building · · Detroit

EASTERN OFFICE: 550 Chanin Building New York

Wm. G. Rambeau Co. Representative Home Office: Tribune Tower, Chicago

WESTERN OFFICE: Russ Building San Francisco

Stepping Out!
. . . with AMARILLO, TEXAS



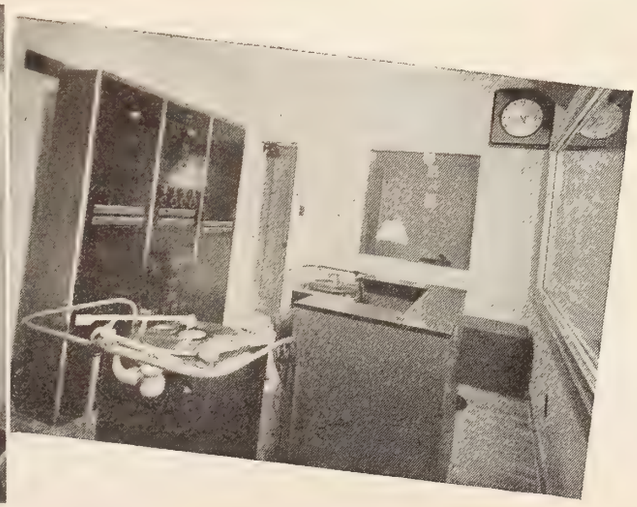


KGNC stepped out in June with an ultra-modern new studio —a vest-pocket **Radio City!**

Amarillo stepped out in May to lead all Texas cities in business gain over May 1936—a 40% increase!

Together, KGNC and Amarillo are a swell pair—
GO PLACES WITH THEM!





NBC OUTLET

FOR THE PANHANDLE PLAINS!

KGNC THE NEWS-GLOBE STATION, AMARILLO, TEXAS
WILSON-ROBERTSON, INC., REPRESENTATIVES

Fall Spot Accounts Aim Toward Record

Disc and Labor Issues Only Dark Spots On Horizon

(*Continued from page 17*)

will carry the spot announcements. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

D & M Finance Co., Chicago
Will use spot announcements on 10 stations this fall for silverware. First United Broadcasters Inc., Chicago, is agency.

Delaware, Lackawanna & Western Coal Co., New York
Will use transcribed versions of its network program, *The Shadow*, in a few markets to advertise Blue Coal. Ruthrauff & Ryan Inc., New York, handles the account.

de Elorza Cosmetics Inc., Hollywood
After a test campaign on KFWB and KEHE will extend radio activities to other sections of the Pacific Coast in fall, using spot announcements and programs, placing through Continental Adv. Service, Hollywood. Products are Maillards beauty lotions.

Devoe & Raynolds Co. Inc., N. Y.
Will start spot campaigns for two of its subsidiaries in September. Wadsworth-Howland & Co., Malden, Mass. (Bay State Paint), will use 13 five-minute transcriptions on 11 New England stations. Peaslee-Gaulbert Co., Louisville (P-G Paint) will use 13 one-minute discs on 37 stations in the south. Agency is J. Stirling Getchell Inc., New York.

Durkee Famous Foods Inc., Chicago
Using spot announcements on four stations and plans to add about 20 stations this fall for its margarine and coconut. C. Wendel Muench & Co., Chicago, is agency.

F & F Laboratories, Chicago
Will start one-minute spot announcements and chain breaks on a nationwide scale this September. About 50 stations will probably be used. Blackett-Sample-Hummert Inc., Chicago, is agency.

Dr. Peter Fahrney Co., Chicago
Off the air now but may return in September using minute discs on a few stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Fels & Co., Philadelphia
Will keep its Fels-Naptha transcriptions of the *Tom, Dick & Harry* MBS programs on WCSH, KGW, KOMO and KHQ three times weekly through the fall and will also continue its live talent show on WBOW. Other stations will probably be added. Account is placed by Young & Rubicam Inc., New York.

Folger Coffee Co., Kansas City
Currently using WBS quarter-hour transcriptions, *Judy & Jane*, five times weekly on 15 stations and plans to continue the same set-up this fall. Blackett-Sample-Hummert Inc., Chicago, is agency.

General Cigar Co. Inc., New York
May add to its present schedule of minute live and disc spots on five stations for William Penn cigars. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

General Foods Corp., New York
Will sponsor *House Divided*, a dramatic serial, on Don Lee Network five days a week for LaFrance laundry tablets through the fall. Sponsor will also continue participation in *Martha Deane's Hour* on WOR, Newark, three days weekly for Minute Tapioca. Both programs are placed through Young & Rubicam Inc., New York.

General Mills Inc., Minneapolis
Currently using half-hour transcriptions five times weekly on 20 stations. *Betty & Bob*, one of the shows on the General Mills coast-to-coast CBS hour, takes up one quarter-hour of the transcription while *Hymns of All Churches* and *Betty Crocker*, also on the *General Mills Hour*, occupy the other 15 minutes of the transcriptions. RCA Mfg. Co., Inc., Chicago, made the discs.

In addition to returning on NBC this fall for Wheaties with *Jack Armstrong*, will place quarter-hour transcribed versions of the program five times weekly on a list of stations as yet unselected. Blackett-Sample-Hummert Inc., Chicago, is agency.

Graham-Paige Motors Corp., Detroit
Using one-minute announcements on WBZ-WBZA, WJSV, WISN and WOR and plans to continue this list with other stations to be added in September. J. Walter Thompson Co., Chicago, recently took over account.

Grant Watch Co., Chicago
Will use thrice-weekly chain breaks starting in September on WMT, KRNT and KSO and will start thrice-weekly time signals on WFBM; will continue daily time signals on WEMP. Morris & Davidson Inc., Chicago, is agency.

W. T. Grant Co., New York
This operator of a chain of 479 variety stores throughout the country, will start a transcribed variety program on 19 stations from coast-to-coast early in September, to continue through the fall, placed through N. W. Ayer & Son Inc., New York.

Griffin Mfg. Co., Brooklyn
Will sponsor broadcasts of the home games of the Ohio State University football team this fall on WCOL, Columbus, in the interests of its shoe polishes. Griffith B. Thompson, radio director of Bermingham, Castleman & Pierce Inc., New York, in charge of the Griffin advertising, said that no further purchase of football games was contemplated, but that the company would continue to sponsor its network program and its early morning broadcasts on seven midwestern stations throughout the fall.

Gruen Watch Co., Cincinnati
Will make transcriptions of its *Time of Your Life* programs on NBC for use in cities not reached by the network series. McCann-Erickson Inc., New York, is the agency.

Guaranty Union Life Insurance Co., Beverly Hills, Cal.
Has a twice-weekly news period *News Behind the Headlines* on 6 California Radio System stations (KEHE, KYA, KFBK, KWG, KMJ, KERN), and also on KMPC and KFWB. Will extend the series to include 100 stations nationally after Sept. 1, according to Stodel Adv. Co., Los Angeles agency handling account. Sponsor recently started using radio, having concentrated its advertising on newspapers in the past.

Hamlin's Wizard Oil Co., Chicago
Will start half-hour weekly transcriptions on 20 stations Nov. 1. Vanderbie & Rubens Inc., Chicago, is agency.

H. J. Heinz Co., Pittsburgh
Will sponsor Russell Pratt's children's program, five days weekly, on WTAM, Cleveland, until mid-fall at least, for Heinz Rice Flakes. Company may continue and expand transcription campaign for its strained baby foods, now being tested in two markets. Maxon Inc., New York, is agency.

Household Finance Corp., Chicago
Using live talent programs six times weekly on 25 stations, may increase the list in September. Programs vary from 15 minutes to full hour shows. BBDO, Chicago, is agency.

Huffmann-Holmes Co., Los Angeles
Recently conducted a 13-week test on KFWB and KEHE for H & H foot exerciser. Now making up a list to include several western stations, using transcriptions. Advertising Arts Agency, Los Angeles, has account.

Illinois Meat Co., Chicago
Used quarter-hour programs daily except Sunday last year and will use as many or more stations this fall for Broadcast corned beef hash. George H. Hartman Co., Chicago, is the agency.

Independent Grocer's Alliance, Chicago
Currently using station in Portland and Bangor, Me., will place *Girl in a Million* transcriptions on 20 stations in mid-September. The quarter-hour program will be sponsored by the local IGA wholesalers. Charles Daniel Frey Co., Chicago, is agency.

International Harvester Co., Chicago
Started daily one-minute announcements on 25 stations the week of July 26 on 25 stations for tractors. The series will run for six weeks. No definite plans have been formulated yet for fall. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Ironized Yeast Co., Atlanta
Will start a quarter-hour recorded variety show in September on 30 or 40 stations throughout the country for its yeast tablets, to be placed by Ruthrauff & Ryan Inc., New York.

James Mfg. Co., Ft. Atkinson, Wis.
Will start one- and two-minute spots on about six stations in September for its farm equipment. In addition to WLS, other stations will be in Wisconsin, Minnesota and Iowa and in Kansas City, Fort Wayne, Dayton, and either Rochester or Schenectady. Wade Adv. Agency, Chicago, handles account.

Kellogg Co., Battle Creek, Mich.
Will use football broadcasts to advertise its cereals, but on a smaller scale than Atlantic Refining Co. Ten or a dozen stations will probably comprise the list, unless present plans are changed. N. W. Ayer & Son Inc., Philadelphia, is in charge.

Has recently renewed *Sisters of the Skillet* on WJZ, New York, three nights a week, to run until mid-October, when it will probably be extended to network presentation. Agency is Kenyon & Eckhardt Inc., New York.

Kester Solder Co., Chicago
Now on WSM and may add additional spots this fall. Aubrey, Moore & Wallace Inc., Chicago, is agency.

Klingtite Products Co., Hollywood
Will double its radio advertising appropriation by Sept. 1 and an extensive spot and program Pacific Coast campaign is being planned through Allied Adv. Agencies Inc., Los Angeles.

Kosto Co., Chicago
Will use one-minute live announcements three to six times weekly on eight stations beginning Sept. 15 for its dessert. Stations will be confined to metropolitan sections in the Midwest. Perrin-Paus Co., Chicago, is the agency.

Kraft-Phenix Cheese Corp., Chicago
Now using one-minute spot announcements three to five times a day on WRC, WGAR, WTAM, WFBM, WBOW, WOWO, WGBF, WHIO, WBNS, WTAX, and KWK for O-kedoke popcorn. Other stations will shortly be added in Pittsburgh, Rochester and Buffalo. J. Walter Thompson Co., Chicago, is agency.

Lambert Pharmacal Co., St. Louis
Currently testing a quarter-hour live show twice weekly on WDAF, and will start an extensive coast-to-coast spot campaign this fall for its shaving cream. Transcriptions of the Kansas City program, *Home Sweet Home With Variations*, may be used. H. W. Kastor & Sons Adv Co. Inc., Chicago, is agency.

Larus & Bro. Co., Richmond
Will continue the *Alias Jimmy Valentine* transcribed serial which was started in July for Edgeworth tobacco and Domino cigarettes through the fall, and will probably expand the list of stations. Program is placed through Blackett-Sample-Hummert Inc., New York.

Laundry Owners Natl. Assn., Joliet, Ill.
Planning to use spot this fall, with stations and type of program not yet set. BBDO, Chicago, is agency.

Lavena Corp., Chicago
This Quaker Oats subsidiary will continue quarter-hour live program on one station, with the possibility that others may be added. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Thomas Leeming & Co. Inc., New York
Will use time signals during the daytime in 10 or 12 markets, with perhaps a news broadcast in New York, to advertise Baum Bengue this fall. Business is placed through William Esy & Co. Inc., New York.

(*Continued on page 48*)



Drawn for BROADCASTING by Sid Hix

"His Fan Mail Has Doubled Since We Built That Special Mike For Him."

WKY SCORES BIG HIT WITH BROADCAST FROM OKLAHOMA'S "BIG HOUSE"



PRISON BAND—Because these men practice all day while fellow inmates work in the prison furniture, overall or shoe factories, their part of the program was plenty smooth and snappy.



FEMININE TOUCH—From the women's building a mile from the main prison came two women prisoners to add a vocal duet to the hour-long program.



VOCALISTS, NOVELTIES—Among the prison's 3,500 inmates were found many experienced vocalists and many surprising mike-worthy novelties.



MUSICAL VARIETY—Four separate instrumental combinations gave the show everything from Sousa to swing . . . brass, hill-billy, jug and swing bands.

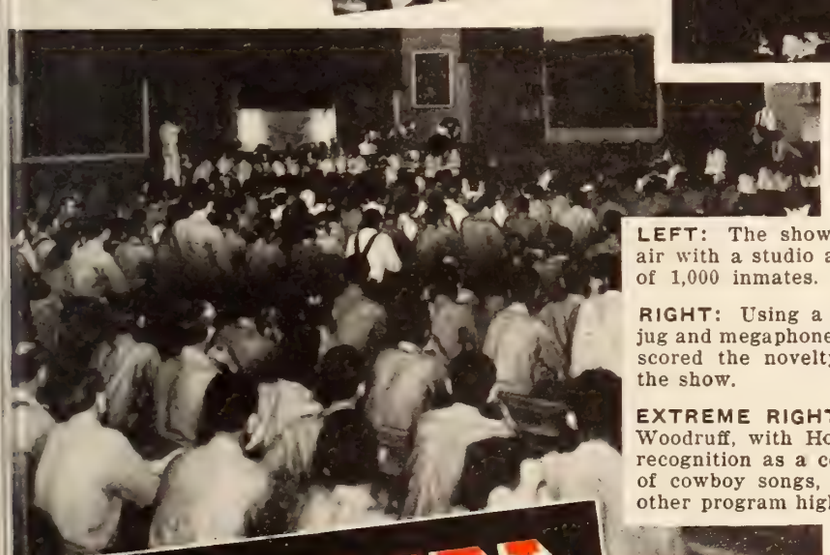
BOOKED for a one-night stand on June 12th, WKY's one-hour broadcast from behind the walls of Oklahoma's state penitentiary turned into a complete, all-around click. Another was promptly scheduled for July 10th; still another is set for August 7th.

From a seat in the air audience, the shows were tops in entertainment and showmanship. As a vehicle for acquainting Oklahoma with the earnest rehabilitation efforts being carried on in its penal institutions, the programs were high in public interest. Most notable, yet unexpected, was the striking morale-building effect of the programs on the entire prison population, a subject of enthusiastic commendation from prison and state officials.

Here is another sample of how WKY goes out of its way, turns off the beaten path, to serve public interest and give its audience something fresh and novel in entertainment. Such are the accents in programming that keep WKY the most listened-to station in Oklahoma and make it the station on which your sales story gets the most attention and the best hearing.



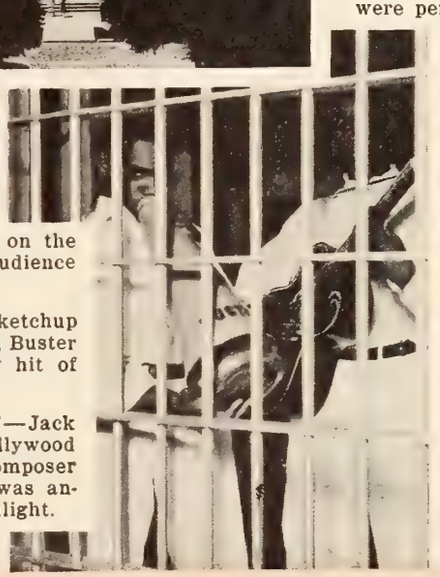
OKLAHOMA'S "BIG HOUSE"—Using the prison mess hall as a studio, WKY piped the full hour show 120 miles from McAlester to Oklahoma City. More than 75 inmates comprised the all-convict cast. A thousand inmates were permitted to sit in on the show.



LEFT: The show on the air with a studio audience of 1,000 inmates.

RIGHT: Using a ketchup jug and megaphone, Buster scored the novelty hit of the show.

EXTREME RIGHT—Jack Woodruff, with Hollywood recognition as a composer of cowboy songs, was another program highlight.





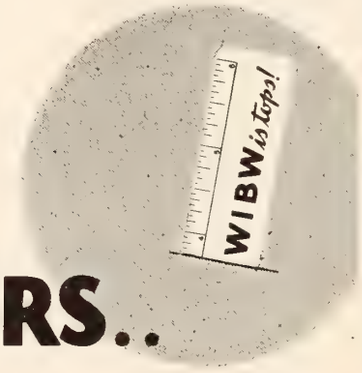
WKY

OKLAHOMA CITY

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY



By the Yardstick of



LISTENERS..

No question about it! WIBW *has* the Kansas farm and small town LISTENERS. And they're folks who ACT and BUY as well as listen!

Proof? Stacks of it—every day—right in WIBW's busy mail room. Stacks of MAIL with inquiries, orders, money, checks (many signed but not filled in)! Measure WIBW with ANY yardstick you choose—for COVERAGE, for LISTENERS, for RESULTS. Then give WIBW the job of selling Kansas—with its bumper wheat crop buying power—for YOUR product. Mister, you'll have a REAL JOB DONE!

Don Searle
GEN. MGR.

WIBW
THE VOICE OF KANSAS
CAPPER PUBLICATIONS
TOPEKA

Record Fall Spot Season Seen

(*Continued from page 46*)

Lever Bros. Co., Cambridge, Mass.
Will continue its extensive chain-break announcement campaign for Spry, placed through Ruthrauff & Ryan Inc., New York.

Lewis-Howe Medicine Co., St. Louis
Will continue and possibly expand quarter-hour and minute discs on 15 stations for Tums. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Libby, McNeil & Libby, Chicago
Using foreign language programs on WGES, WJBK, and KGFJ. Will probably continue with same setup this fall. J. Walter Thompson Co., Chicago, is agency.

Little Crow Milling Co., Warsaw, Ind.
Using quarter-hour children's program on WLS six times weekly and will continue the series this fall. Plans to add quarter-hour children's programs six times weekly for Coco Wheats on WJR, KDKA and WGY. Rogers & Smith, Chicago, is agency.

Longines-Wittnauer Co., New York
Will use from one to a dozen time signals, announcements and chain breaks a day on approximately 50 stations throughout the country in a fall campaign for Longines watches, placed through Arthur Rosenberg Co. Inc., New York.

P. Lorillard Co., New York
Has been sponsoring a series of sports summaries on WGN, Chicago, and the Michigan Network, for its various tobacco products and now is considering expanding this type of advertising to include other markets, but has no definite plans as yet. The half-hour Sunday morning Italian program for Old Gold cigarettes on WOV, New York, which has been on for a year and a half, will be continued. Account is handled by Lennen & Mitchell Inc., New York.

Maltex Cereal Co., Burlington, Vt.
Will participate in home economics programs on about eight stations in New England, New York, Pennsylvania, Ohio and Michigan in a fall campaign for Maltex, placed through J. M. Mathes Inc., New York.

Mantle Lamp Co., Chicago
Has completed its station list for fall, starting on 55 stations Sept. 27 using quarter-hour programs from one to six times weekly. Both live talent and transcriptions will be used. Presba, Fellers & Presba Inc., Chicago, is agency.

Mayflower Stations Inc., White Plains, N. Y.
This chain of service stations will continue its three-a-week safety series on WFAS, placed through J. Stirling Getchell Inc., New York.

McKenzie Milling Co., Quincy, Mich.
Will start quarter-hour program daily except Sunday over WLS, Chicago, Oct. 18. Considering a quarter-hour daily except Sunday on WRVA, Richmond, in October. Rogers & Smith, Chicago, is the agency.

McKesson & Robbins, Bridgeport
Will continue and possibly expand minute transcriptions on to stations for Pursang tonic. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

W. F. McLaughlin & Co., Chicago
Now on WLS, may add other stations in Midwest this fall for Manor House coffee. Earl Ludgin Inc., Chicago, is agency.

Miles Laboratories, Elkhart, Ind.
Will start *Comedy Stars of Broadway* transcriptions, featuring different popular comedians each program, on 25 stations in mid-September for Alka-Seltzer. The thrice-weekly transcriptions are being cut by WBS, New York. In addition, Alka-Seltzer will continue with quarter-hour news broadcasts daily over KNX, daily except Sunday over WOWO. Wade Adv. Agency, Chicago, handles the account.

Montgomery, Ward & Co., Chicago
Using quarter-hour transcriptions on 75 stations and plans to add 25 more in September. The transcriptions, *Neighbor Jim*, are currently broadcast thrice weekly and will probably be broadcast five times weekly this fall. NBC Transcription division, New York and Chicago, cut the program with Lord & Thomas, Chicago, producing the show. Local stores are placing the business direct.

Morton Salt Co., Chicago
Will start one-minute announcements on 15 stations in November. In addition, time will also be bought on barn dance programs of WLS, WHO, and WSM. Wade Adv. Agency, Chicago, has the account.

Murphy Products Co., Burlington, Wis.
Will continue with weekly half-hour programs on the WLS and WHO barn dances for its feed. Wade Advertising Agency, Chicago, has the account.

Mutual Citrus Products Co., Anaheim, Cal
Through Charles H. Mayne Co., Los Angeles agency, on July 26 started five-minute dramatized commercials, five times weekly, on KMBC and will extend the list of stations nationally by September. Sponsor will use the campaign to call attention to its canned citrus juices, orange marmalade and other products.

National Carbon Co., New York
Will launch a spot campaign for Eveready batteries about the first of the year. Yet to be settled are the type of program and scope of the campaign, which will be placed through J. M. Mathes Inc., New York.

National Leather & Shoe Finders Assn., St. Louis
Planning a spot campaign this fall with stations and type of spots not yet set. BBDO, Chicago, is agency.

New Departure Mfg. Co., Bristol, Conn.
Will start an announcement campaign late in September for its coaster brakes for bicycles, using chain breaks on the same 12 stations included in last spring's campaign with possibly a few additions. Lord & Thomas, New York, is the agency.

New York State Bureau of Milk Publicity
Will use 18 stations in the state to broadcast a series of one-minute dramatic transcriptions, recorded by RCA and placed through J. M. Mathes, New York, to start Oct. 1.

North American Accident Insurance Co., Newark
Will use 46 stations this fall in a spot campaign. Type, length and frequency of programs will vary with markets. Franklin Bruck Adv. Corp., New York, is in charge.

Northwestern Yeast Co., Chicago
Now sponsoring *Virginia Lee & Sunbeam* on WLS, Chicago, three quarter-hour periods weekly for Maca yeast, will start transcribed versions of the program on 15 West Coast stations in September. Southern and eastern stations will be used later after satisfactory distribution for the new fast-raising yeast will have been secured on the West Coast. RCA Mfg. Co., Chicago, is cutting the transcriptions. Hays MacFarland & Co., Chicago, is agency.

Nu-Enamel Paint Corp., Los Angeles
Planning a regional spot and program campaign for the fall which will include a dealer tiein, through Advertising Arts Agency, Los Angeles.

(*Continued on page 52*)



the New

AMPEREX

WATER COOLED

TRANSMITTING and RECTIFYING TUBES

fine craftsmanship . . .
. . . expert workmanship

Qualities outstanding even upon casual examination, are true outward indications of the painstaking thoroughness, precision, and skill with which the new Amperex Water-Cooled tubes were designed, engineered and constructed.

Spacings and dimensions held to a fraction of a thousandth of an inch—vacuums down to almost immeasurable pressures are your assurance of unvarying characteristics, highly efficient operation and of extraordinary long life.

A partial list of the types available is shown below:

207	$350.00	220C	$290.00
846	300.00	228A	225.00
848	325.00	232B	480.00
863	325.00	214	300.00
891	325.00	222A	220.00
892	325.00	237A	435.00

AMPEREX ELECTRONIC PRODUCTS, INC.
79 WASHINGTON STREET BROOKLYN, NEW YORK

DOING A BIGGER

JOB FOR THE ADV

THE VERY RICH OH

Blasting 10,000 watt
and night to more tha
million listeners with
half-millivolt line be
roaring into Havana,
with the clearest of
American signal

ND BETTER

ERTISER IN

O VALLEY..

day

two

the

sides

Cuba

fall

L.B. Wilson

WCKY

Record Fall Spot Season Seen

(*Continued from page 48*)

Omar Bakeries, Omaha, Neb.
Currently using four stations for quarter-hour transcriptions *Your Home Town*, six times weekly. Omar Mills Inc. Omaha (flour) will use quarter-hour programs thrice weekly beginning in September on eight stations with the possibility that *Your Home Town* transcriptions may also be used. J. Walter Thompson Co., Chicago has both accounts.

Omega Chemical Co., Brooklyn
Will use announcements for Omega Oil, starting in August on WLW and adding about 50 other stations in September and October. Husband & Thomas Co. Inc., New York, is agency.

Oyster Shell Products Corp., New Rochelle, N. Y.
Now using announcements for poultry grit on a few stations and will increase its list to approximately 50 in the fall. Placed through Husband & Thomas Co. Inc., New York.

Pacific Gas & Electric Co., San Francisco
This California utility has increased the number of stations releasing its weekly dramatic program over the NBC from one to three for the late summer and fall seasons. Formerly heard only over KGO, San Francisco, the company's broadcast *Tales of California* is now released over KFBK, Sacramento and KMJ, Fresno, as well.

Penn Tobacco Co., Wilkes-Barre, Pa.
Does not plan any change in its use of news and sports programs in major markets for Kentucky Winners cigarettes. Agency is Ruthrauff & Ryan Inc., New York.

Piel Bros., Brooklyn
Will continue its news broadcasts on KNX, Los Angeles, and WAGF, Dothan, Ala., and its announcements on WAPI, Birmingham, for its beer. Handled by Kenyon & Eckhardt Inc., New York.

Pinex Co., Fort Wayne, Ind.
Will use announcements from 35 words up, on about 40 stations two to four times daily starting Oct. 1 for its remedy. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

Postal Telegraph Co., N. Y.
Will continue through the fall the campaign of announcements, time signals and news flashes started in July on seven stations, through Marschalk & Pratt Inc., New York.

Premier-Pabst Sales Co., Chicago
Using one-minute live announcements on 20 stations coast-to-coast once and thrice weekly, will continue with the same setup this fall. Morris-Schenker-Roth Inc., Chicago, is agency.

Princess Pat Ltd., Chicago
May extend weekly quarter-hour program, *Pat & Hank*, on WMAQ, Chicago, to other stations this fall. Half-hour *Princess Pat* dramas may be used on both Mexican and Canadian stations this fall. McJunkin Adv. Co., Chicago, is agency.

Procter & Gamble, Co., Cincinnati
In addition to sponsoring *Ma Perkins* over NBC-Blue in the morning and over the NBC-Red in the afternoon for Oxydol, sponsor is currently using a transcribed version of the network show on 35 stations. A few more stations may be added this fall for the quarter-hour transcribed show which is broadcast five times weekly. WBS, Chicago, is cutting.
Using a quarter-hour WBS transcribed show *Houseboat Hannah* on 14 stations, five times weekly for Lava Soap.
Currently using *Kitty Keene Inc.*, a quarter-hour five-time weekly WBS transcribed show on 25 stations for Dreft. Blackett-Sample-Hummert Inc., Chicago, has these accounts.

Procter & Gamble Co., Cincinnati
Will continue and possibly expand the following: Drene Shampoo—quarter-hour transcriptions on 25 stations; Kirk's Castile Soap — one-minute transcriptions on six stations; American Family Soap & Flakes, quarter-hour news broadcasts on one station. H. W. Kastor & Sons Adv. Co. Inc., Chicago, handles these accounts.

Provident Loan Society of New York, New York
Continues its sponsorship of the *Answer Man*, a quarter-hour program three evenings weekly on WOR, Newark, placed through McCann-Erickson Inc., New York.

Purity Bakeries Corp., Chicago
Now on 17 stations five times weekly with quarter-hour RCA transcriptions, *Hope Alden's Romance*, and will continue this fall with the same setup. Blackett-Sample-Hummert Inc., Chicago, is agency.

Radio Corp. of America, New York
Considering an announcement campaign to advertise the 10 point checkup of receiving sets given by RCA service men, but has not definitely approved the plan or selected any stations or times. Lord & Thomas Inc., New York, is in charge.

Regional Advisers Inc., New York
Will continue transcriptions to supplement its twice-weekly broadcasts on NBC, the discs being recorded from the *Mystery Chef* network programs. Series is placed by McCann-Erickson Inc., New York.

Reid Murdoch & Co., Chicago
Using time signal announcements varying from one to 15 a day, six and seven days a week, on 60 stations for Monarch food. Will continue the current schedule this fall. Rogers & Smith, Chicago, is the agency.

Reliance Mfg. Co., Chicago
Will use five-minute programs and quarter-hour transcriptions on 30 stations daily from Aug. 16 to 21 for a contest. This is in addition to the regular quarter-hour transcriptions currently on 30 stations for Big Yank shirts. A quarter-hour daily live show and a quarter-hour weekly live show are also on WLW and WLS respectively. About 20 stations will be used this fall. Mitchell-Faust Adv. Co., Chicago, is agency.

Richardson & Robbins, Dover, Del.
Will continue to advertise its food products with the *Revelers Quartette* on WJZ, New York, and with time signals on a list of eastern stations that may possibly be extended in the fall. Charles W. Hoyt Co. Inc., New York, is the agency.

Rit Products Corp., Chicago
Using minute discs on two stations for its dyes. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Rival Packing Co., Chicago
Using time signals, news broadcasts and variety programs on five stations. Plans for fall will be made in August. Charles Silver Co., Chicago, is agency.

Schaeffer Pen Co., Ft. Madison, Ia.
Will start spot announcements varying from 35 words to one-minute on nearly 40 stations Aug. 16. Five-minute transcriptions will be used on WOR. Baggaley, Horton & Hoyt Inc., Chicago, is agency.

(*Continued on page 54*)

STEP—BY STEP WNAX has built an unusual large audience by offering the highest standard of service possible to our listeners, and step by step WNAX has built the confidence of these listeners by offering good clean merchandise. And the same goes for our advertisers; increased service and sales results is one reason why WNAX has more than doubled its commercial revenue in one year's time. WNAX has no room on its commercial schedule for accounts we can't show sales results to your satisfaction. Fall reservations are coming in fast. Make yours now while a few of these golden markets spots are available.



5000 Watts (LS.) 1000 Watts Nite
570 Kilocycles Yankton So. Dak.

Representatives
WILSON-ROBERTSON
Chicago—Kansas City—New York

KLZ COVERS THE GOLFING FRONT





CALLING THE SHOTS—From seven strategically placed towers (below) and with pack set crew covering the ground between, KLZ broadcast exclusively 15 hours of match play during the 37th annual Trans-Mississippi golf tournament at Denver's Cherry Hills course the last week in June.







25-FOOT PUTT THE TURNING POINT—Fighting a courageous uphill battle, Don Schumacher overcame the 5-hole lead of Eddie Held late in the final match to win in one of the finest finishes in the tournament's history. Chuck Inglis, KLZ sports commentator, interviewed the husky, pokerfaced Schumacher on the green, above, a moment after he had sunk the winning putt.

Showmanly activity on all fronts keeps KLZ in the public eye and ear.

● Biggest golf show and swankiest social event of the season in the Denver region was the Trans-Mississippi golf tournament the last week in June.

KLZ covered it thoroughly and exclusively, adding another vivid chapter to the rapidly growing volume entitled "Community Service" which this station began writing when its present management took over two years ago.

KLZ's aggressive activity on all fronts, its continuous effort to sense and serve public interest along with its day-in and day-out fare of superior local and network entertainment have pushed this station into top position in listening preference in the Denver-Rocky Mountain region.

Entrenched in this solid position with listeners, KLZ is in a strong position to exert a vital influence in behalf of your product in this big, able-to-buy market.

KLZ *Denver*

● UNDER AFFILIATED MANAGEMENT WITH WKY OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY ● REPRESENTED BY E. KATZ SPECIAL ADVERTISING AGENCY

Record Fall Spot Season Seen

(*Continued from Page 52*)

S. A. Scherer Corp., Los Angeles
Covers California with branch auto loan offices and plans to increase its fall and winter spot announcement and time signal radio usage. Sponsor, through Allied Adv. Agencies Inc., Los Angeles, devotes practically its entire advertising appropriation to radio.

Schering Corp., Bloomfield, N. J.
Considering a fall spot campaign for Saraka laxative, but no decision has been made. Marschalk & Pratt Inc., New York, is the agency.

Schlitz Brewing Co., Milwaukee
Using quarter-hour transcriptions, *Schlitz Palm Gardens*, on 20 stations two and three times weekly; plans to add more stations this fall. McJunkin Adv. Co., Chicago, is agency.

Schutter-Johnson Candy Corp., Chicago
Will confine spot radio to New England territory for Old Nick candy. Only Yankee Network stations will be used, possibly the same three stations—WNAC, WCSH, WTIC. The business is placed direct.

Sheffield Farms Co. Inc., New York
Plans to keep on sponsoring *Billy & Betty* five nights weekly on WEAF, New York, for its dairy products. N. W. Ayer & Son Inc., New York, is in charge.

Sherwin-Williams Co., Cleveland
Will use around 50 stations to broadcast announcements and participations for the companys paints this fall. Agency is T. J. Maloney Inc., New York.

Simmons Co., Chicago
Will start an announcement campaign for its mattresses late in August, using station break announcements nightly except Saturday on 37 stations from coast to coast. J. Walter Thompson Co., New York, is in charge.

Skelly Oil Co., Kansas City, Mo.
Currently using one-minute spots and quarter-hour programs on a few stations, will probably drop the one-minute spots and concentrate on quarter-hour programs, adding to the list of stations. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Snow King Baking Powder Co., Cincinnati
Will continue and may increase minute live and disc announcements on 12 stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Snugfit Sales Co., Los Angeles
Has been using a five-minute weekly transcription serial on KVI, Tacoma and WJAY, Cleveland, for several months for its dental plate material. Will extend its radio activities nationally in fall. Record Adv. Agency, Los Angeles, has the account.

Sobol Bros. Service Stations Inc., New York
This chain of gasoline and automobile accessory stores will continue its daily sports review on WMCA, through the fall. Account is handled by J. Stirling Getchall Inc., New York.

Socony-Vacuum Oil Co. Inc., New York
Will sponsor broadcasts of the Yale football games this fall on the Yankee Network and WMCA, New York, and also continue its daily 15-minute sports reviews on WSYR, WBEN, and WHEC, and series of five-minute news programs three times a day on WOKO. J. Stirling Getchell Inc., New York, is the agency.

Soil-Off Mfg. Co., Glendale, Cal.
Through Jefferson K. Wood Adv., Los Angeles, is contemplating a regional campaign, using spot announcements on various Pacific Coast stations in fall.

Sperry Flour Co., San Francisco
This General Mills subsidiary, already a heavy air advertiser, is doubling its time on NBC for the fall season. The company has purchased five afternoon periods on the NBC-Pacific Red network, 1:30-2 p. m. During the second half of this period it is presenting a new dramatic serial *Gloria Gale*. The first half varies daily. Sperry also has a show called *Night Special* heard Mondays, 9:30 p. m. Westco Advertising Agency has the account.

Standard Oil Co. of New Jersey, New York
Will continue its four daily broadcasts of news on a dozen stations in the East. Agency is Marschalk & Pratt Inc., New York.

Star Outfitting Co., San Francisco
Has consistently used spot broadcasting for the last five years and the 1937 appropriation for radio is 33-1/3% greater than last year.

Sterling Casualty Insurance Co., Chicago
Will make up their fall schedule soon. Thirty stations were used last year with spot placements varying from announcements to half-hour programs and transcriptions. Frankel-Rose Co., Chicago, is agency.

Strasska Laboratories Inc., Los Angeles
A consistent user of radio time, will increase activities in the fall, using both quarter-hour live talent programs and transcriptions on Pacific Northwest and California stations for its toothpaste, placing through Glasser Adv. Agency, that city.

Sunbeam Laboratories, Los Angeles
After a seven-day time signal announcement test campaign on KNX, is planning an extensive fall campaign through Ivar F. Wallin Jr. & Staff, Los Angeles agency for its Nailife. Campaign is to start on the West Coast with stations being added nationally.

Swift & Co., Chicago
Using announcements on WCAU, KOA, WOR, KDKA, WOW, WFBL and KSTP, and plans on using 50 stations this fall. Meats, Brookfield butter and All-sweet Margarine will be promoted in the commercials, but only one product on a station. J. Walter Thompson Co., Chicago, is agency.

Tide Water Oil Co., New York
Will continue through the fall the various news, sports reviews, and inquiring reporter programs it currently sponsors on the Yankee network and seven independent eastern stations for Tydol and Veedol. Lennen & Mitchell Inc., New York, is agency.

United Airlines, Chicago
Using spots on KFI and KFRC. No additions likely this fall. J. Walter Thompson Co., Chicago, is agency.

United Drug Co., Boston
Will use radio in October to advertise its semi-annual One Cent Sale, placing a series of five quarter-hour transcriptions on some 200 stations to be broadcast the week of the sale in each market. Placed through Street & Finney Inc., New York.

Utility Engineering Institute, Chicago.
Will launch extensive campaign this fall on approximately 30 stations for its air conditioning correspondence courses. First United Broadcasters, Chicago, is agency.

Super Salesman

C. B. ARNOLD, general manager of KINY, Juneau, Alaska, visited in New York, was interviewed on the *Molle Vox Pop* program. He told Johnson and Butterworth that he sells electric refrigerators to Eskimos over the air.

Vernor's of California Inc., Los Angeles
Started July 15 a 30-day test campaign on KMTR using a daily quarter-hour of recordings, through Allied Adv. Agencies Inc., Los Angeles, and is planning an extensive transcription serial campaign in the the 11 western states, to start early in September. List is now being made up.

Walker-Gordon Laboratory Co., Plainsboro, N. J.
Will keep Gretta Palmer, feminine commentator, on WOR, Newark, twice weekly through the fall in the interest of its acidophilus milk. Young & Rubicam Inc., New York, handles the account.

Wander Co., Chicago
In addition to returning to NBC this fall with *Little Orphan Annie* for Ovaltine, will use quarter-hour transcriptions of the network show five times weekly on a list of stations currently being made up. Blackett-Sample-Hummert Inc., Chicago, is the agency.

Ward Baking Co., New York
Will continue to sponsor the five-a-week news broadcast of *Bob French* on WHKC, Columbus, and the five weekly society news periods of *Nancy Nash* on WJAX, Jacksonville, which have been on the air for Ward's bread for the last three years. This company may also use one or more major eastern stations to test a proposed national campaign during the fall. Fletcher & Ellis Inc., New York, is the agency.

Washington State Apples Inc., Wenatchee
This J. Walter Thompson Co. account making up its list for a fall spot campaign to start in September.

Welch Grape Juice Co., Westfield, N. Y.
Will continue and possibly expand minute discs on 10 stations and quarter-hour discs on six stations. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Western Growers Protective Assn., Los Angeles
To start a national spot campaign in September, in the interest of iceberg lettuce, placing through J. Walter Thompson Co., that city.

Willard Tablet Co., Chicago
Will use spot announcements on 50 stations starting in September. First United Broadcasters, Chicago, is agency.

Wilson & Co., Chicago
Plans to continue 35-50 word announcements six times weekly on KOMA, Oklahoma City, participation in the *Marjorie Mills* program on the Yankee network and three weekly quarter-hour live programs on WGN. Other stations may be added in fall including participation in woman's program conducted by Mrs. Frances Troy Northcross, head of the home economics department of the *Washington* (D. C.) *Herald*, over WOL. U. S. Adv. Co., Chicago, has account.

Wincharger Corp., Sioux City, Ia.
Will start one, five and 15-minute transcriptions on 15 stations two and three times weekly in September. Wincharger Corp. is a subsidiary of the Zenith Radio Corp., Chicago. Hays MacFarland & Co., Chicago, is agency.

STORES ACTIVE IN CHICAGO

Many Big Merchandising Houses in the City Are Enjoying Success With Broadcasts

CHICAGO department stores have been enjoying unusual success on the air. Not only is this true of the large loop department stores but of the smaller outlying stores as well. Marshall Field & Co., the pioneer in the field, only recently celebrated its seventh anniversary on the air having broadcast a two-hour morning recorded program continuously six days a week since April 7, 1930. A half-hour period four mornings a week is devoted to Marshall Field's Store for Men. Aubrey, Moore & Wallace Inc. is the Marshall Field agency.

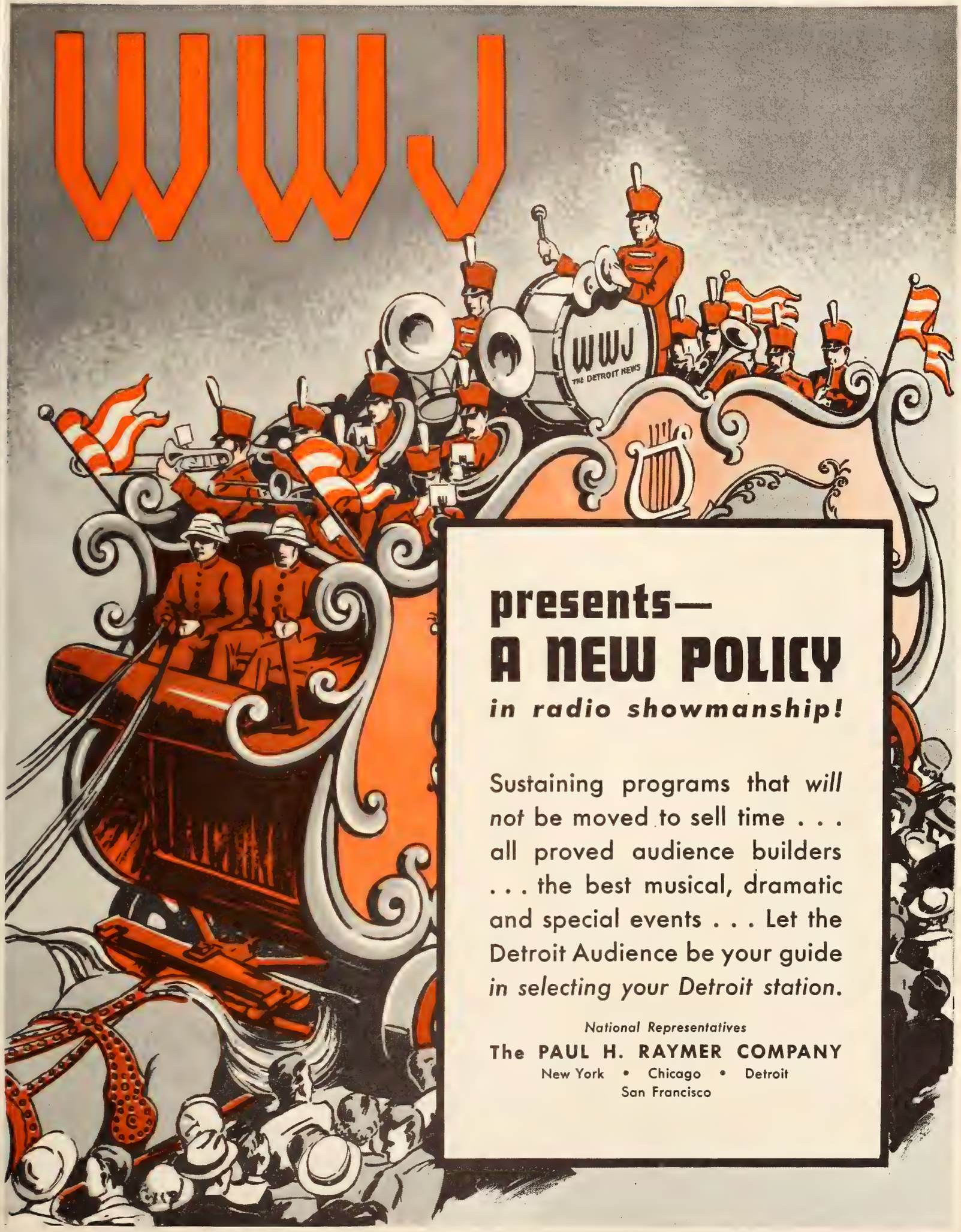
In contrast to Marshall Field's semi-promotional firm is Goldblatt Bros., a promotional-type store. A few weeks ago Goldblatt's signed a 52-week renewal of its full-hour morning recorded program on WGN. The program started in May, 1936 and has proven highly successful. Operating nine stores in outlying sections and suburbs of Chicago, the chain store during the past year bought the loop Davis Store for its tenth outlet.

Wieboldt's, another chain of department stores, with six stores in metropolitan Chicago, has been sponsoring an hour recorded program on WMAQ for the past year with successful results. Radio has played a prominent part in the store's effort to become better known as a semi-promotional type store rather than purely a bargain store. Needham, Louis & Brorby is the Wieboldt agency.

Perhaps one of the greatest retail store successes in Chicago is that of the Morris B. Sachs store [BROADCASTING, May 1]. A comparatively small store on the South Side, this retail credit firm in 1936 did approximately $1,500,000 business. So effective has radio advertising been for this credit clothier that he has absolutely been forced to curtail his radio schedule because it is physically impossible to handle the crowds adequately. Schwimmer & Scott handles the Sachs account.

Another credit clothier, Goldberg's, with two South Side stores, has been consistently successful with radio advertising. This firm sponsors one of the largest local programs in Chicago, a two-hour Saturday night show, *The Nutty Club* over WBBM featuring an orchestra and numerous guest stars. Goldberg's as usual was planning to take the *Nutty Club* off the air during July and August and return in September with a condensed one-hour version which will be broadcast weekly instead of semi-monthly. Julian Frank agency handles the Goldberg account.

Numerous other Chicago retail firms have found radio their best advertising medium. Included among these is Gordon's Credit Clothing Co., the Gray-Newart Co., the Erie Clothing Co., and the Kelly Clothing Co.



presents—
A NEW POLICY
in radio showmanship!

Sustaining programs that *will not* be moved to sell time . . . all proved audience builders . . . the best musical, dramatic and special events . . . Let the Detroit Audience be your guide *in selecting your Detroit station.*

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Anning Prall

AT HIGH NOON July 26, some 700 broadcasting stations were stilled for one minute, paying silent tribute to Anning S. Prall, chairman of the FCC and a public servant for more than two decades. The broadcasting industry thus mourned the passing of one of radio's outstanding personalities, and the radio listening public was made aware of its own great loss. For not only the industry but the public owed a real debt to Anning Prall.

From the day he became a member of the FCC nearly three years ago, Anning Prall kept the mandate of public service uppermost in mind. It was he who, conducting a lone campaign of "moral suasion" when the FCC's scope of authority remained in doubt, induced the broadcasters voluntarily to clean house and alter their program structures in accord with good taste. He found the industry readily cooperative because his motives were honest, his ideals clear and his methods democratic.

Undaunted by the fire of self-serving opponents, Anning Prall confidently followed the course of his own convictions in what is probably as complex an executive task as confronts anyone in official Washington. He knew, as everyone knows, that the broadcasting and communications structures were not perfect, and that Uncle Sam's good offices were needed to help them through their growing pains stages. He staunchly defended, because he earnestly believed in, the American system of radio. Yet he never kept the public's interest out of mind. It was always first and foremost.

Anning Prall was best described by his host of friends as a "regular fellow." No one laughed more heartily over a good story or could tell one with greater gusto. He loved life and he loved life's little things while doing big things. Tribulations of recent months may have hastened his passing, but he always maintained the good humor which was his most marked characteristic. Everyone who knew Anning Prall had to respect him for his essential decency and his integrity. Those who came into close contact with him, while sorrowing with his family and realizing that the Radio Utopia he envisioned to meet the desires of all Americans was far beyond his time, feel that his task was well done while he lived and that his name should be boldly and proudly inscribed upon the permanent log of Radio.

How's Business!

IT'S FINE, thanks, reply several hundred station managers, for the autumn of 1937 will make a lot of radio history, judging by preliminary reports from a hundred agencies placing a substantial amount of national spot business. Already time buyers are angling for favorable spots in desired markets and many stations are feverishly juggling programs in an effort to find room for all who would contract for their facilities.

But while the outlook is rosy at the moment, there are two possible sources of fall trouble—transcription demands of musicians and the general labor unrest. If these issues are disposed of amicably, station managers will feel free to plan for a busy autumn.

The current summer is a record-breaker, as predicted in these columns early in the spring [BROADCASTING, April 1]. The coming fall will see a big improvement, with the result that the close of 1937 will record perhaps a 50% increase in spot and a 30% increase in total volume over 1936.

For the Slaughter?

WHILE the administration and the proponents of newspaper separation from the ownership of radio stations are withholding their fire due to their concentration on more important national issues, the FCC blithely continues to grant new stations liberally to newspaper and publishing interests. Some 15 of the 31 new station authorizations so far this year have newspaper or publisher control or partial control behind them. Last year the figure was something like 20 out of 57.

It is true some of the FCC examiners have been looking more and more askance upon newspapers as owners of stations in reports urging against new grants or purchases, but the fact is the Broadcast Division does not seem to be pursuing any such policy. Indeed, the Division seems to be pursuing no particular policy whatever along that line, probably awaiting the will of Congress not yet expressed except in sporadic outbursts. The examiners propose; the Commission disposes just as it pleases, more than often reversing those examiners.

It is difficult for us to believe that these new newspaper comers into the radio fold are being prepared, like lambs, for a slaughter. Yet these are days of queer political developments, and it is a foolish owner or stockholder in a radio station, who happens also to own or have an interest in a newspaper, who can sit back calmly and think the issue has been solved. President Roosevelt's word might solve it, but he hasn't spoken out openly on the subject yet. Senator Wheeler has been busy fighting the Supreme Court plan during which he has broken with the President, whose tacit consent he is supposed to have had for his original divorcement idea. Rep. Wearin hasn't formulated a clearly defined plan, his bill being admittedly loosely drawn.

Thus, all seems to be quiet right now on the newspaper ownership front—except for the fact that the newspapers are increasing their radio holdings slowly but surely.

Subject To

EVEN a horse trader knows pretty well what he's getting—most of the time, at least— if he's on the buying end of the deal. But the buyer of spot time has a harder time doing a professional job of dickering than any purchaser of equine flesh, in the opinion of Ned Midgley, of BBDO, who buys spot time in large chunks for many clients, and who contributes an article to this issue of BROADCASTING.

Among the worries that confront spot buyers are those "subject to's" that appear in lists of available time and in time contracts. Some of them are like Aunt Mathilda's distrust of anything in pants—there's nothing to be done about it. Among such annoyances to time buyers are Acts of God, removal for network programs, daylight saving time.

Then there are two in particular that make the strongest-willed time buyer bump his head against the wall. They are "subject to baseball game interruptions" and "subject to the whims and slipshod handling of the individual stations."

The "whim" thing is full of pink cheeks for many a station and as for "slipshod handling", it really happens and Mr. Midgley is pleased to offer some pertinent exhibits in the form of case histories.

Incidentally, he would be delighted if rate cards and discounts could be standardized.

Outside of those complaints, Mr. Midgley thinks radio is fine. He gives the impression that he thinks a lot of the medium and merely wants to tell it the facts of agency and sponsor life.

The RADIO BOOK SHELF

BASED on two years of research, *Radio Advertising in Australia,* (Angus & Robertson Ltd., Sidney $7.50) covers all phases of the broadcast sponsorship problem in that country. The author, W. A. NcNair, is director of the J. Walter Thompson Co. interests in Australia. Everything from programming to market information is included, along with a number of tabular features.

STRICTLY and profusely technical is *Fundamentals of Vacuum Tubes,* by Austin V. Eastman, MS, assistant professor of electrical engineering, University of Washington (McGraw-Hill Book Co., New York, $4). Basic theory underlying the operation of all types of tubes, radio and industrial, is covered.

We Pay Our Respects To —



RICHARD HAYWOOD MASON

EVERYBODY knows the one about what the Governor of North Carolina said to the Governor of South Carolina and how they polished it off with a bourbon, suh. The radio counterpart of that tale is what the manager of WPTF, in North Carolina, said to the manager of WIS, in South Carolina, and how they polished it off with a combination rate.

For about a year the Carolina Combination has been functioning. The managers of the stations will attest that it has been a worthwhile venture. On the North Carolina side (Raleigh) was Richard Haywood Mason, while G. Richard Shafto did the honors for South Carolina (Columbia). Real Southern gentlemen, both, they are among the best known of the younger generation of executives in this youngest of major industries.

At this writing we essay the story of the North Carolinian, who on Aug. 10 punches his natal calendar at the thirtieth notch. And it was just three years ago—at the age of 27—that he took over the helm of WPTF, having been elevated from program director. But he had been in every branch of radio operation except engineering from the time he broke in as a "lunch hour announcer" in 1928.

Around Raleigh way, the folks figure that when television makes the grade WPTF will be all set. That's because Dick Mason is one of the best looking young fellows in town—and they run pretty handsome down that way. He is a native North Carolina, too.

Richard Haywood Mason was born in Raleigh Aug. 10, 1907, the son of Col. and Mrs. Charles Winder Mason. His father was an Army officer, and his paternal grandfather was General John Sanford Mason, who served with distinction in the Civil War. On his maternal side, Grandfather Richard Haywood was a distinguished Raleigh physician.

At the tender age of eight weeks, the infant Richard found himself en route to Manila. His father had been transferred to Fort McKinley there. A year later, the family moved to the Presidio, Monterey, Cal. Col. Mason retired four years later as the commanding officer of the Presidio and moved his family back to North Carolina. Dick was only 6 when his father died, and the family moved from the mountain country back to native Raleigh.

Grammar school in Raleigh, an Episcopal School in Lynchburg, Va., and back to Raleigh for high school, and enrollment at North Carolina State at Raleigh, completed Dick Mason's academic instruction. At 19 he got a job in the Raleigh agency of the Equitable Life Assurance Society. For three years he served in the cashier's office, but even then radio had caught his fancy.

At 21, Dick Mason found himself weaving in and out of the WPTF studios. Manager H. K. Carpenter (now vice-president and general manager of WKY and WJAY, Cleveland) used him for "lunch relief" at the microphone. That same year—1928—WPTF was sold by the Wynne Radio Co., radio dealers, to the Durham Life Insurance Co. Dick Mason thereupon was hired as a full-time announcer. About a year later he found himself production manager, but he also did utility service and functioned in every phase of station operation.

When Manager Carpenter accepted the call of the *Cleveland Plain-Dealer* to manage its stations, 27-year-old Dick Mason who theretofore had been performing as program director, was elevated to the management of WPTF Radio Co. National spot business of WPTF, an NBC affiliate, has increased something like 800% during the last three years. The station operates on the desirable 680 kc. channel with 5,000 watts power. The transition from a 1,000 to a 5,000 watt outlet was effected soon after Dick Mason became the station's manager.

Mrs. Mason is the former Margaret Devereaux Stockard, of Wilmington, N. C., who is well-known as an equestrian. They were married in 1931. Both are ardent horse fanciers and they own two thorobreds. Aside from horses, Dick Mason goes in heavily for amateur movies. He is a Rotarian, a member of the Chamber of Commerce and of the Merchants Association. He attends the Episcopal Church.

PERSONAL NOTES

DR. GEORGE F. COURRIER, president of the Hammond-Calumet Broadcasting Corp., operators of WWAE, Hammond, Ind., and the new WHIP station which opens there in September, is now in Europe, having sailed on the *S. S. Bremen* July 17. He will address groups in European capitals before returning Aug. 18. Dr. Courrier is the fifth Chicago radio personage to leave for Europe this summer. Others who have sailed include Bobby Brown, program director of WBBN, Dorothy Masters of the NBC Chicago publicity department, Edwin G. Foreman, head of the RCA Mfg. Co. transcription division in Chicago, and Ned L. Reglein, program director of WJJD.

JOHN SHELTON, left the sales department of WBBM, Chicago, July 26 to join the Chicago sales office of WOR, Newark. Mr. Shelton will assist Bob Barrett, head of the WOR Chicago office.

CAPT. JEAN V. GROMBACH, president of Grombach Productions Inc., New York, sailed for Europe July 14 to represent the United States in the World's Fencing Championships at the Paris Exposition. Mr. Grombach has been invited to produce a radio show for BBC while in London.

ARTHUR H. SCHROEDER, salesman of KFAB, Omaha, for five years, has resigned effective Aug. 1 and is moving to Washington where he will be associated with George O. Sutton, attorney. He passed his bar examinations last spring and holds a law degree from Creighton University, Omaha. He is also a graduate of University of Nebraska and attended Georgetown Law School.

ALBERT N. SOCOLOW, formerly of the local display advertising staff of the *New York American*, and John M. Murray, formerly of the advertising staff of *Esquire*, have joined the sales department of WQXR, New York.

HARRY KOPF, of the NBC Chicago sales staff, Charles Phelps, of the NBC New York sales staff, and Norman Morrell, NBC assistant commercial program manager, sailed in July on the *Europa* for Europe.

BOB McILWAINE of the WLS, Chicago, promotion department, and Sophia Germanich, WLS soprano, were married in Chicago July 31. They were the eighteenth couple to be married while members of the WLS staff.

BERT HORSEWELL, formerly manager of WHBL, Sheboygan, Wis., and also of WIBA, Madison, Wis., has joined KHJ, Los Angeles, as account executive. He succeeds Dee Mack, resigned.

VICTOR DALTON, owner of KMTR, Hollywood, after being confined to his home with an infected foot caused by a rusty nail, has returned to his desk.

IAN B. MacDONALD, commercial manager of CJCA, Edmonton, Canada, was in Hollywood during July contacting clients and buying new transcription serials for sponsorship on that station.

BURRIDGE D. BUTLER, president of WLS, Chicago, and chairman of the board of KOY, Phoenix, went to Phoenix in mid-July to spend a month at KOY.

W. E. FEATHERSTONE, of the commercial staff of KSL, Salt Lake City, was an alternate delegate to the international conclave of the Lions in Chicago July 25.

FRED BOCK, commercial manager of WADC, Akron, and Mrs. Bock are the parents of a girl, Barbara Ann, born July 16.

JESSE BUTCHER, NBC stations relations representative, is touring the South, visiting the NBC-Blue southern group and assisting the 10 new stations in their dedication plans.

WILLET H. BROWN, assistant general manager of the Don Lee Broadcasting System, Los Angeles, is in New York conferring with MBS executives on fall and winter programs to be sent over the network and to discuss the origination of several transcontinental broadcasts from the West Coast. Don Lee network is an affiliate of Mutual. Brown will remain in the East six weeks, combining business with pleasure, having left Los Angeles July 25.

JOSEPH W. LEE, manager of KADA, Ada, Okla., on July 15 became manager of KTOK, Oklahoma City station recently acquired by Harold Hough, manager of WBAP, Fort Worth. Mr. Lee is also secretary of the Oklahoma Network.

ED KIRBY, who had announced his resignation as sales promotion manager of the National Life & Accident Insurance Co., operating WSM, Nashville, effective July 15, is remaining with the organization in the same capacity but with an enlarged scope of activity. He had planned to join the *Southern Agriculturalist*, published in Nashville.

LEON J. MARSHALL has joined the commercial staff of KVOR, Colorado Springs.

JOHN SHEPARD 3d, president of the Yankee and Colonial Networks, and Mrs. Shepard sailed Tuesday July 20 aboard the *Carinthia* for a cruise to the West Indies.

ROBERT DILLON, formerly of WOC, Davenport, Ia., has joined the sales force of KSTP, St. Paul.

BOB INGHAM, formerly of the announcing staff of WADC, Akron, has joined the station's commercial staff.

W. B. LEWIS, CBS vice-president in charge of programs, after several weeks in Hollywood during which he launched the network's Shakespearean series, has returned to New York.

DON ALDERMAN, KFOX, Long Beach, Cal., account executive, is the father of a baby boy born July 20.

ROBERT CONVEY, operator of KWK, St. Louis, led the discussion on radio at a recent meeting of the St. Louis Advertising Club. Other station operators who participated in the open forum were James Shouse, general manager of KMOX; L. A. Benson, president of WIL and Bob Coe, chief engineer of KSD.

MARK WOODS, NBC treasurer, won an electric clock for making the greatest number of holes in par at the RCA Golf Tournament held at the Wykagyl Country Club, New Rochelle, N. Y., on July 13.

J. RAY CONLAN, account executive of KYA, San Francisco, on July 10 married Miss Frances Duffy, San Francisco school teacher.

FRANK P. FOSTER II, formerly merchandising and sales promotion manager of WINS, New York, has been appointed sales promotion manager of Hearst Radio Inc., New York.

IRVIN GROSS, sales promotion manager of WFAA, Dallas, dislocated a knee cartilage July 4 and is hobbling about on crutches with his leg in a cast.

ALLEN T. SIMMONS, owner of WADC, Akron, and an aviator enthusiast has purchased a new airplane. He is a licensed pilot.

CHARLES LANPHIER, manager of WEMP, Milwaukee, is the father of a boy born recently.

P. G. HOUSER was recently named account executive at KJBS, San Francisco. He was formerly with Brown & Bigelow.

ENES CANATA, office manager at KFRC, San Francisco, was painfully injured recently when struck by an automobile in front of the studios.

HAL RORKE, who was added to the CBS Hollywood publicity staff for the Shakespearean series, has been appointed Pacific Coast publicity director of the network, succeeding Dave Carter, resigned. Rorke was in the publicity department of Metro-Goldwyn-Mayer Studios before coming to CBS. Prior to that he was women's page news editor of the *Los Angeles Times*, and at one time managing editor of the *Los Angeles Daily News*. Leonard Finch has been added to the publicity staff as reporter, having been transferred from the CBS Hollywood fan mail department.

JACK STEWART, KFI-KECA, Los Angeles, account executive, was guest speaker at the Long Beach (Cal.) Advertising Club meeting July 30, having for his subject "The Romance of Radio".

WHITNEY J. CLEMENT, recently of Porter Products Co., Chicago, and at one time with KYW, has joined NBC-Chicago as a local salesman replacing Mel B. Wolens, who went to WCFL as sales manager.

HOWARD BARLOW, CBS conductor, has been appointed a member of the Advisory Committee on Music for the New York World's Fair of 1939.

W. J. KAPPES Jr., has joined the local sales staff of WNOX, Knoxville.

Slendereen Placing

SLENDEREEN Inc., Los Angeles, manufacturers and distributors of Slendereen, a liquid reducer, to attract consumer interest in the new product, started July 22 for 52 weeks, using 18 spot announcements weekly on KFWB, Hollywood. The concern, recently organized, will extend the campaign to other southern California stations. Associated Adv. Agency, Los Angeles, has account.

BRIEF CEREMONY
No Fuss as WCKY Starts 10 kw. Transmitter

THE SHORTEST dedication of record is claimed by WCKY, Cincinnati, which on July 27 placed in service its new 10,000-watt RCA transmitter, doubling its previous power. L. B. Wilson, station owner, delivered a one-minute address, to constitute the extent of the formal dedication. Then he found himself the surprise recipient of a gigantic box of 10,000 of his favorite chocolates, one piece of candy for each watt. His staff presented it.

Only the WCKY staff and newspaper men were present at the ceremony. Each male staff member and guest was presented with an imported French hand-made tie as a souvenir. Each lady received an ivory vanity case. Inside the big box of chocolates, which bore the station's call letters, plus the numerals "XM," for 10,000, were 200 one pound boxes of candy. Many radio people became recipients of them by express.

Hecker Signs on MBS

HECKER PRODUCTS Corp., New York, will feature Jean Paul King, commentator, and Myra Kingsley, astrologist, in an MBS series for Hecker H-O cereal, starting Sept. 7. Program will be broadcast for a late morning quarter-hour in the East with a rebroadcast for the West Coast, five days weekly. Erwin, Wasey & Co. Inc., New York, is placing the series.



CHOCOLATE WATT — His well known penchant for bon bons led the staff of L. B. Wilson, operator of WCKY, Cincinnati, to present him with 10,000 chocolates manufactured by the John Mullane candy factory each bearing the letters "WCKY-XM"—meaning 10,000—to symbolize the station's recent boost to that power.

Lehn & Fink Ponders

LEHN & FINK PRODUCTS Co., New York, is considering placement of a dramatic script show five days weekly on the Texas Quality Network, beginning early in October, to advertise Hind's Honey & Almond cream. William Esty & Co. Inc., New York, is the agency.

JERRY BELCHER has left New York and has taken his Sunday afternoon *Our Neighbors* feature over NBC-Blue to Hollywood for the summer. He will take his microphone into the homes of film stars and other city celebrities for interviews.

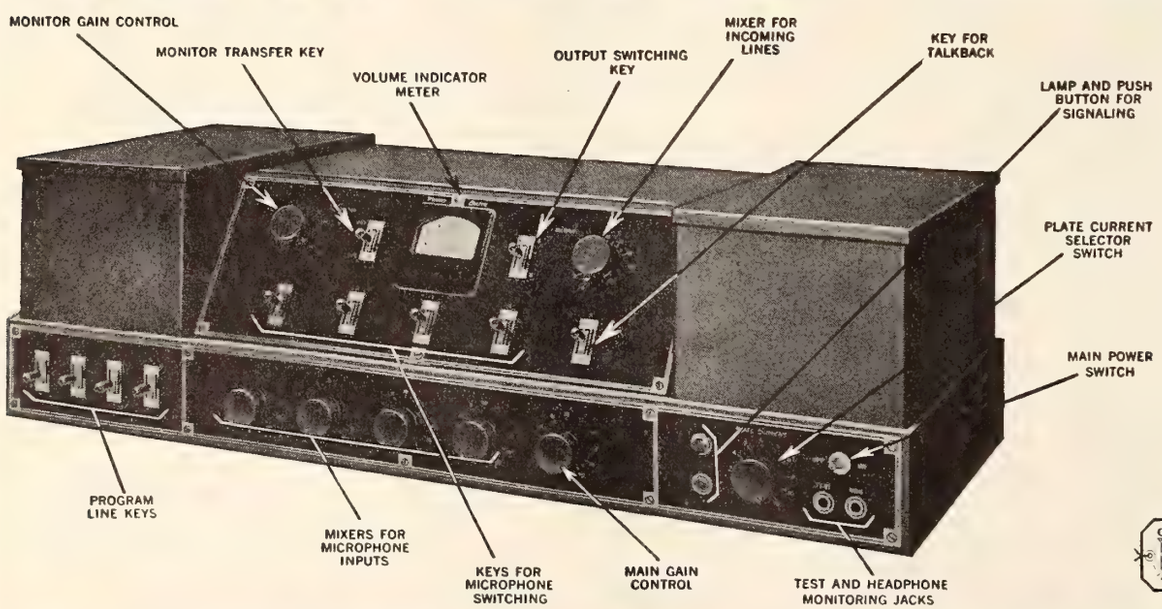
News Reel Method Used By KOMO-KJR to Show Station and Market Data

AN EFFECTIVE method of presenting coverage and market data has been devised by KOMO-KJR, Seattle, which consists of moving pictures similar to news reels. Conceived by Birt F. Fisher, general manager of KOMO-KJR and exhibited by Hugh M. Feltis, commercial manager, the films show close-up shots of 21 leading industries in the Pacific Northwest, with explanations by a staff commentator. A comparison with regard to the United States average is given in each case. Unusual scenic views are included in this film,—views of Mount Rainier, the Seattle skyline and harbor, winter playgrounds, mining activities and wheat harvesting.

A second film is devoted to station activities and shows how every member of the staff cooperates in creating, developing and producing programs. The details of programming from the writing of the scripts through rehearsals and actual broadcasts are exhibited dramatically. The technical phases of the stations' operations are shown and include scenes of the master control room and 570-foot vertical radiator near Elliott Bay.

The films were recently exhibited before a luncheon crowd of agency and advertising executives in Detroit and the method of presentation was generally conceded to be the most graphic and effective so far devised, according to Joseph Spadea of Edward Petry & Co. Inc.

NEW 23B ...for riding gain with your main gain control



Western Electric's new 23B Speech Input differs from the popular 23A only in the arrangement of its controls.

In the 23B, the main gain control is located at the right of the row of microphone mixers, for greatest convenience of operators who ride the channel gain principally by the use of the main gain control—and use mixer controls for adjusting relative source levels and for cutting in or out mikes and other program sources.

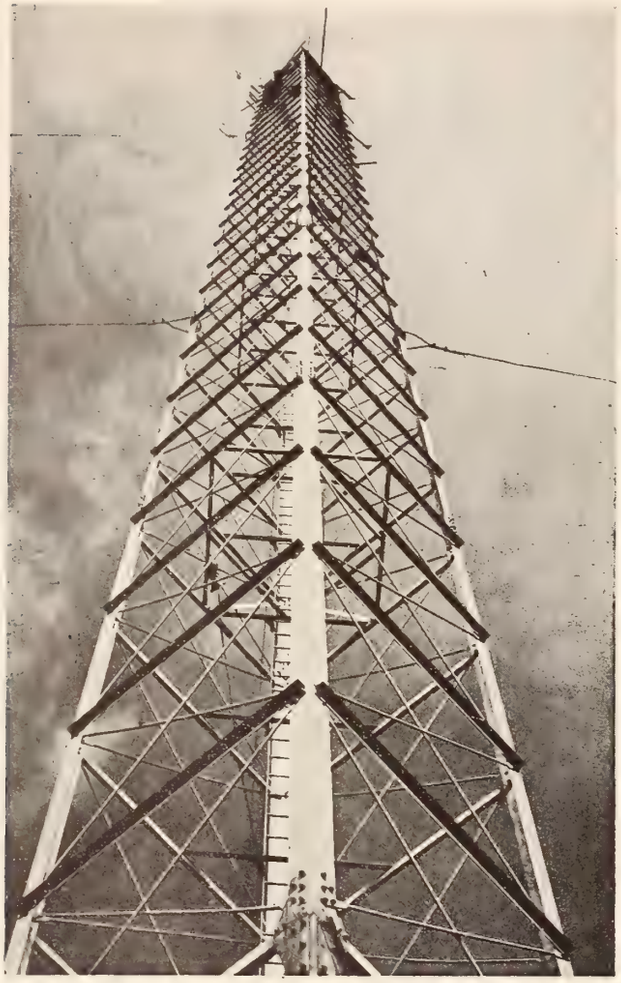
Like the 23A, this new model gives you a rare combination of flexibility, simplicity of operation and high quality performance. For the new 23B Bulletin, write to Graybar Electric, Graybar Building, New York.

Distributed by Graybar

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT



THE BEST WAS NOT GOOD ENOUGH

WDAF, already enjoying leadership in listener preference and listener coverage, erects new tower and transmitting station with latest broadcasting equipment, bringing signal strength and listener coverage to new efficiency.

At Eighty-third street and Mission road, in Johnson County, Kansas, WDAF's new broadcasting tower and transmitting station stand as a symbol of radio progress.

Already WDAF enjoyed leadership in listener preference and in the distance reached by its programs. Every test by independent investigators revealed The Star's station as first in the Kansas City territory.

But with all this, WDAF was alert to the inventions and refinements in broadcasting apparatus and now, with the completion of its new transmitter and tower, has the pleasure of rewarding the loyalty of its listeners with a quality of broadcasting far in advance of its own past performance.

To its advertisers WDAF offers the guarantee of better reception over much wider areas and an attendant increase in numbers of listeners.

In the same spirit that prompted The Star to add such services as Wirephoto and otherwise to improve and extend its newsgathering facilities, WDAF announces the opening of its new transmitter with the hope it will enhance the enjoyment of WDAF listeners.

FIFTEEN YEARS OLD

June 5 WDAF celebrated its fifteenth birthday anniversary. It is fitting that WDAF's new station and tower should go into operation at this time.

In the fifteen years of its existence WDAF's radio broadcasting equipment has been rebuilt or entirely replaced many times. The erection of the present station and tower marks a step that is by far the most momentous in the history of WDAF.

FACTS about WDAF's New Transmitter and Tower

- Tower 425 feet high. Tallest antenna in the Kansas City area.
- Pyramid base of tower supports a 96,000-pound down-pull.
- Area of tract occupied by transmitter and tower—52 acres.
- Ten miles of 1-inch copper ribbon buried underground, serving as 120 radials with the tower as their axis.
- Power of new transmitter, 5,000 watts.
- Studios and business offices to remain on top floor of The Star building at 18th and Grand.
- First programs over new transmitter Wednesday, June 30.

WDAF

610 KILOCYCLES

OWNED AND OPERATED BY THE KANSAS CITY STAR

Daytime—5,000 watts **Night—1,000 watts**

BEHIND THE MICROPHONE

DAN WICKENDEN, assistant trade news editor of CBS since January, 1936, is resigning Aug. 1 to devote his time to writing. Wickenden has placed material with *Vanity Fair*, *Stage* and *Story*, and his first novel, *The Running of the Deer*, will be published in October by William Morrow & Co.

LONE MORF, assistant publicity director of KEHE, Los Angeles, left July 24 on a three-week motor trip to Chicago.

CLIFF WEBSTER, associate manager of Consolidated Radio Artists Inc., Hollywood, has resigned.

SHERMAN ELLIS, former Princeton University student, has joined the program department of WBBM, Chicago.

WALTER SHEPPARD, formerly of KVOA, Tucson, Ariz., has joined the announcing staff of KTAR, Phoenix.

MARION CRUTCHER, Kansas City announcer, known professionally as Patricia Peck, was seriously ill and confined to the Hollywood (Cal.) Receiving Hospital, several days during July, for food poisoning.

EDDIE DAVIS, for five years gag writer for Eddie Cantor has severed his connections with the CBS Hollywood comedian and will join RKO Radio Pictures Inc., collaborating with Matt Brooks, his partner, on an original motion picture.

FRANK ELLISSEN of KMTR, Hollywood, has resigned to produce radio shows and is presenting the weekly *British Players*, 30-minute dramas, on that station.

JOHN BOYLAN, formerly assistant production manager of WGN, Chicago, has joined KFI-KECA, Los Angeles, as continuity writer.

J. OLIVER RIEHL, formerly of WSM, Nashville, has joined KVOO, Tulsa, as production manager in charge of programs and music.

WILLIAM WALLACE, announcer of KFJM, Grand Forks, N. D., recently married Miss Adelphia Brackley.

Far North Honors

AS A RESULT of his work as announcer on the *Messages to the Far North* program Bill Beal, of KDKA, Pittsburgh, will leave Moose Factory, Canada, Aug. 6 for a tour of 15 or more posts around James Bay and out into Hudson Bay as far north as Belcher Islands. He will travel in a cabin cruiser the *Charles Stewart* which accommodates ten and will not return until the last of August. Beal will be the special guest of W. L. Tyrer, Supervisor of Indian Affairs for the Dominion of Canada and also the men at isolated posts on the itinerary who are taking this way of expressing to him and to Westinghouse their appreciation for the "Far North Messages" which are so vital to their lonely lives.

GEOFFREY A. PALMER, commercial continuity editor of 3DB and 3LK, Melbourne, Australia, was a recent visitor to the Chicago office of BROADCASTING. Mr. Palmer left Melbourne May 24 to make a six-month study of European foreign broadcasting methods. He was in Hollywood and Canada before coming to Chicago and then went to New York. He plans to go to England before returning to Australia Nov. 22.

FRAN ALLISON, for the last four years a member of the Waterloo staff of the Iowa Broadcasting Co.'s WMT, on July 26 joined the program staff of NBC in Chicago. She will be heard as featured singer in a number of Blue Network presentations, including the *Breakfast Club*, *Club Matinee*, and a program under her own name twice weekly.

FRANK CUNNINGHAM, Hollywood correspondent of Foreign Press Syndicate, and formerly continuity editor of the now defunct Inter-State Broadcasting System, has sold an original story, *Coast Guard Patrol*, to Warner Bros. First National Pictures.

WARD BYRON, for more than ten years an NBC producer, resigned Aug. 1 from the network's San Francisco staff to join Music Corp. of America, Hollywood, as studio consultant, a new unit of that organization. Byron produced *Bughouse Rhythm* and other well-known network programs. He was a member of the WEAF, New York production staff in 1925 before NBC was organized.

LEON ROSEBROOK has resigned as musical director of KEHE, Los Angeles.

KEN STUART, announcer and master-of-ceremonies of the five-weekly one-hour *Listen Ladies* program on California Radio System from KEHE, Los Angeles, has been transferred to the production staff. Al Poska, chief announcer, has been placed in charge of the program.

ROYAL (Sheriff) UNDERWOOD and Drury Lane, both formerly on the production staff of KNX, Hollywood, will become joint program directors of XERB, new 25,000-watt broadcasting station at Rosarita Beach, Lower California, which is scheduled to start operating Aug. 15. Appointments were announced by Harry B. Kronick, business manager.

M. A. SEARS, announcer-operator has resigned from KJBS, San Francisco to join KYOS, Merced, in the same capacity.

NELSON (Pete) PRINGLE, for the last 2½ years news writer and commentator of KNX, Hollywood, has been appointed news editor, succeeding John Clarke, resigned.

CHARLES BENFORD, former news commentator of WOL, Washington, has joined WOR, Newark, to conduct an editorial series five nights weekly.

VIC HURLEY, continuity writer of KOMO-KJR, Seattle, was recently given the Philippine Free Press award for his military history titled *Swish of the Cris*, selected as the most significant historical writing of 1936 dealing with Filipino affairs.

DICK FISCHER, formerly of WTAD, Quincy, Ill., has joined the announcing staff of KWK, St. Louis.

DAVID ROSS, CBS announcer-poet, has resumed his broadcasts of *Poet's Gold* on Sunday afternoons, beginning the sixth year of this series of verse readings.

RECENT additions to the page and guide staffs of NBC's Radio City studios are Daniel H. Wells, recently graduated from Hamilton College; Jere Baxter 3d and Albert Roraback, from Yale; Robert Evans Dennison, Princeton; Mark Saxton, Harvard; Frederick Judd Van Wagner, Peddie School; and F. Colburn Pinkham, formerly with J. C. Penny and Bristol-Myers Co.

MARKET



. . . The WOWO tri-state area
- 2,143,414 persons
- 417,500 radio homes
- $520,300,000 annual retail sales

—larger than Pittsburgh, or Philadelphia, or Baltimore.

MEDIUM

WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc. . Fort Wayne, Ind. . 10,000 Watts . NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

GEORGE BARTON, former staff member of music department of WBBM, Chicago, has joined the production staff of KMOX, St. Louis. Bob Dunham, formerly of KSOO, Sioux Falls, S. D., has joined the announcing staff of KMOX.

HARRY W. FLANNERY, commentator and news director of KMOX, St. Louis, was married recently at Watervliet, Mich., to Miss Ruth Carmody, director of auditorium and dramatic activities of Jefferson School, South Bend, Ind.

EDITH JORGENSON has joined the accounting department of WHK-WJAY, Cleveland, to take over the duties of Mrs. Thomas Harrison Jr., the former Dorothy Kerruish, who was married recently.

JACK LEWIS, announcer of KARK, Little Rock, has been named program director to succeed John Cleghorn who has returned to WMC, Memphis. Dale Alford has joined the announcing staff of KARK.

WELLINGTON MORSE, production manager of KLS, Oakland, became the father of a baby girl July 11.

ELEANOR JACKSON, formerly of KMTR, Los Angeles, recently joined the staff of KGGC, San Francisco, as a commentator.

HARRY LeROY, sports announcer at KGGC, San Francisco, was stricken with the flu recently and was replaced during his absence by Bill Grove.

GORDON WILLIS, KGGC, San Francisco, has been named special events announcer.

PEGGY REILLEY, continuity writer of WISN, Milwaukee, sailed July 23 for a month's vacation in Ireland.

FRED TRACY, one of New York's first radio announcers, whom thousands of fans from the crystal set days will remember as "FNT" is staging a comeback on WBIL, New York. Tracy is producer and master of ceremonies of a Friday afternoon variety program *FNT & His Radio Pals*, which will feature Broadway celebrities as guest stars in addition to the regular cast.

BERT CAIRNS has resigned as publicity director of CJCA, Edmonton, Canada, to join the United Broadcast Sales, Toronto, in a similar capacity. Norman Botterell, formerly of CFAC, Calgary, has taken over Cairns' former CJCA duties. Tom Tweed, formerly of CKY, Winnipeg, has succeeded Botterell at CFAC.

FRANKLIN TOOKE, announcer of WOWO-WGL, Fort Wayne, has been named WOWO production director. Bill Davies, formerly of WLBC, Muncie, has joined WOWO-WGL to handle production and publicity.

LARRY NIXON, until recently publicity manager of WMCA, New York, has been appointed to the newly-created post of director of special events at WNEW, New York.

MYRON FOX, announcer of KDYL, Salt Lake City, left July 26 for his annual two-weeks training as first lieutenant in the Army Reserves. He is at Monterey, Cal.

CHET CLARKE, of Washington, and Hugh Ferguson, formerly of WCAU, Philadelphia, have joined the announcing staff of WFMD, Frederick, Md.

GEORGE CASE, formerly announcer and producer of WCKY and WCPO, has joined WIS, Columbia, S. C.

WESLEY YOUNGBLOOD, member of the announcing staff of KFYO, Lubbock, Tex., is the father of a baby girl born recently.

MANNING OSTROFF, writer-producer of KFWB, Hollywood, has been appointed assistant to Bill Ray, production manager.

JOHN CLARKE, formerly news editor of KNX, Hollywood, and Virginia Cummings, secretary in the Paramount Productions publicity department, were married at Las Vegas, Nev., July 13.

ENVIOUS BRITISH
Tune to American Stations For Choice Programs



Mr. Murrow

ALERTNESS of American broadcasters to please the audience as contrasted with program policies of the government-operated British Broadcasting Corp. was described in a recent article in the *London Evening Standard*. The article explained how E. R. Murrow, CBS European manager, cabled his New York office to get permission to broadcast to this country a typical English village scene.

The broadcast was arranged for July 17, with BBC engineers handling arrangements, but the BBC did not carry the program with the result that British listeners were compelled to pick it up from American stations.

Superiority of American news broadsasts was described in the *London Sunday Referree* on July 6, which commented on Mr. Murrow's appointment by CBS as follows:

"A marvelous job that, getting an expert on each event or the leading actor in it, to tell America all about it. The news service that America gets from its two big hook-ups, Columbia and National, is infinitely more informative than the carefully colorless snippets that are all we over-nursed English are allowed to know."

LEWIS S. PATTERSON, formerly on the editorial staff of the *Washington* (D. C.) *Herald*, and prior to that publicity director of WCAE, Pittsburgh, has been appointed to a similar post on KEHE, Los Angeles. He succeeds Fred Jones, resigned.

ERNEST FELIX has been made manager of the auditing department of WINS, New York, which is now an independent unit. Formerly the WINS auditing was handled by the accounting department of Hearst Radio Inc.

WILLIAM MOULDER, formerly on the sales staff of the New York State Broadcasting System, is now handling traffic for the network. A. A. Grobe, former traffic manager, has been made office manager and program director of WINS, New York, key station of the group.

DON KNEASS, announcer, recently with KOIN, Portland, Ore., has returned to KGW-KEX. Jack Little has resigned from KGW-KEX.

DON McNAMARA, formerly in motion pictures, and prior to that on the announcing staff of KFWB, Hollywood, has joined KMTR, that city, in a similar capacity.

CARLETON KADELL, Hollywood announcer of the NBC *Chase & Sanborn Hour*, sponsored by Standard Brands Inc., is now also announcing the CBS *Hal Kemp's Dance Band* program, sponsored by Liggett & Myers Tobacco Co., (Chesterfield cigarettes), from that city. He succeeds Don Forbes.

JOE BOLTON, sports announcer at WHN, New York, has been signed as chief sports commentator for Paramount Newsreels, for whom he has been doing special assignments for the past three years. His contract will not affect his baseball broadcasts at WHN.

Presto News



WITH the new Presto 170-A telephone coil you can pick up both sides of a telephone conversation so that it may be recorded or fed to loudspeakers through your own input equipment. The same coil can be connected to the amplifier output to feed a recorded message or a complete radio program into the telephone circuit. No need to disturb the telephone wiring. Simply lay the coil on the ringer box as illustrated.

RADIO stations use the 170-A coil on stunt broadcasts to record interviews with listeners . . . to record reports of new events which are later edited for broadcasting . . . to produce special sound effects for use in dramatic sketches. Radio programs may be auditioned to prospective sponsors any time by long distance telephone.

Price 170-A coil with 25′ shielded cable and plug $10.00 NET



PRESTO RECORDING CORPORATION

World's Largest MANUFACTURER *of* INSTANTANEOUS RECORDING EQUIPMENT

147 W. 19th St., New York City

Export Division
(Except Australia and Canada)
M. SIMONS & SONS, Inc.
25 Warren Street, N. Y.
Cable: Simontrice, N. Y.

Australia and New Zealand
Agents and Stockists
A. M. CLUBB & CO., LTD.
45 King Street
Sydney, N. S. W., Australia

COVER
LOUISVILLE
AND YOU
COVER
ALMOST ALL!

Louisville alone has about 11% of Kentucky's entire population, but does more than 30% of Kentucky's retail business. Station WAVE *covers* this preferred market as thoroughly as any medium you can buy. But because we *don't try to cover the rest of the world too,* we give you the Louisville area at far lower cost... It's the old story of sharpshooting when you see the whites of their eyes, instead of just banging away at all them shadows out thar!

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION
WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

F. E. BAUME, editor of the *Sydney* (Australia) *Sunday Sun,* and 2GB news commentator, arrived in Hollywood July 20 for a week's stay and then continued to New York on a business trip.

ARTHUR VAN HORN has joined KSFO, San Francisco, and is handling the *Kindly Philosopher* series of Coleman Cox.

KEYES PERRIN, formerly of WPRO, Providence, has joined WBZ-WBZA, Boston-Springfield, for the summer.

LYMAN CLAYTON Jr., has joined the announcing staff of KGCX, Wolf Point, Mont., succeeding Mel King, who has gone to Grand Forks.

SAMUEL BENAVIE, music director of WJR, Detroit, has gone to Hollywood for the month of August.

JIM BANNON, formerly on the announcing staff of WABC, New York, and prior to that on KMOX, St. Louis has joined KHJ, Los Angeles.

RALPH EDWARDS, one time announcer with KSFO, San Francisco, now with the CBS announcing staff in New York, was a visitor at the KSFO studios during his vacation in July.

RUSS WISE, announcer of WTAM, Cleveland, is handling the NBC network broadcasts from Chautauqua Lake, New York.

JOHN FRAZER, formerly chief announcer of KFSD, San Diego, Cal., has joined the announcing staff of KEHE, Los Angeles.

ROBERT J. STEPHENSON, formerly with WNBF, Binghamton, N. Y., has joined the announcing staff of WHN, New York.

WILLIAM BOTZER, University of Washington, debater, has returned to the announcing staff of KOMO-KJR, Seattle, after a year spent in a tour around the world.

Harold Smith Recovering

HAROLD E. SMITH, president of WOKO and WABY, Albany, is recuperating from injuries suffered July 9 in an airplane crash near his summer home at Clarksville, N. Y. Flying his new Aronca from the Albany Airport, with Pilot Warren White at the controls, Mr. Smith intended to land at his own private flying field when the plane went into a spin on a turn and crashed into a tree. Mr. Smith suffered a triple fracture of the left ankle, deep cuts about the head, and severe body friction burns. Pilot White suffered a fractured left leg, right arm and severe lacerations.

JACK LESCOULIE, who conducts the daily half-hour early morning *Grouch Club* on KFWB, Hollywood, is acting as relief announcer of KFVD, Los Angeles, during the vacation period.

ARNOLD SCHOEN, news commentator of WSYU, Syracuse University, has joined the announcing staff of WGNY, Newburgh, N. Y., for the summer.

CHARLES GLENN HICKS Jr., announcer of WSOC, Charlotte, has been promoted to program manager, succeeding Paul Norris, who is organizing a new department at the station.

MARY ROBINSON, journalism student, at Iowa U, is producing and broadcasting a 15-minute variety program *The Stroller* on WHBF, Rock Island, Ill., which includes interviews with housewives.

STANLEY REESE, of the staff of KSL, Salt Lake City, was married July 20 to Helen Gaddie.

FLORENCE GEORGE, coloratura soprano who made her debut on NBC during the *National Farm & Home Hour* less than a year ago, has signed a motion picture contract with Paramount Pictures Inc.

Capital Columnists Sue Commentator for Libel

SUIT for $200,000 alleging libel was filed July 28 in the U. S. District Court for the District of Columbia against NBC and Arthur Reilly, the *Globe Trotter* of the Hearst newspapers who appears as a commentator regularly over WRC, Washington. Plaintiffs are Drew Pearson and Robert S. Allen, authors of the newspaper column *Washington Merry Go Round,* whose article July 19 stating that the late Anning S. Prall had been stricken with paralysis and would not return to Washington was criticized by Mr. Reilly on one of his broadcasts.

Plaintiffs charge that Reilly called them "character assasins" who distributed "dastardly misinformation" and claim their request for a retraction in a subsequent broadcast was not heeded. Their counsel is William Leahy, Washington attorney. Mr. Reilly, an intimate friend of the late chairman of the FCC, who died July 23, asserted he followed the Prall family's request in denying rumors then current in Washington regarding the seriousness of Mr. Prall's illness. Pearson and Allen at one time were sponsored under the column title over Mutual Network by Gruen Watch Co.

GEORGE DIXON SNELL, assistant production manager of KDYL, Salt Lake City, who also writes novels and short stories, has been informed that two of his stories have been selected by the famous critic Edward J. O'Brien for inclusion in his yearbook *Best Short Stories of 1937.*

YOUR TELEPHONE = 34,000,000 X YOU!

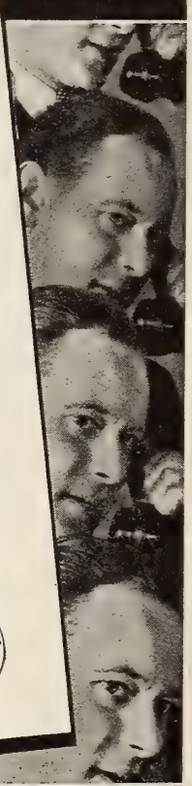


• Your telephone is the center of a voice network reaching more than 34,000,000 telephones throughout the world. You can reach some 70 foreign countries, and a score of ships at sea, from any Bell telephone right in your studio.

And, of course, all of this country is "just next door"—by telephone.

The telephone helps to take guesswork out of the network, brings minds together across the miles, speeds activity for any business that covers a lot of the map. *Use it often.*

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM



Wendt With Hearst



R. P. Wendt

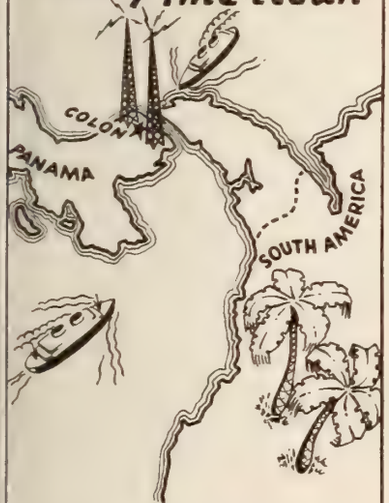
R. P. WENDT, formerly with the Botsford-Constantine-Gardner Advertising Agency in San Francisco and Portland, Ore., was recently appointed national sales representative of Hearst Radio Inc. at San Francisco.

He acts as sales representative for the Hearst radio stations in California as well as the California Radio System, making his headquarters at KYA. His appointment came on the heels of that of John Livingston, Hearst Radio Inc. sales representative who is making his quarters at KEHE, Los Angeles.

DL&W Plans Net, Discs

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York, will use a combination Yankee and Mutual network to broadcast *The Shadow*, half-hour mystery programs, on Sunday afternoons in the interest of Blue Coal. Program will be broadcast twice each Sunday at 4:30 p. m. on WNAC, WTIC, WEAN and WTAG, and at 5:30 p. m. on WOR, WBAL, WOL, WGR, WGN and CKLW. A few additional anthracite-burning cities will be included in the campaign through the use of transcriptions of the network programs. Ruthrauff & Ryan Inc., New York, is handling the campaign, which will continue through the winter.

RICH PANAMA
and the
CANAL ZONE
buy American



.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) NBC THESAURUS

State Legislation

(*Continued from page 44*)

crime news failed of passage, as did a Washington bill directed against broadcasting sex matters. The effort to stop broadcasting of dog and horse racing information was not successful in Massachusetts, California, Indiana and Illinois.

Libel and Slander Laws

Of considerable importance to broadcasters were the bills in California, Connecticut, Florida, Illinois, Indiana, Iowa and Oklahoma on the subject of radio libel and slander. For the first time, a bill became law which takes an objective view of the extent to which the broadcaster should be made liable for defamatory utterances of others. The Iowa bill (H-302) became law which provides, in effect, that where the broadcaster proves he was not negligent he is not liable in any degree for defamatory statements spoken by others. A Florida bill (S-956) identical to the Iowa act was not acted upon by the legislature. In Indiana S-80 was enacted. In effect, it operates to make stations free from liability where retractions are made within certain limits of time, but the statute is of little use with respect to political broadcasts because of the time restriction limitations.

Each legislature saw the introduction of numerous bills on labor matters. Many of them were on subjects such as those having to do with age discrimination, child labor, collective bargaining, intimidation, wage assignments, deductions and kick-backs, time of payment, women and minimum scales. In addition, bills were introduced in some states on rights of privacy and upon the suppression of man-made interferences with radio signals.

Federal Bills Pending

Bills in the Congress dealing with radio subjects are more numerous than has been the case in most other sessions, but no important radio bill has yet received Congressional approval. A list of the Congressional bills follows:

Copyrights: S-7, 2031, 2240; H-2695, 3004, 5275, 6072.
Pure Food & Drugs: S-5; H-300, 5286, 5414, 5458.
Advertising: Liquor—S-1369; H-13, 3140, 4738; Foreign products—H-4960; Testimonials—H-5300.
Investigations: H Res-61 and 92; S-133 (Oslo case).
Opeartors Licenses: S-1353, 2407; H-3897, 5336, 5376.
Taxation: Voltage tax—H-6440; Dist. of Col.—H-7472.
Administration Court: S-273; H-2240.
Labor: H-7180, 7200, 7401.
Education, Social, etc. program: S-2755, 2756, 2757; H-3033, 3038, 3039.
Broadcasting Congressional Proceedings: S-93.
Artists—Aliens: H-30, 5548, 6280.
Government Short Wave Stations: H-4281.
Department of Arts, etc.; H-Res.-79.
Licensing Corporation in Commerce: S-10, 721.
Ship Radio: S-595; H-7711.
Federal Trade Commission: S-414, 1077; H-3143, 5854.
Anti-Trust Laws: H-4726.
Licenses: Newspapers—H-3892; 5 years—H-5038.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

GOOD HUNTING



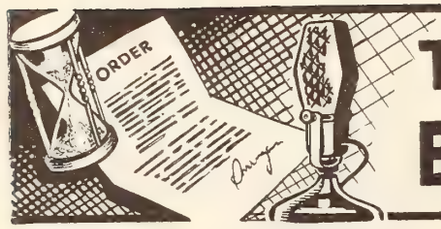
GOOD FINDING

SEASONED sportsmen (and sales executives) don't take a shot in the dark. They follow dependable pointers.

It is significant that KDYL carries a larger number of local advertisers and a larger volume of local advertising. Alert national advertisers are profiting by this guide to sales-finding in the rich, responsive Salt Lake Market.

KDYL
SALT LAKE CITY
An N.B.C. Station

Representatives:
JOHN BLAIR & COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Utilities Engineering Institute, Chicago (training school), weekly *t*, direct.
Baldwin Laboratories, Saegerstown, (Dwin insecticide), 1 *sp* and 2 *sa* weekly, thru Yount Co., Erie.
Borden Co. (Pioneer Division), New York (ice cream), 6 weekly *sa*, thru Pedlar & Ryan Inc., N. Y.
Gambarelli & Davitto, New York (wines and vermouth), weekly *sp*, direct.
Refrigeration & Air Conditioning Institute, Chicago (training school), weekly *t*, thru Critchfield & Co., Chicago.
Rogers Peet Co., New York (men's stores), 5 *sp* weekly, thru Marschalk & Pratt Inc., N. Y.
Doyle Packing Co., Newark (Strongheart dog food), 3 *t* weekly, thru Charles Dallas Reach Adv. Agency, Newark.
Ironized Yeast Co., Atlanta (yeast tablets), 2 *sp* weekly, thru Ruthrauff & Ryan Inc., N. Y.
Anderson Co., Gary, Ind. (Sleetmaster), weekly *sp*, thru Schwab & Beatty Inc., N. Y.
S. Gumpert & Co. Inc., Brooklyn (hotel supplies), 3 *sp* weekly, thru Rose-Martin Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City (Supersuds), 5 *sp* weekly, thru Benton & Bowles Inc., N. Y.
B. C. Remedy Co., Durham, N. C. (headache powders), 3 *sp* weekly, thru Charles W. Hoyt Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory), 10 weekly *t*, thru Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), 5 weekly *t*, thru Pedlar & Ryan Inc., N. Y.

WNAC, Boston

Simmons Co., Chicago (Beautyrest mattress), 65 *sa*, thru J. Walter Thompson Co., N. Y.
Ironized Yeast Co., Atlanta (Ironized yeast), 8 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Baker Extract Co., Springfield, Mass. (flavoring), 13 *sa*, thru William B. Remington Co., Springfield, Mass.

KRKD, Los Angeles

Van-Tage Medicine Co. Inc., Los Angeles, (liquid herb medicine), 3 weekly *sp*, thru General Adv. Agency, Los Angeles.
Cystex-Knox Co., Kansas City, (Cystex), 3 weekly *t*, thru Logan & Stebbins, Los Angeles.

WGN, Chicago

Duluth Chamber of Commerce, Duluth, Minn. (tourist business), daily *sa*, thru Stewart-Taylor Co., Duluth.
Bartlett Pear Advisory Board, San Francisco, daily *sa*, thru J. Walter Thompson Co., San Francisco.
Idaho Fruits & Vegetable Adv. Commission, Boise, 5 weekly *sa*, thru Botsford-Constantine & Gardner Inc., Portland, Ore.

KFBK, Sacramento, Cal.

Mentholatum Co., Wilmington, Del., *sa*, thru Dillard Jacobs Agency Inc., Atlanta.

WHK, Cleveland

Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
American Pop Corn Co., Sioux City, Ia. weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Lewis-Howe Co., St. Louis (Tums), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
American Chicle Co., New York (Sen Sen), weekly *ta*, thru Badger & Browning and Hershey, N. Y.
Western Growers Protective Assn., Los Angeles (lettuce), daily *sa*, thru J. Walter Thompson Co., San Francisco.

KNX, Hollywood

Johnson, Carvell & Murphy, Los Angeles (Kellogg's Ant Paste), 5 weekly *sp*, thru Wm. A. Ingoldsby Co., Los Angeles.
Wm. Wrigley Jr. Co., Chicago (chewing gum), 5 weekly *sa*, thru Neisser-Myerhoff Inc., Chicago.
Wilmington Transportation Co., Santa Catalina Island, Cal., (transportation), 13 *sp*, thru Neisser-Myerhoff Inc., Chicago.
Goodyear Tire & Rubber Co., of Cal., Los Angeles, (tires), 6 weekly *sp*, thru Arthur Kudner Inc., N. Y.

WQXR, New York

West Disinfecting Co., Long Island City (C/N disinfectant), daily *sa*, thru Al Paul Lefton Co. Inc., N. Y.
Grayrock-on-Sound, Rye, N. Y. (country estate development), daily *sa*, thru Grant & Wadsworth & Casmir Inc., N. Y.
Buckingham Hotel, New York, daily *sa*, direct.

KJBS, San Francisco

Peacock Sedan Service, San Francisco (transportation) 42 weekly *sa*, direct.
Goodrich Silvertown Stores, San Francisco (automobile accessories), weekly *sa*, direct.

WNEW, New York

Yeckes-Eichenbaum Inc., New York (honeydew melons), 6 weekly *sp*, direct.
Madison Personal Loan Inc., New York (financial) 6 weekly *sp*, thru Klinger Adv. Agency, N. Y.
General Foods Corp., New York (Diamond Crystal salt), 6 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney Inc., N. Y.
Jadwiga Remedies Inc., New York (Flemex, Ready Rub, etc.), 4 daily *sa*, direct.

KFWB, Hollywood

Diesel Hemphill Engineering Schools, Glendale, Cal., (school), weekly *t*, thru R. H. Alber Co., Los Angeles.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), weekly *sp*, thru McCann-Erickson Inc., N. Y.
Slendereen Inc., Los Angeles (liquid reducer), 18 weekly *sa*, thru Associated Adv. Agency, Los Angeles.
Guaranty Union Life Insurance Co., Beverly Hills, Cal., (insurance), 5 weekly *sp*, thru Stodel Adv., Los Angeles.

WBZ-WBZA, Boston-Springfield

Frank Bownes Point Co., Boston, 3 weekly *sp*, thru Redmond Co., Boston.
Baldwin Laboratories, Sagertown, Pa., (Dwin) 20 *sa*, thru Yount Co., Erie, Pa.
Harvey Whipple Inc., Springfield, Mass, 8 *t*, direct.

WKBZ, Muskegon, Mich.

American Chicle Co., Long Island City, N. Y. (Sen-Sen), weekly *ta*, thru Badger & Browning and Hersey Inc., N. Y.
Peiffer Brewery, Detroit, 24 *sp*, thru Martin Inc., Detroit.
Montgomery Ward & Co., Chicago, (retail), 3 weekly *ta*, direct.

KFI, Los Angeles

Bulova Watch Co., New York, (timepieces), 14 weekly *sa*, thru Biow Co., New York.
O. M. Tablet Co., Pasadena, Cal., (stomach tablets), 2 weekly *sp*, weekly *sp*, thru Lou Sterling & Associates, Los Angeles.
Sears, Roebuck & Co., Los Angeles (department store), 14 *sa*, thru Dana Jones Co., Los Angeles.
Maurice Ball Inc., Los Angeles (furs), weekly *sa*, thru Lee Ringer Adv. Agency, Los Angeles.
Woolwine-Norris Corp., Los Angeles (electric ranges), weekly *sp*, thru McCarty Co., Los Angeles.
Simmons Co., Chicago (beds & mattresses), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.
Johnson, Carvell & Murphy, Los Angeles (Kellogg's ant paste), weekly *sa*, thru Wm. A. Ingoldsby Co., Los Angeles.

WNOX, Knoxville

Armour Fertilizer Works, Atlanta, 6 weekly *sa*, thru Gottschaldt-Humphrey Inc., Atlanta.
Pinex Co., Fort Wayne, Ind. (proprietary), daily *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.
Postal Telegraph-Cable Co., New York, 4 daily *sa*, thru Marshalk & Pratt Inc., N. Y.
Dr. W. B. Caldwell Co., Monticello, Ill. (proprietary), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.

KMPC, Beverly Hills, Cal.

Bulova Watch Co., New York (timepieces), 35 weekly *sa*, thru Biow Co. Inc., N. Y.
Gilmore Oil Co., Los Angeles (gasoline), 5 weekly *sp*, thru Botsford. Constantine & Gardner, Los Angeles.
Mentholatum Co., Wilmington, Del. (mentholatum), 6 weekly *sa*, thru Dillard-Jacobs Adv. Agency Inc., Atlanta.

WBT, Charlotte, N. C.

Piel Brothers, Brooklyn (beer), 4 weekly *sa*, direct.
Longines-Wittnauer Co., New York (watches), 5 weekly *t*, thru Arthur Rosenberg Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (soap), 5 weekly *t*, thru Compton Adv. Inc., N. Y.

WAAB, Boston

Hecker Products Corp., New York (Hecker's H-O), 260 *sp*, thru Erwin Wasey & Co., N. Y.
Webster-Eisenlohr Inc., New York (Girard cigars), 78 *sp*, thru N. W. Ayer & Son Inc., N. Y.

WBBM, Chicago

Sinclair Refining Co., New York (gasoline), 6 weekly *sp*, thru Federal Adv. Agency, N. Y.
Chicago-Milwaukee Steamship Co., Chicago (boat travel), 2 weekly *sp*, thru W. W. Garrison Co., Chicago.

WFAS, White Plains, N. Y.

Royal Dutch Products Corp., New York (mustard), 52 *t*, direct.
Empire State Purchasing Co., New York (gold redemption), 6 weekly *sp*, thru Associated Adv. Co., N. Y.

KFAC, Los Angeles

Covered Wagon Trailer Co., Mt. Clemens, Mich (trailers), 6 weekly *sp*, thru Rupert L. Larson, Los Angeles.

KFI, Los Angeles

Loma Linda Food Co. Inc., Loma Linda, Cal. (health foods), weekly *sp*, thru Lisle Sheldon Radio Adv., Los Angeles.

WEAN, Providence

General Food Sales Co., New York (Certo), 30 *sa*, thru Benton & Bowles Inc., N. Y.

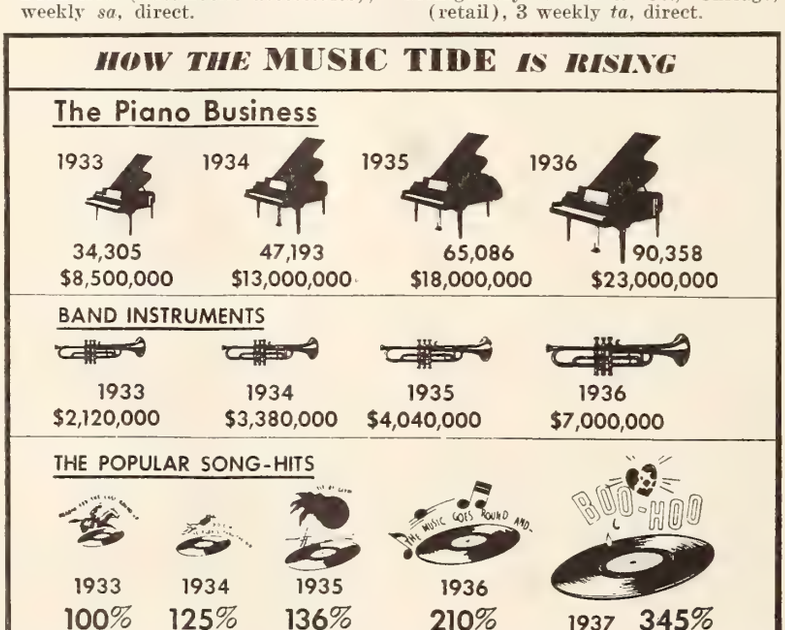
KYA, San Francisco

Basic Science Institute, San Francisco (health products) weekly *t*, direct.

WHN, New York

Coca Cola Co., Atlanta, 6 weekly *t*, thru D'Arcy Adv. Co., St. Louis.

HOW THE MUSIC TIDE *IS RISING*



MURDER OF MUSIC?—It was a revived musical trade that convened for the annual trade show of the National Association of Music Merchants in New York July 26-29, for the music business is definitely on the upgrade despite charges that radio is responsible for declining instrument and song-hit sales. More than 225 musical manufacturers and seven radio concerns exhibited. The chart above is from the dealer trade journal *Radio Today*.

RADIO ADVERTISERS

NATIONAL ICE ADVERTISING Inc., Chicago, has reappointed Donahue & Coe Inc., New York, to direct the industry's advertising of ice and ice refrigerators for another year. Campaign will probably follow the same general lines as that of last year, with the *Homemakers' Exchange* being resumed as a morning network program and with possibly an evening program being added after the first of the year.

THREE advertisers have already signed up as sponsors of *Dick Brooks'* news broadcasts on WNEW, New York, which on July 26 inaugurated fulltime INS service. Warren & Arthur Smadbeck Inc., New York (real estate), sponsors quarter-hour broadcasts on Saturday and Sunday mornings, placed direct. General Supply Co., New York (stationery), sponsors the 5:15 to 5:30 p. m. period on Mondays, Wednesdays and Fridays until Aug. 6, after which it will take the same time Monday through Saturday. Scheer Adv. Agency, Newark, placed the account. Madison Personal Loan Inc., New York (loans), is sponsoring news from 12:30 to 12:45 p. m. five days a week. Klinger Adv. Agency, New York, is the agency.

CHEMO-RAY EYE INSTITUTE of San Francisco and Oakland (eye lens), on July 23 inaugurated a series of 104 twice-weekly broadcasts featuring a transcribed serial *The House of Peter McGregor* on KFRC, San Francisco. The agency is Rufus Rhoades & Co., San Francisco.

GENERAL FOODS Corp., New York, has acquired Snow King baking powder and Dairy Maid baking powder, products of Snow King Baking Powder Co., Cincinnati.

CAPE COD STEAMSHIP Co., Boston (excursions), is using a five-weekly series of quarter-hour dance periods from Provincetown on WHDH, Boston, until Sept. 30 and 36 100-word announcements five weekly on WEEI, Boston. A three-time announcement test was used on the following Boston stations: WORL, WHDH, WAAB, WCOP and WMEX. Agency is Greenleaf Co., Boston.

A. R. BOSCOW, formerly merchandising director of General Motors units, has been appointed director of advertising and merchandising of the Nash Motors Division of Nash-Kelvinator Corp., Detroit.

MAURICE BALL Inc., Los Angeles (furs), on July 21 started for 52 weeks, on KNX, Hollywood, *Modern Screen Magazine of the Air*, Hollywood gossip and fashion discussion, with Lois Lee, commentator. The weekly quarter-hour program calls for guest appearance of motion picture stars and fashion designers. Weekly spot announcements on KFI, Los Angeles, are also used. Lee Ringer Adv. Agency, Los Angeles, has account.

PETER DOELGER BREWING Corp., Harrison, N. J., has named Staples & Staples Inc., as agency.

HORSE & MULE Assn. of America, Chicago, has appointed Gale & Pietsch Inc., Chicago, to service its account.

WILLIAM P. SHARPE, managing editor of the *Twin City Sentinel*, Winston-Salem, N. C., has been appointed publicity director of North Carolina's $250,000 advertising campaign with headquarters at Raleigh.

ONLY Station within a 100 Mile Radius of Missoula

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate

Modest Sponsor

SEVEN nightly sportcasts per week without mention of a product and with only an opening and closing mention of the sponsor, Goodyear Tire & Rubber Co., comprises the new series started by Bob Wilson in July over WADC, Akron. Fifteen-minute program features local and national sports and the local Goodyear activities, being designed as a community institutional service rather than a selling show.

GRIFFIN MFG. Co., Brooklyn, has contracted to sponsor the broadcasts of the Ohio State University home football games on WCOL, Columbus, this fall, in the interest of its shoe polishes. Bermingham, Castleman & Pierce Inc., New York, is agency.

PHOENIX HOSIERY Co., Milwaukee (men's, women's and children's hosiery), has appointed Neisser-Meyerhoff Inc., Chicago, as agency. Walter R. Neisser will be account executive.

MAJESTIC RADIO & TELEVISION Corp., Chicago (radio set manufacturers), is planning a thrice-weekly quarter-hour network program to start in September. Network and talent have not yet been decided. Morris & Davidson Inc., Chicago, is agency.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), plans to expand its *Scattergood Baines* show, currently on the West Coast, to a network this fall. *Poetic Melodies*, currently on CBS, a quarter-hour five evenings weekly will probably be continued. Neisser-Meyerhoff Inc., Chicago, is the agency.

ALBANY CARPET CLEANING Co., Boston, has started a four-station campaign in New England to promote its rug cleaning business. WBZ & WBZA, Boston and Springfield, Mass., had 24 one-minute announcements on its *Little Show* at noon. WEEI is used for 12 weeks of temperature reports on the E. B. Rideout Service, Monday through Saturday. WNAC has a Monday, Wednesday, Friday schedule of spot announcements and temperature reports, for a period of 26 weeks. Agency is Dickie-Raymond Inc., Boston.

R. B. DONNELLY, vice-president of General Foods Products Inc., New York, was in Hollywood during July to confer with John M. Nicholson, newly-appointed special advertising representative of the organization in charge of Pacific Coast radio, and also to look over the company's network shows emanating from the West Coast.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Sell Here!

. . . in this great summer resort land, where business is 'way UP from now until mid-September. For 1937

$20,000,000 Tourist Business!

. . . is the estimate for the Asheville area. And WWNC, you know, offers sole blanket radio coverage!

CHICAGO-MILWAUKEE Steamship Line, Chicago, recently started a quarter-hour thrice-weekly program over WBBM, Chicago. Entitled *Melody Cruise*, the program, which is broadcast Tuesdays, Thursdays and Saturdays at 6:30 p.m. features Milton Charles, singing organist, and Edna Odell, songstress. W. W. Garrison Co., Chicago, is the agency.

RATCLIFFE ADV. AGENCY, Dallas, has placed five morning shows with news and gossip of Hollywood on KRLD for Cliff Maid Bread. Chauncey Parson, radio director, handles the account.

DOYLE PACKING Co., Newark, with plants in Newark, Momence, Ill., Kansas City and Los Angeles, has named Chas. Dallas Reach Co., Newark, to handle advertising for its Strongheart dog food and cat food accounts. Radio, supplemented by newspapers, will be used. Account executive is Charles W. Scott.

GILMORE OIL Co., Los Angeles, (gas & oil)), has placed its account with Botsford, Constantine & Gardner, that city. Cliff Clark continues as actor-producer of the *Gilmore Circus* weekly half-hour variety show sponsored on 5 NBC-Pacific Red stations and remains as Gilmore Oil Co. representative. John Weiser of the advertising agency is supervising director.

NUNN BUSH SHOE Co., Milwaukee, is advertising through Ruthrauff & Ryan Inc., Chicago.

RUUD MFG. Co., Pittsburgh, (water heaters) has placed its account with Ketchum, MacLeod & Grove Inc., Pittsburgh.

BRISTOL-MYERS Co., New York, has placed its Milkweed cream, Wm. Peterman insecticide and Minit Rub accounts with Young & Rubicam Inc., that city, effective Jan. 1, 1938.

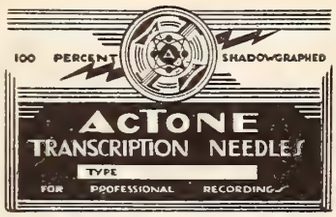
GROCERY STORE Products Sales Co., New York, has named McCann-Erickson Inc., that city, agency for its entire account.

STANBACK MEDICINE Co., Salisbury, N. C., has renewed its spot advertising on WWL, New Orleans, and WALR, Zanesville, O. The schedule has been expanded to include WAIR, Winston-Salem, N. C. Agency is J. Carson Brantley Adv. Agency, Salisbury.

WESTERN AIR EXPRESS Corp., Los Angeles, (transportation) has appointed the Mayers Co. Inc., Los Angeles, to service its account.

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatine), has placed its advertising with Kenyon & Eckhardt Inc., New York.

COAST FISHING Co., Wilmington, Calif., has appointed N. W. Ayer & Son Inc., New York, as agency for Balto dog and cat food, effective Jan. 1, 1938. No advertising plans have been announced.



WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request

PLAYBACK NEEDLES
STEEL CUTTING NEEDLES

Manufactured by

W. H. Bagshaw Co.

Lowell, Mass.

Distributed by

H. W. Acton Co., Inc.

370 Seventh Ave., N. Y. City

Inquiries Are Invited Regarding a Few Desirable Daytime Periods Now Open

KSD

in St. Louis

Population Coverage

KSD Day Time 5,906,905

KSD Night Time 2,481,390

Based on population of counties receiving one-half millivolt service or better.

Write, phone or wire.

NBC RED NETWORK

Station KSD—St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, Inc., National Advertising Representative

New York Chicago Detroit San Francisco Los Angeles

1ST WITH "FIRSTS"

New, original, "different" local program ideas constantly introduced. During July, WPRO started news broadcasts from the street, "Dressing Room Interviews" with prominent stage stars, "Public Auditions", "Mr. Twister".

CHERRY & WEBB BROADCASTING CO.

Providence, R. I.

Representative:
PAUL H. RAYMER COMPANY

WPRO
1ST IN PROVIDENCE

630 KC. 1000 W. DAY 500 W. NIGHT

BASIC COLUMBIA

TRANSCRIPTIONS

SALES BULLETINS, describing how stations have used *Thesaurus* selections to build programs for local advertisers, are being sent to all subscribers of this recorded library service by NBC's Transcription Division. Each bulletin outlines the problems of the advertiser and how they were solved by the use of the *Thesaurus*, and is accompanied by a sample script. Three recent bulletins are headed, "Station WIBG Sells Memorial Park," "Thesaurus Helps a Children's Show," and "How WJTN Sold Sears, Roebuck & Co." Bulletins are prepared by Robert Friedheim, sales promotion director of the division.

STANDARD RADIO Inc., Hollywood, announces the following new subscribers to its Standard Program Library Service: KHBG, Okmulgee, Okla.; KIRO, Seattle; CFCY, Charlottetown, P.E.I.; WSYR, Syracuse; KTKC, Visalia, Cal.; WGST, Atlanta; KWYO, Sheridan, Wyo. More than 70 stations have subscribed to the *Popular Supplement* launched in July. Complete sound libraries have been sold to Radio Cite, Paris; Radio Strasbourg, France; Radio Liege, Belgium; Lyon P. T. T., France; Palestine Broadcasting Service, Jerusalem; VARA, Hilversum, Holland; Institut National de Radiodiffusion, Brussels.

RADIO MERCHANDISING Associates, Hollywood production concern, has moved to new offices in the Otto K. Oleson Bldg., N. Vine Street, that city. Frank H. Baum and Claire Kerlee, continue to operate the organization, Jack Smock having resigned to become assistant advertising manager of Western Growers Protective Association, Los Angeles.

NBC Transcription Division announces that KTUL, Tulsa, WFMJ, Bridgeton, N. J., WSIX, Nashville, and WMSD, Sheffield, Ala., have subscribed for its *Thesaurus* library service and that renewals for a third year have been received from WMC, Memphis; WSAI, Cincinnati, and WJBY, Gadsden, Ala., and for a second year from WGBI, Scranton; WOPI, Bristol; WOWO, Fort Wayne; CKCK, Regina, Sask.; KALB, Alexandria, La.; KGNO, Dodge City, Kan.; WEED, Rocky Mount, N. C., and KMLB, Monroe, La.

ANTHONY ALVING Productions, new Hollywood program production concern, has established headquarters at 6305 Yucca St. with Anthony Alving as business manager and Harry David Fields, production manager. Concern plans to build custom and original shows for agencies and sponsors. Frederick H. Wagner, motion picture writer, has been brought in to head the continuity department. Wagner created and wrote *The Old Judge, Metropolis* and various other radio shows.

IRVING FOGEL Radio Productions, Hollywood transcription and production concern, has moved to larger quarters at 8979 Sunset Blvd., that city. Fogel has obtained exclusive five-year radio rights to the character of *Charlie Chan*, created by the late Earl Derr Biggers and popularized by the *Saturday Evening Post* and 20th Century Fox Film Corp. Scripts for the *Charlie Chan* radio series are being prepared by a staff of writers including Hector Chevigny, Virginia Radcliff and Earl Derr Biggers Jr., son of the author.

C. P. MacGREGOR, Hollywood transcription concern, is cutting a series of five-minute dramatic commercials for Mutual Citrus Products Co., Anaheim, Cal., for placement regionally through Chas. H. Mayne Co., Los Angeles agency.

3ZB, Christchurch, and 4ZB, Denedine, New Zealand, have contracted for WBS program service, through A. E. Bennett, Sydney, Australia, president of WBS of Australia. Order was placed through National Commercial Broadcasting Service of New Zealand. Other stations in that country subscribing to the service are 1ZB, Auckland, and 2ZB, Wellington. Australian subscribers to World include 2GB, Sydney; 2KZ, Melbourne, 4BC, Brisbane, and 5DN, Adelaide.

ASSOCIATED Cinema Studios, Hollywood, has placed Hector Chevigny under contract to write the *Lady of Millions* transcribed serial, cutting of which was to start Aug. 1. Series of 100 quarter-hour transcriptions will feature May Robson and is being sponsored by Bauer & Black Inc., Chicago, for one of its cosmetics. They are to be placed nationally through Blackett - Sample - Hummert Inc., Chicago.

Gene K. Walker to Join MacGregor Disc Staff



Mr. Walker

GENE K. WALKER, for the last four years director of sales training of Associated Oil Co., San Francisco, has resigned to become associated, starting Aug. 15, with C. P. MacGregor, Hollywood transcription concern, as manager of the syndicate and sales promotion departments. Mr. Walker, well known in Pacific Coast radio as writer and producer of several of Associated Oil Co.'s transcription shows, was at one time assistant sales promotion manager of that company under Harold R. Deal. He has been instrumental in the development of many Associated merchandising programs.

In making the appointment, Mr. MacGregor also announced the resignation of Gene Carman as production manager. Carman is writer and producer of *Problems for Pamela*, 156 episode quarter-hour dramatic serial, production of which has been stopped for 90 days while Lila Lee, lead in the show, is making a personal appearance tour throughout the country. Fifty-two episodes of the serial have been completed and production will be resumed upon her return to Hollywood.

Piel in Three Markets

PIEL BROS., Brooklyn (beer), has started using radio in three markets, sponsoring three quarter-hour news broadcasts weekly on WAGF, Dothan, Ala., and KNX, Los Angeles, and announcements following news broadcasts on WAPI, Birmingham. Kenyon & Eckhardt Inc., New York, is in charge.

RADIO FEATURES Inc., new Hollywood production company, has completed its series *Donald Novis Sings*, 52 quarter-hour shows for regional sponsors. The series has been taken by A. E. Bennet of Sydney for distribution in Australasia.

STANDARD RADIO Inc., Hollywood, has recorded 20 musical numbers featuring Eddie Fitzpatrick and his orchestra, which have been added to the popular supplement section of its library service.

JERRY KING, head of Standard Radio Inc., has returned to his Hollywood headquarters after a 30-day business trip in the East.

Since July 15

A *New* Station • A *New* Market

For National Radio Advertisers

WMBS UNIONTOWN PENNSYLVANIA

Now, national and regional advertisers can cover thoroughly and effectively, this prosperous area . . . the heart of Pennsylvania's richest bituminous coal fields, a thriving community and its environs representing steady payrolls and purchasing power.

WMBS is equipped with an RCA transmitter and speech input equipment, Western Electric microphones, a vertical radiator, new studios. Its balanced program schedule has already won the hearts and ears of its listeners.

Here is a new market for radio advertising, particularly ripe for foreign language programs because of the diverse population elements in and near Uniontown. We are expertly staffed to handle the advertising and merchandising of your product in this area.

FAYETTE BROADCASTING CORP.

JOSEPH C. BURWELL, President

Fayette Title and Trust Building UNIONTOWN, PA.

THE STAR SCRIPTFOLIO

A Comprehensive Library Of Continuity

EACH WEEK: *Seven* half-hour weekly continuity frameworks for musical programs which one man of your staff can present as live broadcasts.

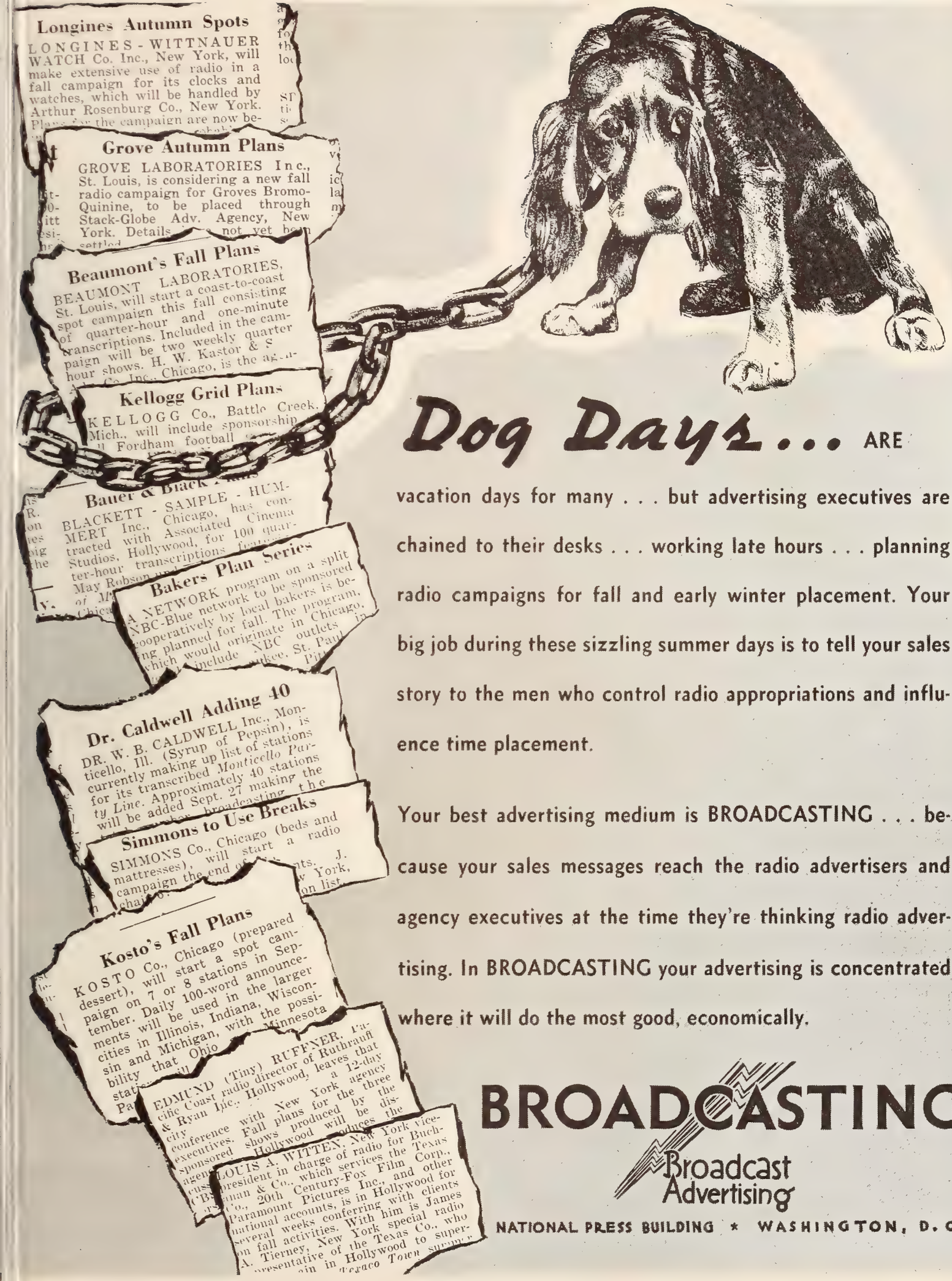
TITLES: *Meeting Night* *Sweethearts Forever* *County Fair* *Let's Remember* *Two For Tea* *Just Thinkin'* *Easy Chair Cruises*

TOGETHER WITH: *Twenty* tie-ins for your commercial announcements AND Thirty announcement leads for routine musical introductions.

The Cost is Amazingly Low!

STAR RADIO PROGRAMS INC.

250 PARK AVENUE NEW YORK CITY



Dog Days... ARE

vacation days for many . . . but advertising executives are chained to their desks . . . working late hours . . . planning radio campaigns for fall and early winter placement. Your big job during these sizzling summer days is to tell your sales story to the men who control radio appropriations and influence time placement.

Your best advertising medium is BROADCASTING . . . because your sales messages reach the radio advertisers and agency executives at the time they're thinking radio advertising. In BROADCASTING your advertising is concentrated where it will do the most good, economically.

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BUILDING ★ WASHINGTON, D. C.

Trailer Firm to Place

HAYES BODY Corp., Grand Rapids, Mich., has named U. S. Adv. Corp., New York, as its agency. An extensive campaign is planned for the company's trailers, which is expected to include radio, but no schedules have been laid out to date.

HOLLY SHIVELY, radio service manager of Lord & Thomas, Chicago, returned to her home on the north side of Chicago Sunday night, July 17 to find that burglars had ransacked her apartment for the third time within a year.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

AGENCIES AND REPRESENTATIVES

PAT WEAVER, New York production supervisor of Young & Rubicam Inc., is scheduled to arrive in Hollywood the first week in August to take over supervision of the new *Packard Show* which starts Sept. 7 on NBC-Red. Joe Stauffer will produce the series. Tom Harrington, West Coast manager and radio director, has been supervising all shows produced by the agency in Hollywood, and with Weaver's arrival Young & Rubicam Inc., will have a double supervisory staff on the West Coast.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., after three weeks in conferences with New York executives of the agency, is scheduled to return to the West Coast Aug. 7.

BRONSON WEST, of Grove Adv. Agency, St. Paul, has been named president of The Northwest Council of Advertising Agencies. Other new officers are Frederick L. Frizzell, Frizzell Adv. Agency, vice-president; Allan L. Firestone, Allan L. Firestone Adv. Agency, treasurer, and Donald M. Mitchell, Mitchell Adv. Agency, secretary.

W. HOWARD SCHENDORF, formerly of Lord & Thomas and the Blackett-Sample-Hummert Co., Chicago, has been named manager of the Chicago branch of Edward L. Sedgwick Co., agency with headquarters in Peoria, Ill.

THEODORE E. ASH, owner, is closing the Theodore E. Ash Advertising Agency, Philadelphia, and moving to Hollywood Aug. 1. Mr. Ash is planning to engage in radio and motion picture work, with offices in the Shelton Bldg., 1703 N. Wilcox Ave., Hollywood.

Heads Blair N. Y. Office



Mr. Bolling

WITH George H. Bolling taking charge of the New York office July 23 succeeding Murray Grabhorn, resigned, John Blair & Co. announced that Mr. Bolling, who has been in charge of its Detroit office for the last three years, will have the title of vice-president and will have Lincoln P. Simons and Frank Fenton as his sales staff. Succeeding Mr. Bolling in Detroit is his brother, R. H. Bolling, who has been on the Blair Chicago staff for the last year. Charles Dilcher, formerly on the advertising staff of the *Chicago Herald & Examiner*, has been added to the Chicago sales staff. Mr. Grabhorn left New York in latter July for California but expects to return in the fall. He has not yet announced future plans.

ABBOTT KIMBALL Co. Inc., new agency, has been formed at 250 Park Ave., New York, by Abbott Kimball, chairman of the board of Kimball, Hubbard & Powel Inc., who has withdrawn from that firm.

N. W. AYER & Son of Canada Ltd., has established a branch in Toronto in charge of John F. Graydon, with offices in the Victory Bldg.

EDDIE & NEWTON, Beverly Hills, Cal., advertising agency, is now known as the Howard W. Newton Co., Robert E. Eddie having withdrawn from the firm. Alden S. Byers, formerly of the NBC San Francisco publicity department has joined the agency as account executive and copy writer. Richard Clarke is in charge of radio.

LYNN MacMANUS, writer on the staff of J. Walter Thompson Co., New York, has been transferred to Hollywood and assigned to the NBC Werner Janssen program (Fleischmann's yeast), and Chase & Sanborn program (coffee), both sponsored by Standard Brands Inc. He was writer of the Rudy Vallee and other network programs from New York.

J. ELWOOD ROBINSON Adv. Agency, Los Angeles, has moved to 541 S. Spring St., that city.

STEVENS & WALLIS Inc., Salt Lake City, has moved its offices to 36 Richards Street.

BRANHAM Co., Chicago, is representing KBIX, Muskogee, Okla., on an individual basis while the other seven stations of the Oklahoma Network as well as the network as a unit are being represented by Joseph Hershey McGillvra, New York.

CECIL UNDERWOOD, free lancing for the past year, has joined the radio department of Needham, Louis & Brorby Inc., Chicago. Mr. Underwood will produce the *Fibber McGee & Molly* NBC show for S. C. Johnson & Son.

WJAX, Jacksonville, Fla., and WCOL, Columbus, have appointed Craig & Hollingbery Inc., Chicago, as national sales representative.

HENRY E. JOHNSON has joined Kirtland-Engel Co., Chicago, as space buyer succeeding Stanley Hamberg, who resigned to join the Chicago office of Screenland Unit magazines.

H. L. BART, formerly radio director and promotion manager of MacFadden Publications, has joined Harold Gordon Adv. Agency, Los Angeles, as account executive.

BAGGALEY, HORTON & HOYT Inc., Chicago agency, has established offices at 1584 Cross-Roads-of-the-World, Hollywood, with Clay Osborn as manager.

A. B. C. ADV. Agency, Los Angeles, has taken additional offices in the Broadway Arcade Bldg., doubling its space and also added Gladys Dancer formerly of Dallas, as account executive.

JOHN BLAIR & Co., will assume representation of WDSU, New Orleans, which recently joined the NBC Blue network, on Oct. 1.

BURT COCHRAN, with McCann-Erickson Inc., for the last 10 years and recently manager of the Seattle, Wash. branch, is now with the Chicago office.

H. K. CONOVER Co., Chicago, and Niles-Richman, New York, have been appointed national representatives of WIBU, Poynette, Wis.

Ayer Staff Shifted

FRANCIS C. BARTON Jr., formerly in charge of time buying in the New York office of N. W. Ayer & Son Inc., was transferred on July 26 to Albany, where he will head the firm's office, principally engaged in handling the advertising of the Green Island Forge Branch. On the same date Thomas J. McDermott and Frank Coulter were transferred from New York to the firm's home office at Philadelphia, as the increased volume of radio advertising calls for a closer coordination between radio and publication activities and hence forth the agency's time buying is expected to be centered for the most part in Philadelphia. Fred Pflugfelder continues as head of the New York radio staff.

Heinz Expands Radio

H. J. HEINZ Co., Pittsburgh, has launched campaigns for two of its products. A children's program *Adventures of Tommy Thatcher* broadcast by Russell Pratt five quarter-hours weekly on WTAM Cleveland, promotes Rice Flakes. For strained baby foods the company is using a series of 13 transcribed talks by Angelo Patri broadcast three times a week on WJSV, Washington, and WAPI Birmingham. If the three-week test is satisfactory it is planned to extend the programs into other markets. Both campaigns are placed through Maxon Inc., New York.

"KMA? Sure! That's EARL'S Station"



Back-fence neighbor to 520,500 corn-belt homes — that's KMA, the Earl May station in Shenandoah, Iowa! Farm and small town listeners know KMA intimately as a friend and advisor since 1925.

Now with its five kilowatt, high fidelity transmitter KMA is the dominant sales force in the bumper crop sections of Iowa, Nebraska, Kansas and Missouri.

Let us **prove** this to you! Let us tell you of the many leading advertisers who consistently report that KMA brings the greatest results per dollar spent in America's No. 1 agricultural market.

The Earl May Station KMA Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City

KWK
. . . the Home Town Boy with the Great BIG VOICE!
(All of which means— PROFITS to You.)
Thomas Patrick, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
NEW YORK CHICAGO
SAN FRANCISCO

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas by Appointing us Your Spokesman
KFRO
"Voice of Longview" - TEXAS

Wallis Armstrong Shift in Hollywood

Agency Plans Central Control Of Hollywood Activities

ESTABLISHMENT by F. Wallis Armstrong Co. of a major agency office in Hollywood to take over its increasing radio production originating on the West Coast, heading all accounts under a single supervisor, is in prospect within a few weeks. L. Ward Wheelock, president of the agency from Philadelphia, while in Hollywood during July looking over the West Coast office setup, intimated that such a plan was under way.

The agency, now producing the CBS *Hollywood Hotel* and CBS *Ken Murray* broadcasts for Campbell Soup Co., and preparing to take *Amos 'n' Andy* on Jan. 1 for the same sponsor, is contemplating the Hollywood expansion to accommodate itself to the marked swing of radio emanations from the city. Contemplated move will set up a large enough production office to handle all agency accounts under one responsibility, and thereby increase the Hollywood staff considerably, putting it on a par with Young & Rubicam Inc., Ruthrauff & Ryan, J. Walter Thompson Co., Lord & Thomas and other agencies on the West Coast handling several shows.

Bacher to Join M-G-M

With Bill Bacher resigning last month, production of *Hollywood Hotel*, temporarily in the hands of Ken Miles, announcer of that show, and Diana Bourbon, producer of the *Ken Murray* broadcasts, will continue until final decision on the move. Mr. Wheelock said that the producer selection hinges largely on the production setup under prospective expansion, and in any event is not likely to be made for several weeks.

Meanwhile Bill Bacher is scheduled to join Metro-Goldwyn-Mayer Studios, Hollywood, as supervisor of radio activities, under a seven-year contract. He will also occupy an executive position in the production department. MGM is paving the way for its players to confine their activities to studio-produced radio shows with Bacher producing. He also will have charge of all talent and will call on their services for shows.

Roesler Resigns

GEORGE ROESLER, on Aug. 1 resigned as head of the foreign language division of VanCronkhite Associates, Chicago, having sold out his divisional interest in the business to the firm. Both VanCronkhite and Roesler declined to state the purchase price or terms of the agreement. Roesler and Bob Howard last year organized the foreign language firm of Roesler & Howard Inc., which was taken over by VanCronkhite Associates two months ago. The New York office of Roesler & Howard Inc., at 60 E. 42nd St. will be discontinued.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingb.ry, Rep.

Frothingham Joins Weed



Mr. Frothingham

ROY FROTHINGHAM, pioneer radio executive and for a number of years sales promotion manager for the NBC's western division, has been named Pacific Coast manager for Weed & Company, international radio station representatives with offices in New York, Chicago and Detroit. The appointment was made by J. J. Weed, head of the company, while visiting San Francisco on his current tour of Weed-represented stations. Mr. Frothingham left the NBC post in San Francisco about three years ago to go in business for himself as sales counsellor, specializing in radio surveys. He will assume his new duties in conjunction with his present business.

Revere in Hollywood

TOM REVERE, head of Benton & Bowles Inc., New York radio department, was in Hollywood late in July to check up on the agency's broadcasts and to survey possibilities of originating other programs from the West Coast. A probable transfer to Hollywood is the CBS *Gangbusters* program sponsored by Colgate-Palmolive-Peet Co., scripts of which have been bought for pictures by M-G-M, with Phillips Lord understood to have signed to collaborate on the screen scripts and production. Benton & Bowles Inc. has scheduled the new *Log Cabin* broadcast for fall origination on the NBC-Blue network from Hollywood, in addition to the *Maxwell House Show Boat* now on NBC-Red.

Flycasting Champ

FRANK STEEL, radio director of the McJunkin Advertising Co., Chicago, recently won the Illinois flycasting championship in Chicago, retaining his title which he has held almost every year since 1928. Mr. Steel is also the worlds record holder in the national flycasting tournament, his record cast having been made in 1932 and never equalled. In addition to his Illinois title, Mr. Steel also holds the Wisconsin state flycasting championship.

HOLLYWOOD NEWS
of
HOLLYWOOD KIDS!
GEORGE WOOD Jr.,
14-year-old commentator, tells about them in "HOLLYWOOD STARLETS." Five-minute show, twice weekly, transcribed. He knows many child stars personally, from broadcasts, stage and picture interviews.
Available as exclusive feature in your city.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .



SPIDER SICK—Jackson Wheeler, CBS Hollywood producer (seated), left the hospital, ill from a spider bite, in a wheel chair July 22 to produce the CBS *Lloyd Pantages Covers Hollywood* program sponsored by A. J. Krank Co. Pantages also was handicapped, having broken his ankle while exercising a horse. Guiding Wheeler's chair is Margaret MacDonald, of Pantages' news staff.

Pinex to Use 102

PINEX Co., Fort Wayne (Pinex Remedy), will use 102 stations in the fall campaign starting Oct. 1. Two and three live spot announcements will be used daily, five and six times weekly. In addition a live talent program will be used on WLW and Yankee Network, (WNAC, WTIC, WEAN, WTAG, WICC, WCSH, WLBZ, WFEA, WSAR, WNBH, WLLH, WLNH, WRDO). Baggaley, Horton & Hoyt Inc., Chicago, is agency.



THE HONORABLE WATT
KILOCYCLE
AT HOME — EVERY DAY
6:30 a. m. — 12 p. m.
WBIG CBS 1440 unltd.

(This distinguished gentleman has discovered that PEOPLE—not geography, BUY merchandise — that PROGRAMS, not wattage, SELL merchandise.)

WBIG, in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than four years. Success is a hard habit to break!

WBIG
IN GREENSBORO, N. C.
EDNEY RIDGE, *Director*
CRAIG and HOLLINGBERY, Inc.
National Reps.

The War's on . . . but---



WHY FIGHT

When the price of peace is so small . . . .
To be exact

$3 PER YEAR

And your personal subscription to BROADCASTING includes the

YEARBOOK NUMBER *and the* MARKET DATA EDITION

Send Your Order Today!

•

BROADCASTING, National Press Bldg. Washington, D. C.



Are You Nosey?

We Know People Who Are—

for they tell us they keep tuned to WSPD for last-minute News Flashes of the United Press.

You see, they're "nosey"—and newsy—because they're afraid they'll "miss something."

And You, Mr. Advertiser

are missing something if you don't buy yourself a couple of United Press News spots which are now available over WSPD.

15 minutes Monday through Friday at 9:45 A.M. and 1:30 P.M.

BE "Nosey"—

learn all the facts regarding the best radio buy in the Northwestern Ohio and Southern Michigan markets.

A basic station of the NBC Blue Network

5000 WATTS DAY
1000 WATTS NIGHT

WSPD

Toledo, Ohio

Purely PROGRAMS

Reviewing London Plays

A SERIES of reviews of the new plays in London will be broadcast on the nights of their openings on WMCA, New York. This novel arrangement, made possible by the five-hour difference in time on the two sides of the Atlantic, was made by Donald Flamm, president of WMCA, on his recent European trip. J. M. Marriott, noted English author and critic, will serve as the London reviewer, attending the openings and cabling his reviews to New York, where they will be broadcast by local reviewer on WMCA and the Inter-City Network.

* * *

Mike Mistakes

A VARIATION of the kangaroo court for announcers who make mistakes in diction is the weekly *Phlubb Clubb* program on WMBD, Peoria. Listeners report the "phlubbs" and recommend punishment, such as tongue twisting poems and tricky sentences. Brooks Watson and Bill Vickland are in charge of the court for WMBD and report an unusual listener response to this amusing program.

* * *

Swing It!

SWING music with a vengeance, is the gyst of a late Saturday night program on WBBM, Chicago, during which five bands are chosen from local night clubs to vie for the honor of the hottest, swingiest band in town. Ken Ellington of WBBM introduces the band leaders and comments on the songs. Late turner-iners love it, according to WBBM.

* * *

What Parents Should Know

A PROGRAM dedicated to parents, telling them that they are chiefly to blame for their children's misbehaving, has been started on WMCA, New York, as a twice-weekly feature. Conducted by Dr. Bernard V. Grossman, child psychologist, the series is called the *Voice of Understanding*, and endeavors to create a better understanding of children by parents.

* * *

All About Babies

TO HELP mothers in the care and training of infants, WOR, Newark, has started a weekly series of Wednesday afternoon broadcasts with prominent pediatricians and other children experts as speakers. The New Jersey state department of health and the home economics extension service of Rutgers U are cooperating with WOR in presenting the programs.

* * *

Ask The Bargain Hunters

ANOTHER slant on interviews is given during a series titled *Friendly Store* on KFOX, Long Beach, Cal., when Foster Rucker, KFOX production manager, questions women shoppers in Walker's Department Store, sponsor of the program. Questions range from current events to bargains at Walker's and each woman interviewed gets her choice of sample cosmetics.

* * *

Mind Your Manners

TEACHING etiquette by radio is the purpose behind *Mind Your Manners*, new series on NBC conducted by Allen Prescott, writer and commentator.

Station Questions

WSPD, Toledo, has inaugurated a new series *The Letter Box*, with Joe Rockhold as commentator. It is intended to give the listeners an opportunity to write to Mr. Rockhold, asking any questions that may concern the Toledo station and its staff. The radio audience is invited to write letters of criticism, which will be read and answered as readily as those of comment, or simply questions regarding the station, its personalities or its programs. Letters will be read and answered over the air providing the sender signs his or her full name, although only the initials will be used in the broadcast.

* * *

From the Skyways

INTERVIEWS with passengers and members of the airport personnel make up *Your Skyways Reporter*, a new program on WAAT, Jersey City, broadcast from 6-6:15 p.m. three evenings weekly. Bob Becker handled the interviews from the American Airlines terminal at the Newark Airport, covering the departure of the sky-sleeper for Los Angeles and the arrival of a non-stop plane from Chicago.

* * *

Panning the Fans

AN INNOVATION in baseball radio interviews, *The Fan Speaks*, was inaugurated by Bill Williams, sports commentator, WBZ-WBZA, Boston-Springfield, July 22. It gives baseball enthusiasts an opportunity to tell their story, for microphones are placed at the entrances of National League Field and Fenway Park each afternoon before the game, and Bill Williams interviews patrons on their way into the park.

* * *

War and Peace

A SERIES of programs dedicated to neutrality and broadcast under the auspices of the National Council for the Prevention of War has been launched on the Inter-City Network under the title *The Road to Peace*. Leaders in the peace movement and in the plan to keep America out of any future European wars will speak each Tuesday evening from Washington.

* * *

Women and Good-Will

WCKY, Cincinnati, is cooperating with 91 women's organizations in its coverage area to publicize the Third Biennial Greater Cincinnati Woman's Exposition to be held November 10-17. Mrs. Eugenia M. Thorpe, executive secretary of the exposition is interviewing the leaders of the women's organization in a Wednesday morning series. Slant: Good-will builder.

* * *

Your Health and You

AN INFORMATIVE program called *Your Good Health* directed by Carl F. Meyer Jr., vice-president of Meyer Bros. Drug Co., is broadcast in a Monday night series on KWK, St. Louis. Prominent physicians and chemists discuss interesting developments in medical and drug science. The programs are dedicated to family physicians and are devoted to public information on science and medicine.

Time at Night

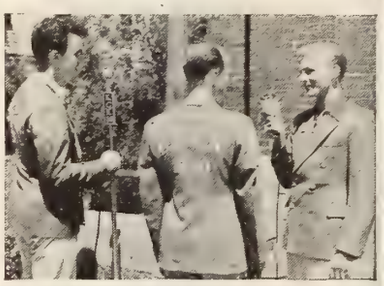
LATE EVENING variety program series corresponding to the widely used morning variety shows is broadcast nightly on WCFL, Chicago, and consists of time signals, weather reports, news and hot music. Sponsored by the local Levinson Radio Stores, the program idea resulted from a survey made recently by Schwimmer & Scott Inc., Chicago agency, which indicated that thousands of persons in the city were calling the telephone company between 10 p.m. and midnight to ascertain the correct time. Ed Burke and Ed Chase, WCFL announcers, are in charge of the series and report that several thousand letters have so far been received thanking WCFL for the service.

* * *

Public Square Items

KFAB, Omaha, has started *Home Town News* every afternoon, making up 10 minutes of the quarter-hour news program, and gives items gathered by its statewide staff of correspondents. News from farms and villages is featured and while weekly newspapers are scooped, they have proved friendly to the program and frequently run stories mentioning that local news has been featured on the program.

* * *



DRESSED UP—At special events, announcers of KCKN, Kansas City, wear uniform sports coats like this, with three-inch gold-braid letters. Left to right are Announcers Randall Jessee, Ralph Nelson, also director of special events, and Karl Willis.

* * *

The Little Show

The musical variety revue, *The Little Show*, which is broadcast twice daily on WBZ-WBZA, Boston and Springfield, as a participating program, has made such a hit with New England listeners that NBC is now broadcasting a special Saturday afternoon half-hour *Little Show* as a coast-to-coast sustaining feature on the Blue network. No commercials are accepted for this weekly network broadcast.

Built to give local announcement sponsors a musical background for their announcements and to give the audience good entertainment during the participation periods at noon and in the early evening, the *Little Show* has also been used as a testing ground for new talent.

* * *

Wilderness Drama

WORC, Worchester, Mass., recently began a series of nine weekly 15-minute broadcasts titled *Adventures in Exploration*, designed for young listeners. The programs deal with the romantic side of science and explorations, with accepted scientic or educational facts as the base. The first *The Dragon of Komodo*, dealt with the big lizards of the East Indies. The programs are presented through interviews of Dr. Edward M. Weyer, Sherman Voorhees and Donald R. Barton, of the Museum of Natural History.

For Tourists Only

INFORMATION for tourists is the service angle of *Calling all Tourist Cars*, a daily feature on KVOO, Tulsa, directed to vacationists and travellers who are motoring toward Tulsa. The commercial announcements concern local firms who cater especially to tourists and the program consists of music and information about points of historical interest.

* * *

Getting Tourists to Listen

TWO programs on KVOR, Colorado Springs, are aimed at tourists. In the first, Zelle Wade is heard thrice weekly describing entertainment places around Colorado Springs. A program staged by the Junior C. of C. with A. Frederic Handke as master of ceremonies offers historical and other interesting data about picnic spots, motor trips and hikes.

* * *

Chicks and Tourists

WFMD, Frederick, Md., carried four daily half-hour broadcasts from the International Baby Chick Association Exposition in Baltimore 40 miles away. Prominent speakers in the poultry industry were presented during the broadcasts. WFMD has also inaugurated a program for motorists planning summer vacations. It is captioned *See America First*.

* * *

Another Tourist Idea

ALSO for the tourist is *Our Minnesota*, broadcast by KSTP, St. Paul. The program points out unusual facts about the state and goes deep into history and folk lore.

* * *

Are You Listening?

TO ATTRACT listeners, KFRO, Longview, Texas, is broadcasting a short contest three times daily which consists of naming some resident of the area and the award of a theatre ticket to that listener if he calls the studio within five minutes after his name has been announced. Titled *Are You Listening?* the series is creating a lot of comment, says KFRO.

* * *

Housing Hows and Whys

TO HELP the homeowner with house, lawn and garden problems, KFRU, Columbia, Mo., has started *Your Home and Mine*, a twice-weekly evening quarter-hour.

* * *

Fine for Fur Shows

THE air-conditioned studios of WKY, Oklahoma City, permitted the station to stage a fur style show a few days ago for Kerr Drygoods Co. The store reported a tremendous response to the program, with the largest crowds in its history appearing next day to inaugurate the annual summer fur sale.

* * *

For Rising Stars

PROMISING, but little known movie actors participate in *Hollywood Showcase*, a weekly half hour program on CBS. Charles Vanda, CBS Pacific Coast production manager, supervises the series and Don Bernard produces the show with Arthur Gilmore as announcer.



BUMPER—Harvesting the largest wheat crop in seven years, KMBC, Kansas City, decided the Southwest's bonanza was nationwide news and broadcast a half-hour program over CBS. Here is Caroline Ellis interviewing J. W. England, farmer, and L. B. Hardin (right) Johnson County (Kan.) Agent at one of the pickup points.

* * *

Double Pay Off

LISTENERS and announcers are competing in a contest series on WCPO, Cincinnati, called *Choose Your Announcer*, during which the listeners write letters selecting their favorite WCPO announcer and the announcers try their best to be chosen on merit. Prizes are $25 for the best letter and $25 for the announcer chosen, with second and third prizes of $15 and $10 for listeners and announcers who place.

* * *

Money for Answers

FIVE silver dollars are given to persons who answer the questions asked on the *Vox Pop* program of KTRH, Houston, conducted in a local theatre by Ted Nabors, Tom Jacobs, Harry Grier and Harfield Weedin. The last question pays $25 for a correct answer and is intentionally made difficult. Metzgar Dairies, a local milk concern, sponsors the program which is becoming more and more popular, says KTRH.

* * *

Announcers All

ANYONE may make an announcement during *The Public Announces*, a new late evening series on WCPO, Cincinnati. Stewart Finley, master of ceremonies, introduces members of the studio audience to the listeners and lets them announce one or two musical numbers. Slant: Leads to a lot of fun and makes the audience feel like they have a part in things.

* * *

For the Shutins

A SUNDAY morning program dedicated to hospital patients and other shutins is *Lewis Charles' Sunrise Hour*, broadcast from 8 to 9 a. m. on WOV, New York.

Sound From Sightless

A GROUP of blind actors and actresses presented a radio drama on WLS, Chicago, July 19. Known as the Braille Theatre Guild of Chicago, the group gave an original play written by Bill Meredith of the WLS continuity department. Scripts were transcribed into braille. Dorothy Proesch, director of the Guild, found that rehearsing the group of eight sightless actors for the microphone was considerably easier than preparing them for their yearly stage productions. Three microphones were used which made it unnecessary for any of the players to move nearer to or away from the microphones.

* * *

The Judge Tells

SAFETY is the theme of *The Judge Tells His Story*, dramatized version of actual manslaughter trials broadcast by KVOD, Denver. Leading roles are carried by a municipal judge and assistant city attorney. Scene opens in the home of the judge, supposedly entertaining the attorney, then shifts to the court room for the reenactment, and finally retuns to the home where it is explained how the accident could have been avoided.

* * *

Sun Spots and Stars

HAYDEN PLANETARIUM, New York, is doing its bit to educate the radio audience astronomically. Miss Dorothy Bennett, assistant curator at the planetarium, is conducting a Tuesday afternoon series, *Drama of the Skies*, on a CBS network, and various staff members are heard in a Thursday evening series, *Romance of the Stars*, on WINS, New York.

Dissecting Humor

A SERIES of seven lectures on *Humor in the Arts* is being broadcast by David Canfield on WQXR, New York, each Wednesday evening. Series, a production of the radio division of the Federal Theatre Project is called "the first effort at a sociological study of humor in relation to changing cultures and life patterns."

* * *

College Sponsor Series

THIRD annual summer series of commercial broadcasts sponsored by 10 Iowa colleges is being broadcast on the Iowa network, half-hour, Sunday afternoon. Titled *Musical Pastels*, the series is under the supervision of Edwin G. Barrett, head of the radio department of Drake U, and includes talks by college executives as well as string ensembles and soloists.

FOR SALE STATION

Western location, 500 Watts, Unlimited time—Moneymaker with future.

Box 730
BROADCASTING

"FAN" MAIL . .

GAUGED BY THIS MAIL response, WHAS has a tremendous early morning listening audience far beyond its proven primary listening area . . .

OFFER—a fan
PROGRAM—The Morning Jamboree
TIME—7 to 8 A.M.
DURATION OF OFFER—3 weeks
RESULTS—

State	Number of letters received	No. of Counties heard from	Total Counties in State
KENTUCKY	8,261	120	120
INDIANA	4,175	90	92
OHIO	1,511	75	88
ILLINOIS	491	65	102
TENNESSEE	1,336	90	95
TOTAL	15,774	440	497

Your message, broadcast over WHAS, will go into millions of homes in the richest part of the middle west, morning, noon and night.

WHAS Represented Nationally by Edward Petry & Co.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Reps:
E. KATZ SPECIAL ADVERTISING AGENCY



STUDIO NOTES

THE ANNUAL "On to Alaska with Buchanan" group of boys and girls, numbering over 40, left Detroit July 18 for a personally conducted tour of the Northland by George E. Buchanan, Detroit philanthropist, who assists the boys and girls in financing the journey. Accompanying the party this year was Miss Betty Roberts, in charge of women's activities at WJBK, Detroit. She will conduct broadcasts by members of the group in many of the cities which the party visits, including St. Paul, Winnipeg, Vancouver, Seattle and Portland.

WFMD, Frederick, Md., has started construction of new studios and offices to occupy the third floor of the Seminary Bldg. A large theatre studio, two medium studios, speaker's studio, audition room, reception room, including new speech input equipment.

BOTH Mutual and NBC will broadcast the College All Star-Green Bay game coast-to-coast on Sept. 1 in its entirety but NBC will not be permitted to have an outlet within 150 miles of Chicago, WGN being the only Chicago station broadcasting the game. The game is being promoted for the fourth successive year by the *Chicago Tribune* in cooperation with other newspapers all over the country. Mutual will have Bob Elson, WGN sports announcer at the microphone in addition to Coaches Elmer Layden and Lynn Waldorf of Notre Dame and Northwestern. Hal Totten and Bill Stern will man the NBC mikes.

PAUL KENNEDY, radio editor of the *Cincinnati Post*, has started a twice-weekly commentary on WCKY, Cincinnati, at the invitation of L. B. Wilson, WCKY president.

WORC, Worcester, Mass., was to dedicate its new studios at 65 Elm St., Aug. 1.



JOPLIN BALLOT—WMBH, Joplin, Mo., broadcast a burlesque on the recall election campaign against the mayor of the city. Bruce Quisenberry, man-in-street conductor (left) interviews Madam Pandora Pinfeather and her campaign manager, Honest John Hamilton Farley.

TWELVE outlets on the grounds of the Centennial Exposition and Lumberjack Festival, July 17-31, were handled by WKBZ, Muskegon, Mich., featuring notables from all over the world. WWJ, Detroit, sent Program Director Wynn Wright, Chief Engineer Eberle and Engineers Bill Allen and Bill Dean to Muskegon July 17 to handle an hour's program, 30 minutes of which were fed to NBC-Red via the WKBZ lines. WKBZ also carried a *Street Broadcast* from the grounds daily.

THE 240-mile Port Huron-to-Mackinac Island sailboat race, big event of the Great Lakes summer sports program, was broadcast via remote control stations through WWJ, Detroit, the weekend of July 17-19. Harry LeDuc, yachting expert of the *Detroit News*, was at the microphone when the boats started. He and Mel Wissman described the scene from a shore microphone, while Announcer Bob Stanton hovered overhead in a plane and presented a word picture of the jockeying for position. Next day Stanton and Engineer Carl Wesser handled a broadcast from a mobile unit at Alpena. A short spot was cut into the station schedules shortly after the play-by-play of the Detroit-Washington baseball game. The finish, late in the afternoon of July 19, was broadcast through this same unit at Mackinac.

TWO NEW Sunday evening programs, one starring Sylvia Froos, popular songstress, and the other featuring Benny Davis, song writer and vaudeville trouper, are the latest additions to WOR's summer schedule of light, fast moving musical programs. Both programs start Aug. 1.

GUEST artists will appear in the daily broadcasts of Sachs Quality Furniture Inc., New York, on WMCA for six weeks while the regular talent on the programs, Bill Hanson, Vincent Howard and Jim Brennan, do some picture work in Hollywood. The *Three Little Funsters* left New York on July 25, following their 5,156th broadcast for this sponsor.

KSFO, San Francisco, is building a pier for pleasure craft for the use of members of its engineering crew at the new transmitter plant located but 25 feet from hightide level. Construction work on the plant is nearing completion and erection of the 400-foot tower will begin soon. The building will act as foundation for the column.

THE RAPID growth of the candid camera hobby has prompted KSFO, San Francisco, to stage a weekly program dedicated to these enthusiasts. Every Thursday night the station presents the *Camera Club of the Air*. It incorporates the latest news about cameras and photography and music produced by the Dante Barsi Swingtette. The program is written and produced by J. C. Morgan and announced by Joe Walters. The voice of the camera is created by Jack Moyles.

MARYLAND Department of the American Legion has presented the personnel of WJEJ, Hagerstown, Md., with a plaque for service rendered the Hagerstown post.

WCCO, Minneapolis, and KROC, Rochester, joined in presenting the ascension of Dr. Jean Piccard in his stratosphere apparatus from Rochester, July 24. Going on the air from Soldiers Field, Rochester, at 11:10 p. m., the stations offered listeners a continuous eye witness picture of the unusual proceedings until 12:45 p. m. During the last half-hour, a two-way conversation with Dr. Piccard, then nearly a half mile in the air, was rebroadcast. The famous stratosphere balloonist carried transmitting and receiving equipment in the gondola of his *Pleiades*. Tuned to his broadcasting equipment was another shortwave setup on the field.

WLS, Chicago, is organizing a new promotion and advertising department with Robert L. Kaufman, formerly commercial manager of KMA, Shenandoah, and program director of WBBM, Chicago, in charge. Working with Mr. Kaufman are David Wilburn, Bob McIlwaine and Oren Allen of the commercial department, and Virginia Seeds of the publicity department.

THE *Durham* (N. C.) *Sun*, which with the *Durham Morning Herald* forms the parent organization of WDNC, has started a series of articles on WDNC personnel, one staff member being covered at a time. The series to date has included Manager Frank Jarman; Alice Waters, secretary; Kay Lee, continuity writer; Woody Woodhouse, sports announcer; Lewis Brown, salesman; Bob Stratton, engineer; Al Harding, announcer.

CHARLES LAPWORTH, formerly managing editor of publications of the British Broadcasting Corp., has two weekly quarter-hour commentary programs on KFI, Los Angeles, *What the Papers Say* and *What the Critics Say*.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

RESULTS . . . . *that's what counts*

The excellence of the job being done for advertisers by WDBJ in the rich Roanoke and Southwest Virginia markets . . . is shown by the fact that 80% of WDBJ's contracts are renewal contracts. To cover this prosperous area consistently and satisfactorily *at all times* you must use WDBJ.

Representatives
CHICAGO — Sears & Ayer
NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

RESULTS! COUNT MOST
The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO DETROIT
WEED & COMPANY

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Movie Tactics Adopted By Atlas Radio Corp. to Promote Disc Serials



Mr. Ebenstein

A PLAN to apply to the transcription industry the methods of distribution and exploitation employed by motion picture companies has been announced by Herbert R. Ebenstein, president of Atlas Radio Corp., new entrant into the transcription producing field which has opened offices at 1540 Broadway, New York. Mr. Ebenstein, formerly a producer and distributor of motion pictures, stated that his company has 28 radio serials ready for distribution, consisting of 890 quarter and half-hour episodes and representing an investment of $400,000.

He said that Atlas is entering into franchising agreements with six distributing organizations throughout the country, and that by Sept. 1 offices in 24 cities will be exclusively engaged in the distribution and servicing of Atlas productions. Under the terms of the Atlas franchising contract, each distributor must maintain offices in specified cities. Criterion Radio Productions Inc., 1540 Broadway, has been appointed distributor in the eastern states with offices in New York, Boston, Philadelphia and Pittsburgh. Mr. Ebenstein has left New York to complete franchising negotiations in other areas. Most of the distributors, he said, will be graduates from motion picture ranks.

As in the film industry, Atlas productions will be leased to stations for one playing only and will not be sold. Two separate sales organizations will be maintained: one to lease programs to stations, the other to contact advertisers and advertising agencies as a service to radio stations in securing sponsorship of Atlas features.

In addition to Mr. Ebenstein, officers of the new company are Lou S. Winston, vice-president in charge of production, and Harold S. Hopper, treasurer in charge of studio operations. Both Mr. Winston, former president of Radio Producers of Hollywood Inc., and Mr. Hopper, currently president of the Cinema Mercantile Corp., Hollywood, headquarter at 930 North Western Ave., Hollywood, where all Atlas productions are made.

COLUMBIA ARTISTS Inc., subsidiary of CBS, has moved its West Coast headquarters from KNX, Hollywood, to the Equitable Bldg., that city. Larry White continues as head, with Arthur Rush handling the concert clients.

MILADYS MILLER, responsible for the Bigelow-Sanford Co. *Hollywood Room Recipes* series last fall, and in transcription this spring, and now president of Service Programs Inc., has been appointed to the faculty of the School of Retailing of New York University.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Ave. Wilkinsburg, Pa.

The Other Fellow's Viewpoint . . .

Scouts Pleased

EDITOR, BROADCASTING:

May we through you and your excellent publication thank the radio networks and the stations of America for the splendid cooperation they gave the Boy Scouts of America prior to and during the first National Jamboree, which took place in Washington, D. C., June 30 to July 9.

It was a great source of satisfaction to Walter W. Head, President of the National Council, Dr. James E. West, Chief Scout Executive, and the writer, to learn that both the networks and the stations were definitely interested from the very beginning in our planned Jamboree Public Relations program on the basis of service to their audiences. I have proof in my office substantiating everything I say.

For six months prior to the Jamboree we were in close contact with the radio stations serving the American people, and I have written evidence of the cooperation they gave us during that period. This cooperation was, undoubtedly, a direct result of an understanding and sympathetic attitude on the part of the program managers of the values that accrue to the nation from an institution such as the Boy Scouts of America.

All of us in Scouting are conscious of the rich contribution the networks, stations, executives, artists, and a selected list of commercial sponsors, made in behalf of the greatest gathering of boys ever held in the Western Hemisphere.

While Dr. West has thanked all who have cooperated with us, I feel that your publication, which so definitely represents the industry, should carry this letter as a further acknowledgment of our gratitude.

LESLIE C. STRATTON,
Director of Public Relations
Boy Scouts of America
New York City
July 23, 1937.

Pear List Made Up

CALIFORNIA Fresh Bartlett Pear Advisory Board, Sacramento, (pears), on July 26 started for three months, a fall campaign using daytime spot announcements on 28 stations nationally. One and two live spot announcements are being used daily, five and six times weekly on the following stations: WOR, WHN, WMCA, WLS, WCAU, KYW, WBZ, WBZA, WEEI, WNAC, KDKA, WCAE, WJR, WWJ, WJAY, WTNJ, WFBR, KMOX, KSD, KSTP, WSAI, WCKY, WDAF, KMBC, KSFO, KFRC, KFI, KNX. Agency is J. Walter Thompson Co., San Francisco.

Program Cooperation

EDITOR, BROADCASTING:

I have been away and this is my first opportunity to answer your letter of July 1 with regard to Mr. Scripp's article in your July 1 issue.

There is certainly a lot of food for thought in Mr. Scripp's article and I believe most of us feel that a large number of stations have not paid sufficient attention to programming and have permitted too many similar shows to be broadcast in a period of time. I believe that the advertiser using transcriptions can work with the station managers and help the stations have a more balanced daily program.

During the past two years we have watched this point quite carefully in spotting *The Monticello Party Line*. I am convinced that listeners are becoming worn out with flocks of script shows, then a bunch of musical shows, and another flock of variety shows when cooperation between the advertiser and the station manager could improve the picture.

MAXWELL R. HOTT,
Vice-President,
DR. W. B. CALDWELL, INC.
Monticello, Ill.
July 13, 1937

STANDARD OIL Co. of California has signed Alfred Hertz, symphony conductor, to direct the remaining concerts of the *Standard Symphony Hour* summer series on NBC-Red. The present series will continue through September.

FTC Stipulations

THE Federal Trade Commission announces action in the following cases: Stipulations—R. L. Watkins Co., New York, to revise claims for Mulsified Cocoanut Oil Shampoo; Affiliated Products Inc., Chicago, to revise claims for Outdoor Girl cosmetics; Oneida Ltd., Oneida, N. Y., to cease certain claims for William A. Rogers Ltd. and Simeon L. & George H. Rogers Co. silverware in which half-price sales are advertised. Complaints have been issued against Cal-A-Mo Laboratories, Los Angeles; Lavoptik Co., St. Paul, and General Motors Corp. and Ford Motor Co. (allegedly false claims for auto prices). Coolerator Co., Duluth, has been ordered to cease allegedly disparaging statements regarding mechanical or electrical refrigerators.

By The Way!

Savannah wholesale grocers are reporting 75 to 100% increase in the sale of Wheaties. The reason? The Wheaties baseball broadcasts over WTOC. Investigate the rich Coastal Georgia market when making up your fall advertising campaign.

WTOC
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.



MILLIONS OF SUBWAY RIDERS DO!

You may not find a WBNX listener in a luxurious, private railroad car. But you'll be sure to find him and some 4,000,000 like him, on the subway. He's the man who works for a living and spends a liberal portion of his income on standard advertised goods. He's the mass purchasing type . . . the kind your product is designed to reach!

"It's the Four Million who Listen to WBNX"

1000 WATTS DAY AND NIGHT
WBNX NEW YORK

CBS Training Course

TO PROMOTE better organization and a fuller understanding of its various departments, CBS is scheduling a series of ten 90-minute meetings to start this month at its Hollywood headquarters. Meetings are directed to the younger men of the network and will consist of presentation and discussion of every phase of CBS activity, according to Donald W. Thornburgh, Pacific Coast vice-president. Discussions will be basis of a training course for the future. Subjects to be discussed at the ten meetings include: CBS and the Radio Industry; How CBS Sells Radio; Programs; Radio Production; Music; Engineering; The CBS Network Sales Promotion; Public Relations and Publicity; Office Procedure.

DON'T forget

THIS SUMMER WTAQ LISTENING AUDIENCE WILL INCLUDE PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at our resorts. Write or wire for details.
JAMES A. WAGNER
Manager-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY - WISCONSIN

TIMELY PROMOTION
KXYZ, Houston, Has Tiein With Phone Service

A BELIEVER in advertising of all kinds, KXYZ, Houston, was quick to recognize the advertising value of the Houston Telephone Time Service and has placed a contract with this bureau for advertising by telephone. Three thousand calls an hour clear through Houston Telephone Time Service, and one announcement out of every five carries a message of some KXYZ service to the thousands who call this bureau for the correct time.

"Fine entertainment, K X Y Z, NBC-Blue Outlet, 1440 on your dial" is a typical announcement delivered by the announcers over the telephone. So popular has this service become that the telephone announcers are receiving fan mail and much local interest has been created with this useful service.

Van-Tage Testing

VAN-TAGE MEDICINE Co., Los Angeles, which has devoted its entire advertising appropriation to newspapers in the past, spending $40,000 monthly to attract consumer interests, for the first time is using radio, having started July 19 for 13 weeks, a test campaign on KRKD, that city. Thrice weekly quarter-hour live talent program titled *Dr. Nature* with Churchill Murray, as commentator, is educational in nature. If test is successful, sponsor will extend campaign to include other West Coast stations. General Adv. Agency, Los Angeles, has account.

WOKO
ALBANY, N.Y.

—try it for Smashing
SELLING POWER

WOKO, basic Columbia Network outlet, is *the* buyers' guide in The Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything" . . .

HAROLD E. SMITH, *General Manager*

STATION WOKO ALBANY, N. Y.



WOR ON CRUISE—When a hundred or so members of the Madison Square Boys' Club were taken on their first sea fishing expedition in July aboard the yacht *Sylph*, Bob Edge, hunting and fishing commentator of WOR-MBS, went along as advisor and judge in the contest for the biggest fish, and with Bob went the men and equipment necessary to broadcast two programs from the yacht. Pictured (left to right) are Charles Singer, engineer in charge of the broadcast; one of the boys; Dr. Herman Berens; Bob Edge, with the winning catch; and Dave Driscoll, special features announcer.

Cemetery Lots

"CAN RADIO sell cemetery lots?" This is the question put to WOWO, Fort Wayne, some 10 weeks ago. Assured that it could, the Greenlawn Memorial Association went on WGL, Fort Wayne, WOWO's associate station, on Sunday afternoon at 1:30 p.m. (CDST), with recordings of Homer Rodeheaver, evangelist, and his sister Ruth Rodeheaver Thomas. The account reports present sales increasing at rate of 10% to 30% each week.

JOE E. BROWN, movie and radio comedian, arrived in Chicago from Hollywood July 23 to take over a three-week job as announcer on the WJJD ball games which are sponsored by the Kellogg Co. The comedian will work with John Harrington, regular announcer on the games. While in Chicago, Mr. Brown will make two weekly appearances at various Chicago playgrounds giving instructions to youngsters in the Kellogg Baseball School.

DOLLARS AND SENSE!

A common-sense program policy has brought to WSOC thousands of common-sense listeners. A healthy percentage of each dollar they earn (and they earn many) is spent for products advertised over "The Friendly Station." Join us and profit.

WSOC Charlotte, N.C. an NBC Affiliate

Federal Trade Bill Held in Commitee

House Group Delays Plan to Consider Related Measure

ALTHOUGH approved by the House Interstate & Foreign Commerce Committee more than a fortnight ago, the amendment to the Federal Trade Act, giving the FTC advertising jurisdiction over foods, drugs and cosmetics, has been withheld from the House calendar.

Inquiries at the Committee bring the answer that the report on the amendment has been delayed pending consideration of the Copeland and Chapman food and drug bills. Members propose to hold up the Federal Trade Amendment until the food and drug bill is near completion to make certain that advertising features in the former measure will not be hampered by provisions of the latter bill, it was said.

Both bills, it was indicated, might be brought to the floor simultaneously. In that way, some members of the Committee believe, a more favorable consideration of the whole plan involved in both bills will be obtained.

Minority Report Likely

It was learned, however, that a minority of the Committee is preparing a report on the advertising features of the FTC amendment and causing some delay. This minority report presaged a fight on the floor to put teeth in the advertising provisions.

The minority probably will demand that civil and criminal prosecution by the attorney general be provided. The bill as approved by the Committee would give the FTC powers to issue cease and desist orders against fraudulent advertising, and grant injunctive powers to the Department of Justice upon complaint of the FTC.

With a drive being made for adjournment by Aug. 14, food and drug legislation may again be lost in the legislative shuffle. For four years efforts have been made to rewrite the existing food and drug laws, in force since 1909, but there have always developed circumstances which blocked enactment largely on the question of whether the Department of Agriculture or the Trade Commission should have jurisdiction.

A split on the current measure appears certain again between House and Senate conferrees on the judisdictional question, assuming that the House approves its revised measure within the next week or 10 days. The Senate passed the Copeland Bill (S-5) early in the session, giving jurisdiction to the Department's Food & Drug Administration, but the House committee scrapped the bill and placed the advertising in the Federal Trade Act amendment. The revised bill, however, is still numbered S-5 in the House.

The House Committee report on the revised measure is expected shortly.

KFPY—Spokane
KGIR—Butte
KXL—Portland
Serving 80% of the people of the Pacific Northwest

Bullock's Boosts Radio As Medium For Retail Stores

Department Store Programs As Seen by Agency Expert

By O. V. JOHNSON
Dana Jones Co., Los Angeles



Mr. Johnson

PERHAPS it is a bit premature. And perhaps there's nothing to our own private surmise. But if you were in our place you would at least be inclined to agree that department stores are starting to regard radio advertising with renewed interest. We can't yet call it a trend. The development is still too recent for that. Nevertheless, we see this fact in sharp focus—the attitude of the average department store toward radio advertising has changed from apathy to keen awareness.

True, our opinion is based on dealing with one client—Bullock's, Los Angeles. With all modesty, we can point out that many a trend in department store merchandising and advertising can be traced back to an origination point at Bullock's. Who knows but what this same institution's pioneer endeavor in the field of institutional advertising via radio will be the forerunner of the long sought acceptance of radio advertising by the nation's merchant princes.

The title of the half-hour program presented every Friday evening by Bullock's on KNX, Los Angeles, is *New Horizons*. The program's theme is "to provide inspiration for embryo artists seeking new horizons. Perhaps that sounds as if it might be another amateur hour. Actually, however it is very different. In the first place the entire program is geared to a production quality in keeping with the store's unusually high standing. Musically, too, the presentation is far above the average run of local productions. Entertainment ranges from the swingiest of swing to classics interpreted by talented artists of the concert stage. A recent broadcast, for example, presented Nino Albanase, concert pianist, who followed a series of European and American concert tours with this radio debut. His offerings included "Tocatta" by Marticci and "Dance of Olaf" by Pick Mongigalli. The lighter entertainment on the same broadcast was furnished by Walter Schuman's "Swingsters," a unique vocal ensemble, and by the orchestra of Felix Mills.

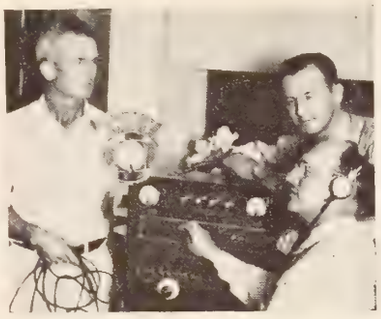
Brief dramatizations serve to provide interesting variety. On one broadcast, for example, inspiration was provided through dramatized highlights from the life of Willard Huntington Wright, better known as S. S. Van Dine, author of the thrilling Philo Vance detective fiction. The program itself did not just happen. They never do. The *New Horizons* actually was the culmination of months of planning by executives of the store, KNX officials, and the staff of this agency. Once the right talent had been selected, we were able to release a widespread publicity campaign assuring this broadcast a record first night audience. Special stories and letters were sent to every southern California newspaper carrying a radio column. This was coupled with the placement by Bullock's of special radio page advertisements.

The sole purpose of the program is to sell the institution rather than the product—the store rather than the price tag. For an institutional type of program, presented by a store of exclusive individuality, it is thought by Bullock directors that both the choice of program and outlet have been ideal. An opportunity to bring the first flush of fame to embryonic stars of the airways is surely a laudable vehicle for carrying an institutional message. By the same token, then, the choice of releasing station must logically be, by all standards, a leader in its territory.

That Bullock's has chosen wisely, both as to program and station, is indicated by the widespread interest which has been aroused. Not only has the listening audience given the program an enthusiastic reception, but artists from all parts of the country have wanted to appear as guest stars. One in fact, a Metropolitan Opera singer, made the trip to KNX studios in Hollywood with an appearance on *New Horizons* as one of her prime goals. It's pleasant to record here that this artist's successful audition and subsequent radio appearance resulted in a motion picture contract with one of the major Hollywood studios. Bullock's and stores of comparable quality throughout the country have long enjoyed the patronage and confidence of newspaper readers. Now Bullock's points the way to a similar enjoyment of increased interest from radio listeners everywhere.

KIDO's Kitty

A FOUNDLING kitten crept into the studios of KIDO, Boise, Id., the other morning during a variety program, fell on the piano keys while chasing a fly, and became a radio star five minutes later. The announcer told about the kitten and asked for a name. More than 200 listeners have sent in names which range all the way from Wimpy and Rasputin to Static and Roosevelt. The KIDO Kitty is a regular feature of the early morning program now, purring and meowing all over the Northwest.



THUG SHOOTER—J. E. Denton, who was kidnaped by the notorious Traxler duo, tells how he shot the two kidnapers. WKY, Oklahoma City, broadcast the account from Kingston, 120 miles away, with Allan Clark interviewing the hero. Earl Hull, chief engineer, is at the controls.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York



OUR MAIL HAS INCREASED OVER 65%!

That's our record for the first six months of 1937 as compared with '36 -- and even in '36 we were an outstanding "mail" station.

What's the secret? Well, first, we've built local shows which our listeners won't miss [for the same reason that you didn't miss seeing your wife in that last Little Theatre play] . . . . Second, we carry the best of N. B. C. . . . . Third, we sell our entertainment. Which, in turn, sells your products.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

NEWS
is your best bet
TRANSRADIO

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens), on Aug. 27 starts *Harold Stokes* and his orchestra on 3 MBS stations (WOR, WGN, CKLW), Fri., 8:15-8:30 p. m. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

PONTIAC MOTOR Co., Pontiac, Mich. (autos), on Oct. 1 resumes *Varsity Show* on 77 NBC-Blue stations, Fri., 8-8:30 p. m., rebroadcast 10:30-11. Agency: MacManus, John & Adams Inc., Detroit.

DELAWARE, LACKAWANNA & WESTERN Co., New York (Blue coal), on Sept. 26 will start *The Shadow* on 10 MBS-Yankee stations, Sun., 4:30-5 p. m. (rebroadcast 5:30-6 p. m.). Agency: Ruthrauff & Ryan Inc., N. Y.

HECKER PRODUCTS Corp., New York (Hecker H-O), on Sept. 7 will start *Hecker's Information Bureau* with Jean King and Myra Kingsley on 25 MBS stations, Mon. thru Fri., 11:45 a. m.-noon (rebroadcast 1:30-1:45 p. m.). Agency: Erwin, Wasey & Co. Inc., N. Y.

JOURNAL OF LIVING PUBLICATIONS Corp., New York (*Journal of Living*), on Sept. 13 resumes a series of talks by Dr. Victor Lindlahr on 7 MBS stations: on WOR, WAAB, WEAN, Mon., Wed., Fri., noon-12:30 p. m.; on WGN, CKLW, WCAE, WHK, Tues., Thurs., Sat., 9:30-10 a. m. Agency: Franklin Bruck Adv. Corp., N. Y.

VARADY OF VIENNA Inc., Chicago (cosmetics), on Sept. 26 resumes *Ted Weems* on 11 MBS stations, Sun., 1:30-2 p. m. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 24 will resume *Lutheran Hour* on 29 MBS stations, Sun., 1-1:30 p. m. until Dec. 5 and after that 4-4:30 p. m. Agency: Kelly, Stuhlman & Zahrndt Inc., St. Louis.

PEPPERELL MFG. Co., Boston (sheets), on Nov. 5 will start *Dr. Karl Reiland* on 38 NBC-Blue stations. Fri., 7:15-7:30 p. m. Agency: BBDO, N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone), on Oct. 4 will start *Tony Wons* on some 40 CBS stations, Mon., Wed., Fri., 10:30-10:45 a.m. Agency: Morse International Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine), on Aug. 27 starts *Gabriel Heatter* on 25 NBC-Blue stations, Mon., Thurs., 8-8:15 p.m. and Tues., Wed., 10-10:15 p.m. for 26 weeks. Agency: Stack-Goble Adv. Agency, Chicago.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone), on Oct. 3 starts *Vick's Open House* with Jeanette MacDonald on approximately 80 CBS stations, Sun., 7-7:30 p.m. Agency: Morse International Inc., N. Y.

COCA COLA Co., Atlanta, early in September starts unnamed musical variety show on approximately 80 CBS stations, Fri., 10-10:45 p.m. Agency: D'Arcy Adv. Inc., St. Louis.

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal., (life insurance), on July 20 started for 13 weeks *News Behind the Headlines* with Ed Stodel, commentator, on 6 California Radio System stations (KEHE, KYA, KFBK, KWG, KMJ, KERN), Tues., Thurs., 4:10-4:15 p. m. (PST). Agency: Stodel Adv. Co., Los Angeles.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 16 starts *Eddie Dooley* on a coast-to-coast CBS network, Thurs., Sat., 6:30-6:45 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

COSMOS CHEMICAL Co., Boston (Sanovan), on June 21 began 15 participations in *Gretchen McMullen Household Program* once weekly, on 15 Yankee stations. Agency: BBDO, N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Aug. 29 starts *Smilin' Ed McConnell* on 24 NBC-Blue stations, Sun., 5:30-6 p. m. Agency: Henri, Hurst & McDonald Inc., Chicago.

GOLDEN BEAR COFFEE Co., Los Angeles (coffee), on July 19 started for 13 weeks *Sycamore Street*, dramatic serial, on 2 Don Lee stations, (KHJ, KGB), Mon., Wed., Fri., 10:30-10:45 a. m. (PST). Placed direct.

AMERICAN CEREAL Co., Clinton, Mass. (Wheetabix), on July 27 began 7 participations in *Yankee Network News Service* on 12 Yankee stations. Agency: H. B. Humphrey Co., Boston.

MacFADDEN PUBLICATIONS Inc., New York (*True Story Magazine*), on July 25 began *Good Will Hour* on 12 stations of a combined Intercity-MBS network, Sun., 10-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

WANDER Co., Chicago (Ovaltine), on Sept. 27 returns *Little Orphan Annie* on 27 NBC-Red stations, Mon. thru Fri., 5:45-6 p. m. (repeat 6:45 p. m.). Agency: Blackett-Sample-Hummert Inc., Chicago.

DUART MFG. Co., San Francisco (cosmetics) on Sept. 12 starts *Passing Parade* with John Nesbitt on 14 MBS stations, Sun., time undecided, (rebroadcast on West Coast 9:15-9:30 p. m. PST). Agency: Howard E. Williams Adv. Agency, San Francisco.

Renewal Accounts

CAMPANA Corp., Batavia, Ill. (Campana's Italian Balm), on Sept. 3 renews *First Nighter* for 52 weeks on 53 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

B. T. BABBITT Inc., New York (Bab-O cleanser), on Aug. 23 renews *David Harum* for 26 weeks on 21 NBC-Red stations, Mon. thru Fri., 11-11:15 a. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

DRUMS Inc., Detroit (cleaner) on July 22 renewed 13 quarter-hour weekly programs, *Chandler Chats*, on 9 Colonial stations. Agency: C. C. Winningham Inc., Detroit.

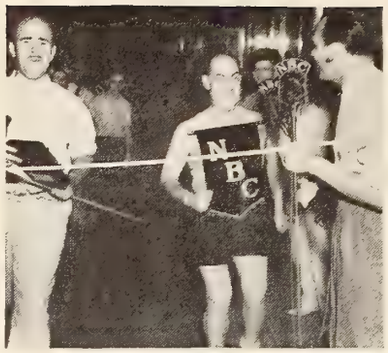
FIRST NATIONAL STORES Inc., Somerville, Mass., on Sept. 29 renews 234 quarter-hour programs, six mornings weekly, *First National Food News*, on 6 Yankee stations. Agency: Badger & Browning Inc., Boston.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 15 renews *Irene Rich* for 52 weeks and on the same date shifts the program from NBC-Blue, Fri., 8-8:15 p. m., to 41 NBC-Blue stations, Sun., 9:45-10 p. m. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on July 27 renewed for 13 weeks *Sports Bulls Eyes*, with Frank Bull, commentator, on 8 Don Lee stations (KHJ, KGB, KDB, KFRC, KDON, KGDM, KVOE, KXO), Tues., Thurs., Sat., 6:30-6:45 p. m. (PST). Agency: BBDO, N. Y.

RICHFIELD OIL Corp., Los Angeles (gas & oil), on Aug. 15 renews for 52 weeks *Richfield Reporter* on 6 NBC-Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KFSD), and KTAR, Sun through Fri., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

GRIFFIN MFG. Co., Brooklyn (shoe cleaner), on Aug. 16 renews *All Wite Melody Revue* for 52 weeks on 45 NBC-Blue stations, Mon., 7-7:30 p. m. Agency: Bermingham, Castleman & Pierce Inc., N. Y.



TO NEW HOME—Ed Rogers (left), WRC announcer, outsprinted Jim McGrath, WMAL announcer in a relay race from the old to the new NBC-Washington offices, just opened in the Trans-Lux building, but McGrath won because Rogers forgot to ring chimes and announce himself as he reached the goal line. At right with mikes is Gordon Hittenmark of WRC. Other announcers who participated were Ted Kimball, Bud Barry, Lee Everett, John Hurley, Bryson Rash, Bill Verner and Hugh McIlrevey.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 13 resumes *Lux Radio Theatre* and on Sept. 27 renews it for 52 weeks on 57 CBS stations, Mon., 9-10 p. m. Agency: J. Walter Thompson Co., N. Y.

TEXAS Co., New York (Texaco), on Sept. 19 renews *Texaco Fire Chief* starring Eddie Cantor for 52 weeks on 92 CBS stations, Sun., 8:30-9 p. m. Agency: Buchanan & Co. Inc., N. Y.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Aug. 2 moves *Myrt & Marge* on 58 CBS stations, Mon. thru Fri., from 2:45-3 p. m. to 10:15-11 a. m., with a rebroadcast, 4-4:15 p. m. Agency: Benton & Bowles Inc., N. Y.

FRANCISCAN FRIARS of St. Christopher's Inn, Garrison, N. Y., on July 25 added 5 stations to *Ave Maria Hour* on Inter-City Broadcasting System, Sun., 6:30-7 p. m. Program is now broadcast on seven stations, WMCA, WIP, WCBM, WOL, WORK, WGAL, WPRO. It is placed direct.

KELLOGG Co., Battle Creek (Kellogg's Corn Flakes), on Aug. 2 changes *The Singing Lady* on 13 NBC-Blue stations from Mon. thru Fri., 5:30-5:45 p. m., to Mon. thru Thurs., 5:30-5:45 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

GENERAL FOODS Inc., New York, will switch Jack Haley from NBC-Red *Maxwell House Showboat* to NBC-Blue half-hour *Log Cabin Syrup* program, Oct. 8. Bert Wheeler, motion picture comedian, is to take Haley's spot on *Showboat*.

FELS & Co., Philadelphia (Fels Naphtha soap), on July 19 moves *Jack Berch* on CBS from Tues. and Thurs. afternoons to Mon., Wed. and Fri. mornings 9:30-9:45 adding WPG, Atlantic City, making 20 stations in all. Young & Rubicam Inc., New York, is the agency.

TIME Inc., New York (*Time* and *Life*), is keeping *The March of Time* on 34 CBS stations, Thurs., 10:30-11 p.m., and not shifting it to Fridays as previously announced.

STANDARD BRANDS Inc., New York (Tenderleaf tea), on Aug. 8 switches *One Man's Family* from NBC San Francisco to Hollywood.

BOWEY's Inc., Chicago (Dairi-Rich) will present a repeat broadcast of the NBC-Red *While the City Sleeps* over WMAQ, Chicago, starting Aug. 2 at 5:15 p. m. (CDST).

Gabriel Heatter Booking Sought by Two Sponsors; Complications Develop

ABOUT two weeks ago it was announced that Rogers Peet Co., which operates several men's stores in New York, would sponsor Gabriel Heatter in a series of news commentation programs on WOR, five times weekly for 52 weeks beginning Aug. 30, and that this sponsor had the exclusive right to Mr. Heatter's broadcasts during this period. A day or two later NBC stated that it had a contract for four broadcasts a week for 26 weeks beginning Sept. 27 from Grove Laboratories Inc., St. Louis (Bromo Quinine), and that the programs would be news comments by Mr. Heatter.

This dilemma was apparently solved by Nat Abramson, chief of WOR's Artists Bureau, who said that the bureau had a three-year exclusive contract with Heatter, that it had given Rogers Peet a one-year exclusive contract for his services, that some time prior Grove had been dickering for Heatter for an MBS series and at the same time had tried to clear time on NBC, and that probably NBC, having cleared the time, had announced the series without knowing that Heatter was no longer available. But up to press time Grove had neither cancelled its time on NBC nor announced any substitute talent.

Meanwhile the Kendall Refining Co., Bradford, Pa. (Pennsbest motor oil), which had been planning an NBC series featuring John B. Kennedy as commentator, cancelled its broadcasts as they would have immediately preceded the Grove time and it did not seem like good programming to have one commentator follow another. But before the cancellation was announced Jay Lewis Associates Inc., New York advertising agency, stepped into the picture with a statement that it had an agreement to place any radio advertising done by Kendall, and that since this series was being handled by BBDO Inc., regular Kendall agency, Lewis would start suit if broadcasting was started. Latest word on this situation was that Mr. Kennedy would go on for Kendall as originally planned, but at a time that would not conflict with Grove's Heatter series.

Meanwhile Heatter is on vacation and could not be reached for comment.

Gillette Appoints Maxon

GILLETTE SAFETY RAZOR Co., Boston, now sponsoring *Gillette Summer Hotel* on CBS through Ruthrauff & Ryan Inc., New York, has appointed Maxon Inc., New York, as its agency. No plans have been announced.

Parker Watch Plans

PARKER WATCH Co., New York, is planning a radio campaign to cover New York and Chicago, probably through an MBS hookup. Account handled by de Garmo Corp., New York.

DOYLE PACKING Co., Newark, which has placed the advertising of Strongheart dog and cat foods with Charles Dallas Reach Adv., Newark, has started a series of five-minute transcriptions, thrice weekly on WOR, Newark, and may extend into New England in the fall.

Los Angeles Restriction On Radio Performances Of Musicians Challenged

SUIT attacking constitutionality of the ruling recently passed by Los Angeles Local 47, American Federation of Musicians, which limits radio assignments of individual musicians [BROADCASTING, June 1], has been filed in Superior Court, that city, by Harold L. Carpenter on behalf of himself and other members. Action asks the court to declare the measure unconstitutional and define rights and duties of members.

The measure prevents musicians regularly employed from playing or contracting to play more than a limited number of transcontinental programs weekly. Carpenter's suit claims officers of Local 47 are threatening to enforce the ruling and are intimidating members who play with musicians violating the ruling. Carpenter also alleges in his suit that he and other musicians have lost radio contracts and other engagements as the result of this ruling. They seek declaratory relief and an injunction against its enforcement.

Carpenter in his suit further declares that the measure was not passed in compliance with the by-laws of the organization and that it is a violation of the Constitution of California and the 14th Amendment of the U. S. Constitution. Union has requested extra time to answer the suit and enter pleading until Aug. 15, when C. L. Bagley, attorney for Local 47, will have returned to Los Angeles from the New York executive meetings of the American Federation of Musicians.

Union Convenes Aug. 2

NATIONAL convention of American Radio Telegraphists' Association, C.I.O. union, at present active in organizing technical employes of radio stations, will be held in the Hotel Edison, New York, beginning Aug. 2. Approximately 40 delegates of various ARTA chapters are expected to attend. ARTA recently won an election of "live traffic" employes of RCA Communications Inc. in New York and is now negotiating with the company for a national contract. A hearing was held on its application for the right to represent the technical employes of WHN, New York [BROADCASTING, July 15], under the auspices of the National Labor Relations Board and a decision is expected shortly.

AN INCREASE in day power from 2,500 to 5,000 watts was given KFBB, Great Falls, Mont., by the FCC Broadcast Division July 30. The station operates with 1,000 watts at night.

Radio Talent Union

(*Continued on page 12*)

Linda Carlon; Kenneth Thomson, executive secretary, Lawrence Beilenson, counsel, and Mrs. Florence Marston, eastern representative of the Screen Actor's Guild; Leo Fischer, executive secretary, and Henry Jaffe, counsel for American Guild of Musical Artists; Mrs. Dorothy Bryant of Chorus Equity.

Los Angeles Artists Guild

Radio Artists Guild, recently formed in Hollywood, has affiliated with Actors' Equity of the AFL and is now known at Radio Equity, Local No. 1, the original name having been abolished. Organization includes actors, singers, announcers, producers, continuity editors, writers, and sound effects engineers, and was formed in Hollywood as a part of the nationwide move to unionize radio workers under the AFL.

It was explained by Norman Field, newly-elected president, that the only radio workers—aside from white collar employes—not taken into Radio Equity are the technicians who are expected to join the International Alliance of Theatrical Stage Employes. Hollywood local has 300 members, of that number 80 having signed under the Equity affiliation, which went into effect July 14. On the payment of $10 former members of Actors' Equity joining Radio Equity, were re-instated in the organization and all back dues cancelled. Monthly dues of Radio Equity are $1, with a $5 initiation fee.

Besides Field, other officers of Radio Equity are: William Lawrence, CBS producer, first vice-president; Duane Thompson, actress, second vice-president; Thomas Freebairn-Smith, CBS commentator-announcer, third vice-president,; Ralph Scott, CBS producer, secretary, and J. Donald Wilson, actor-producer, treasurer. A board of directors consisting of 21 persons was also elected.

RAY NOBLE, musical director-stooge for George Burns and Gracie Allen over NBC-Red, Monday evenings, has been signed by RKO as a film actor in the picturization of P. G. Wodehouse's famous novel *A Damsel In Distress*. Inasmuch as the production, starring Fred Astaire and Burns and Allen, will have England as its locale, London-born Noble will be right in his element in a story depicting the droll adventures of the comic butler, Jeeves.

Union Requests Stations To Help in Unfair List

MUSICIANS' Union, Local No. 6, San Francisco, in July circularized Bay District station managers with a letter deploring the fact that certain musicians and artists from radio stations were appearing at nearby summer resorts that have been declared unfair because they use non-union musicians. The letter, writen by Eddie B. Love, secretary of the Musicians' Union, stated that the local was endeavoring to prevent the resort owners from capitalizing on the use of radio performers to build up their business.

The writer advised station managers to cooperate in keeping their artists away from these assertedly non-union resorts, and suggested that if such cooperation was not given, the union would find itself in a position of being forced to take steps towards placing entertainers or artists on the unfair list of the union. The letter concluded that Yosemite Valley is on the national unfair list of the American Federation of Musicians and asked that radio artists and musicians be so advised by station managers.

BLACKETT-SAMPLE-HUMMERT Inc., Chicago, has created a new estimating department under the direction of Lloyd Nelson. Mr. Nelson will work in cooperation with C. P. (Pete) Nelson, radio director, and George R. McGiveran, space buyer for other media. Miss Frances Kasmer and the Misses Stanley and Jacobs will assist him in the radio division of the estimating department while Miss Anne Miller will work with him on other media.

Duluth's 'Cool' Spots

DULUTH Chamber of Commerce is currently using a series of daily except Sunday announcements, incorporated into weather reports, on WGN, Chicago; WCCO, Minneapolis; KMOX, St. Louis, and WDAF, Kansas City. Schedule started in July and will continue until latter August, placed through Stewart-Taylor Co., local agency. Spots stress Duluth's coolness and advantages as a summer resort. Barkley Schroeder, at one time with WLW, Cincinnati, is now publicity director of the Duluth chamber.

BEGINNING Aug. 1, all pressings by Standard Radio will be on RCA Victrolac, claimed to have lower surface noise and longer wear. Wear tests, it was stated, show this new material has a 25% more useful life than materials previously used.



The MILWAUKEE JOURNAL STATION WTMJ

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!

They Don't Listen

to your program if they can't get your station.

In Southern California, only one station (a 50,000 watter) has a ½ mil/v signal embracing a larger area than KEHE's. A mere 3,538 people live in the area serviced only by Station A.

KEHE's potential ½ mil/v audience, however, is

18,307 greater than Station B's;
106,544 greater than Station C's;
331,465 greater than Station D's;
339,115 greater than Station E's.

5000 Watts **KEHE** 780 Kilocycles

LOS ANGELES, CALIFORNIA
A Member of the California Radio System
"Serving the Public Interest"
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Transcribing New Serial

MRS. DELLA WEST DECKER, author of the serial *Helen's Home*, now appearing as a morning sustainer five days weekly over WBAP, Fort Worth, received word recently that J. Walter Thompson Co., Chicago, had placed 42 scripts of another Decker show, *Your Home Town*, with a flour milling account. Louis Jackobson, of the staff of J. Walter Thompson, Chicago, is in Fort Worth producing the new serial on transcriptions. The *Your Home Town* scripts are now appearing over 14 stations in the East and Midwest.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
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There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
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GODLEY & BROWN
Consulting Radio Engineers
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

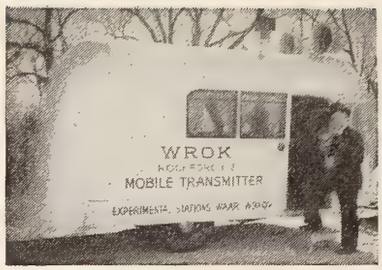
HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.



WROK's UNIT — This $4,000 mobile transmitter and sound unit includes a 2-watt ultra-high frequency Transceiver pack set; medium wave 50-watt Collins transmitter; Two Hallicrafter Super Skyrider all-wave receivers; Pioneer 1 kw. generator; Gibbs p. a. system; sleeping accommodations for four, and kitchenette. The Rockford station covers many rural events.

FCC Under One Roof

THE FCC staff is under one roof in the New Postoffice Bldg. as the result of the transfer of the examiners unit, and the accounting, statistical and tariffs departments from a private office building several blocks away during the week of July 26-31. The Docket Room has been transferred from the sixth floor to Room 8233. The Legal and Engineering departments have been shifted from the fifth floor to the 7300 and 7500 corridors, with the exception of Assistant Chief Engineer Ring, in charge of broadcasting, who continues to occupy his same suite, 7213-17. The examiners' unit has been located in the 2400 corridor and the accounting department in the 2200 wing.

The Navy's Cravens

T. A. M. CRAVEN, Jr., son of the FCC chief engineer, has passed his examinations as a plebe at the U. S. Naval Academy, following in the footsteps of his dad, also an Annapolis graduate, who retired as a commander in the Navy in 1930. Thus the seventh generation of the Craven family is represented in the Navy, which has had a Craven in its ranks since its inception during the American Revolution. Craven's brother is a Navy lieutenant, and Admiral T. T. Craven is his cousin. He himself retains a commission in the reserve.

The Largest Independent Frequency Measuring Service in the Country

ACCVRACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted — experienced radio salesman. Prefer man over thirty who has good record. Salary and commission. Right man should earn three to five thousand first year. Write your desires and brief history to Manager WKBZ Muskegon, Michigan.

Announcer who can really sell. Sober, dependable, experienced. Submit references, photograph, recording of voice if possible. Must be enthusiastic, hard worker. Good opening for right man. Box 731 BROADCASTING.

Situations Wanted

Announcer-producer, 24. $25 weekly to start. Will audition anywhere in east or south. Box 738 BROADCASTING.

Employed radio operator, 1st class, desires change. Fair announcing and sales ability. Experienced. Industrious. Box 735, BROADCASTING.

Experienced Radio Operator, 1st class radiotelephone 2nd class radiotelegraph license. Desire reliable connection. Box 739 BROADCASTING.

Young, experienced radio announcer and operator, first class license, desires radio position anywhere. Excellent references. Box 736 BROADCASTING.

Sports commentator-announcer. Four years New York experience all sports, studio, remote. Go anywhere. Sober, references. Box 737 BROADCASTING.

Girl, age 27, college graduate. two years experience continuity editor and commentator, desires new situation. Can produce salable women's programs. Write Box 733, BROADCASTING.

News can be heard at any time on any station. What holds your audience is the man who presents it. Crack newscaster with three years experience now available. Also does straight announcing. State salary. Box 732 BROADCASTING.

Situations Wanted (Con'td.)

Attention Local Station Managers: Announce, continuity, programs, sales, studio controls, transmitter, accounting, typing, experienced; ten years retail sales, three years college business administration, three years licensed operator. Duane W. Hoisington, KPAC.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

NEWSCASTER: Experienced reporter-desk man, now employed, seeks post where he can combine "radio voice" and writing talent doing news-casts. Recent college graduate, personable, neat. Knows how to "write for the ear" and understands the value of human interest. Has had microphone experience and training. Single, will go anywhere. Box 740 BROADCASTING.

For Sale—Stations

For Sale: Radio Station—see ad page 71.

One hundred watt station. Full time. Fifteen thousand cash down. Reasonable balance on monthly payments. Considering cash offer now. Act quickly. Box 734, BROADCASTING.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Chicago Increases Programs on NBC

OF THE FOUR leading cities originating NBC programs only Chicago fed to the network more program hours in June than in May of this year, New York, San Francisco and Hollywood, all showing losses from the previous month. Contrasting June of this year with the same month a year ago, however, shows gains for New York, Chicago and Hollywood, with San Francisco taking a loss. These monthly figures are not especially significant and prove little except possibly to point out that Hollywood is originating far more programs this year than last, although still far behind the other three cities. The transfer of the Procter & Gamble *Gospel Singer* programs to Chicago, the return of *Fibber McGee & Mollie* to that city from Hollywood, where they have been making a movie, and the visit of *Amos 'n' Andy* to Chicago probably accounts for much of the gain showed by this city for the month.

Tabulation of program hours from these four cities follows:

	June 1937	*May 1937*	*June 1936*
New York	611 hours	627 hours	545 hours
Chicago	442	417	340
San Francisco	298	315	320
Hollywood	107	112	65

Percentages of all NBC programs according to their origination by the network's three divisions follows:

Division	*June 1937*	*May 1937*	*June1936*
Eastern	43.5%	44.9%	50.8%
Central	29.2	27.4	23.5
Western	27.3	27.7	25.7

U. S. Adv. Co. Expands

DAVID MURRAY, former stage dancer and producer of stage acts and routines, has been appointed manager of the New York radio department of United States Adv. Corp. In the past most of the agency's radio activities have been handled from the home office in Toledo, but prospects of an increase in radio billing have caused the agency to expand its New York staff.

THE radio audience that heard the All-Star baseball game played at Washington, July 7, was almost as great as that of the leading evening show, according to a recent report of The Cooperative Analysis of Broadcasting (Crossley), with 18% of the set-owners reporting hearing it.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

BREAD THAT BROADCASTS SELL

Baking Concern Breaks Into Closed Market by Radio and Quickly Builds Business



Mr. Wilbur

IT IS not unusual for a concern to enter into business in a new territory, and it isn't unusual for this concern to do a fair amount of business providing it turns out a good product that has a good market. But when sales suddenly jump 50% almost overnight—that is very much out of the ordinary, and instantly the wide-awake competitor wants to know why.

The Somers Bakery interests came to St. Petersburg, Fla., from Fort Wayne, Ind., where they operate under the name of the Holsum Baking Co. Herbert L. Somers, manager, believed that the territory surrounding St. Petersburg would be a fertile market, and sent his son, Herbert H. there to establish the bakery. A brand new establishment was soon founded and production began last Jan. 11. Sales at first were very moderate; a few announcements were used on WSUN in St. Petersburg.

And Then Radio!

Young Mr. Somers was sold on the idea of using a man-on-the-street broadcast but wanted something unusual. Bob Wilbur, of the WSUN staff, was employed to produce a broadcast that would sell bread, and sell it in a hurry. As soon as the first broadcast was over, things began to happen. There was a complete sellout—and merchants demanded more bread. Up and up went the sales until the books of the Somers Bakeries showed a 50% increase in business. The reason? *The Talk of the Town.*

The man-on-the-street broadcast is not a new idea, but if worked with a little variation from the cut-and-dried manner, it will draw a huge audience. Wilbur, knowing this to be true, worked out a sample set of questions for the first few broadcasts. Then he asked listeners to send in what they thought were the most humorous and ridiculous questions along with the answers. Letters poured in from all over the state, even from points 1,000 miles away. The best question of each broadcast was rewarded by a weeks supply of Town Talk Bread. Each person interviewed was given a voucher for two loaves of Town Talk Bread. Commercial announcements were not used, the only plugs being remarks about the bread when the interviewed person received a voucher.

St. Petersburg, being a winter resort, brings in people from all over the world. Thus, those interviewed represented an interesting group. Their remarks prompted by intricate questions from Wilbur, provided lots of laughs for the audience on the street, and the radio listeners.

The market into which the Somers Bakeries stepped was, according to many, a closed territory inasmuch as three bakeries were making a complete coverage. However, with a good product and a live wire broadcast business went up quickly.

Japan Already Planning Broadcasts of Olympics

JAPAN Broadcasting Corp. will soon begin arrangements to broadcast the Olympic games of 1940 to be held in Tokyo, according to an official Japanese statement reported to the Department of Commerce by American Trade Commissioner Carl H. Boehringer at Tokyo. It is planned to discuss the matter with the larger broadcasting systems in the United States and with 24 other representative radio organizations in as many countries. They will be asked whether they plan to send announcers to broadcast accounts of the games. The 24 nations include England, France, Germany, Italy, Belgium, Australia, Hungary, Finland, Sweden, The Netherlands, Canada, Mexico, Argentina, Chile, Brazil, the Philippines, China, Manchukuo, India, South Africa, Egypt, Austria, New Zealand and Netherlands India.

Fast Music

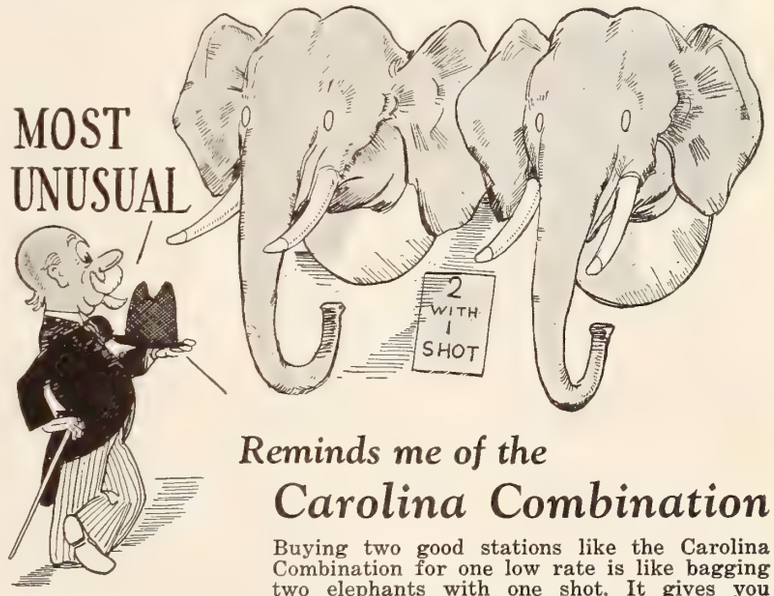
LISTENERS phoning WPRO, Providence, and giving Phil Saltman, pianist, their phone number are rewarded within five seconds with a new tune based on the number. Saltman, pianist, takes the phone number, the digits 1 to 9 representing nine consecutive notes starting with "do" and the naught is wild. He writes 32-bar choruses at the rate of two a minute and is expected to rise from a 5 p. m. weekly sustainer to a twice-weekly commercial. The idea was conceived by Lew Rogers, announcer.

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Complete intensified coverage of Connecticut's major market . . . where people HAVE money and, what's more, where they SPEND it!

Basic Network Station of the Columbia Broadcasting System

MOST UNUSUAL



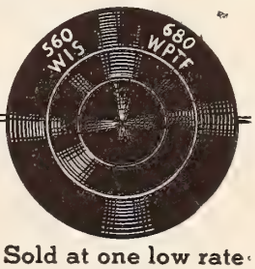
Major R. E. Zultz

Reminds me of the
Carolina Combination

Buying two good stations like the Carolina Combination for one low rate is like bagging two elephants with one shot. It gives you intense coverage of the two best markets in the Carolinas and doubles the value of advertising dollars.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC
WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

A Cemetery's Decade of Broadcasting

Sales of Los Angeles Firm Are Boosted By Radio

By PAUL R. WINANS

President, Advertising Arts Agency, Los Angeles

NEARLY ten years on the air without interruption with a total of 525 broadcasts, may give the Inglewood Park Cemetery Assn. of Los Angeles claim to some kind of a sponsorship record. In any event, it does represent the part radio has played in the sales promotion of a cemetery.



Mr. Winans

Many of radio's wiseacres have come to look upon the Inglewood Park Broadcast as a perennial favorite which, like Ol' Man River, just keeps rollin' along. But frequent surveys indicate that the program continues to maintain a high average in the percentage break-down of radio listeners.

In all these years, radio has been used by the account almost exclusively as an advertising medium. And strangely enough, its radio program has remained practically the same since its inception.

A natural question then is: "How has the sponsor been able to hold an audience for such a long period of time?"

For General Consumption

The answer to this may lie in the program itself which is a 30-minute concert type broadcast presented weekly at night. It is built around a full orchestra of from 19 to 22 men, with vocal and instrumental soloists. The entertainment is not "high brow" and is never planned for the choice few, but for the general public. The sponsor has always endeavored to give the listening audience a program of distinctive musical excellence.

The present series on KFWB is featuring radio adaptations of some of the more popular operas, such as *Faust, Carmen, Rigoletto* and *The Barber of Seville*. Leon Leonardi of KFWB's staff is conducting the concert orchestra during this series, and the weekly broadcasts are released simultaneously over KFOX in Long Beach. A supplementary program is broadcast weekly over KFAC with Gino Severi's augmented concert ensemble.

In the past, the concerts have been built around definite themes which have been planned sometimes months in advance. While on KHJ, the concerts were conducted by Frederick Stark whose uncanny skill in selecting the most fitting music enabled us to present tone pictures and musical travelogues which sometimes employed native singers and instruments.

Such titles as "Springtime in Germany," "Songs of China," "In Old Vienna" and "Sketches of the Sea" have met with popular favor. And whenever we could, we took advantage of the opportunity to salute some outstanding musical event, as well as commemorating the anniversary of the birth of a noted composer.

Original compositions and outstanding artists such as Nadine Conner, now of *Showboat*, have made their debut on the Inglewood Park radio concerts. Every effort is made to present selections heard infrequently, but which have special merit and add a freshness and sparkle to the concert.

In spite of current trends in radio production, this feature has kept to a formula which in some may sem outdated. It employs, as a rule, an opening, middle and closing commercial announcement of one minute in length. The selections on the program are woven together with an appropriate narrative.

Without being morbid in its treatment of the subject of bereavement and cemeterial interment, the commercial message is confined to inviting persons to visit the cemetery to view scenes and objects of unsual interest. In one instance, a brief mention of the carving of some marble statuary on the grounds of the cemetery drew hundreds of people eager to view this work.

An idirect sales appeal is made by tying-in the announcement with the theme of the concert whenever possible. For example: A Mother's Day Concert might emphasize the fact that the mother of the family usually does the planning and buying, and is generally the first to realize the importance of completing cemeterial arrangements before need. A recent Coronation concert tied in nicely with Westminster Abbey, drawing a comparison of interment in Inglewood Park Cemtery with the burial places of most kings.

The Inglewod Park radio concerts were never intended as a medium for direct selling. George Letteau, president of Inglewood Park Cemetery Association, took the stand years ago that "it would be a pretty good thing if the name of our institution was heard over the air regularly and repeatedly in association with fine music. Being a cemetery, it should not be forced upon the public, and possibly a straight forward statement of our policies might take the place of high pressure, dramatic commercials. I believe a specially arranged concert program with orchestra and capable soloists might find a welcome audience."

The sponsor is sincere in his desire to create good will, which he believes is far more important than a spectacular sale of the moment. Throughout the years, this radio concert has gained a loyal audience which frequently responds with many fine letters of appreciation.

The effect upon sales, however, is best determined by the sales manager of the organization, Virgil H. Noe, who reports that Inglewood Park Cemetery continues to lead all other local cemeteries in the number of yearly interments. Says Mr. Noe: "Our problem has been to create a friendly reception for the cemetery salesmen, to enable them to gain access to the home and be accorded the opportunity of a proper presentation. We noted results almost immediately and have also been able to trace a considerable number of sales as a direct result of the program. No longer is the cemetery saleman free as a 'come on.' The salesmen, without exception, favor the program's continuance, and this alone is quite significant of its success."

Very Little Merchandising

Sales Manager Noe does not attempt to merchandise the broadcast. While Inglewood Park Cemetery Asosciation seldom uses any advertising medium other than radio, small two-column one-inch ads announcing each week's concert are inserted in each of the six metropolitan papers on the day of the broadcast. For a while, bookmarks measuring 2¼ x 10 inches were distributed among the local branch libraries. They carried pictures of the participating artists as well as titles of the concerts for the curent month and prover very ecective in publicizing the programs.

Frequently, executives and advertising managers of dignified institutions have said to me: "I do not see how radio can help us." And so they remain inactive while their competitors get results. My experience with the Inglewood Park Cemetery Association has proved to me that consistent institutional advertising does pay.

Just the other day there came to my desk a listener's card which read: "I have listened to your broadcast for a long time, but have never written in before. I particularly enjoyed last night's concert and the voices of _____. If your cemetery is as outstanding as your programs, and I'm sure it is, it must be pretty fine. Please send me full information."

AN AUTO FIRM TURNS TO RADIO

And Turns Over Its Stock With Unheard of Speed; The Story of Big Spring Motor Co.

By V. A. MERRICK

Manager, Big Spring Motor Co. Big Spring, Tex.

A FEW years ago the business of buying and selling used cars was considered more or less plebian. Early transactions in used automobiles were made at very great risks to the purchaser, for they were sold then entirely "as is", and in the same condition as when leaving the last owner. However, today, among legitimate dealers, this business is highly developed, and dependable dealers in used cars use just as much care in reconditioning them to get the utmost mileage as is given the new cars just being delivered to first owners.

All of this, of course, has called for a complete change in the system of merchandising used cars. The old plan of listing make, model and price of a car in the classified section of newspapers had to be abandoned by those dealers who had many units to dispose of daily. Prospective purchasers wanted to hear a story about the used auto in which they were interested.

In January of this year, C. M. Garnes, commercial manager of KBST, called at our office to discuss radio advertising, something which we had never utilized as an advertising media, because KBST started broadcasting only the previous month. After a short discussion, we ordered a series of spot announcements to be used at our option. At the same time we invited Garnes to start planning a program which he believed would really merchandise automobiles.

Crazy, But It Clicked

After a few days he returned with what he termed a "crazy" idea, but one which he felt assured would "click." The idea was to install remote lines to the largest one of our four used car lots. To initiate the broadcasts there would be no entertainment during the 15-minute periods, merely informative discussions about the automobiles for sale. Later, if the program attracted interest, talent would be added.

The broadcasts began in the latter part of January. Six used cars were featured daily. With the aid of radio we did our best to paint a word picture of the cars. The microphone was placed near the motors and exhaust pipes to convey the motors' condition to the listeners. Doors were opened and shut, and bodies were rocked on springs to give an idea of tightness.

It was not many days until we realized through increased sales that the programs were a success. In February we added musical entertainment in the form of a four-piece string band known as The Drifters, who also broadcast direct from the car lot, drawing quite a number of spectators daily.

At the start of our radio campaign sales were in the $60,000 bracket. The month of February showed an increase to $72,000. Net sales in March amounted to $92,000, and in the month of April, during which we used three broadcasts daily for one week, our net sales reached a peak of over $105,000.

At present we are offering a photograph of The Drifters to anyone who sends us the name of a prospective car purchaser (a 1922 radio idea). But, believe it or not, the idea is working profitably for us, since we receive on the average of 10 prospects daily.

We believe that radio is the automobile dealers' best friend as a salesman. Obviously it has proved that to the Big Spring Motor Co. and also that "crazy" program ideas sometimes work.

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

10th Anniversary on Air Is Observed by WTMJ

WITH its new 400-foot antenna tower and Western Electric transmitter nearly completed, WTMJ Milwaukee, on July 25, celebrated its tenth anniversary with an open house and an all-day program presented from an outdoor stage at the transmitter on the Bluemound Road, 12 miles from Milwaukee. The entire staff participated and visiting former station favorites included Don McNeil and Louis Roen, now with NBC in Chicago, and Merle Blackburn, now with WCFL, Chicago. Recorded greetings came from Stan Morner in Hollywood and Jack Turner, with NBC in Chicago. Gov. Phil LaFollette was one of the speakers in the program which included a 45-minute review of outstanding WTMJ programs and a dramatized chronology of WTMJ's progress. The new tower and transmitter were in place for the visitors to see, but they will not be ready to go on the air until latter August.

Fagan Leaves CBS Sales To Join Benton & Bowles

WILLIAM FAGAN has resigned from CBS sales staff to join Benton & Bowles Inc., New York, as business manager of the radio department. Fagan succeeds Chester McCracken, who was recently transferred to a similar position in the agency's new Hollywood office. Others new at the agency include Fred J. Hamm, formerly a partner in the firm of Moore & Hamm Inc., who will assist in handling the Colgate - Palmolive - Peet account; Adolph J. Toigo, formerly research director of John H. Dunham Co., and Lester S. Dame, formerly with the Lye Association, New York research company, both of whom will work under Dr. Lyman Chalkley, director of research. James S. Adams, formerly vice-president and general manager of the agency, has been elected executive vice-president.

Heinz Renews, Expands

H. J. HEINZ Co., Pittsburgh (food products), will renew its contract with CBS on Aug. 31, at the same time expanding its daytime broadcasts from three morning half-hours weekly to two half-hours and three quarter-hours a week. Nature of new program and exact time schedule not yet settled. Maxon Inc., Detroit, is the agency.

GEORGE DRISCOLL, former special events engineer of WHAM, Rochester, has been appointed technical representative and wholesale distributor in Western and Central New York State and Southern Ontario for Presto Recording Corp. He is touring the area with a sedan equipped with a recording installation capable of handling 16-inch discs and transcribing them for broadcast purposes.

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS



FROM THE AIR — Frank Austin (above, left) interviews Bunny Dryden, aerial pedestrian who had just broadcast over KDYL, Salt Lake City, through a pack transmitter while walking a tightrope between two skyscrapers. Dryden is shown (below) during the stunt, which was fed to NBC-Red.

Show at Home

MOUNTAIN VIEW Dairies, Long Beach, Cal. (dairy products), which sponsors *Hal Nichols and His Mountain View School Kids* six days weekly on KFOX, that city, gives away free radio scripts as a promotion tie-in. Quarter-hour live talent program is directed primarily to school children and listeners are informed that they can secure a copy of the script by purchase of one quart of Mountain View ice cream. Script is actual copy of one to be used in a future broadcast and contains all the commercial announcements and sound effects. Attention is called to the fact that listeners can produce their own program at home, then tune into the actual broadcast of the show at a later date and compare production idea with those of the station. Idea has taken on with a decided increase in sales. Max Becker Adv. Agency, Long Beach, has account.

WCOA

PENSACOLA, FLA.

The Ideal Southern TEST Station

Write for Market Study

Find Out Why!

Representatives - John H. Perry Associates

CBS Affiliate

225 W. 39th., Street New York City

New Names for FCC

(*Continued from page 13*)

opments is viewed as an unquestioned effort on the part of the Administration to clean up the communications regulatory structure and to bolster it in every possible way. In so doing, the Administration evidently has in mind that it would obviate or at least minimize the demand for a Congressional investigation of one of the New Deal agencies which has been under almost constant fire during the last two years.

Should Comdr. Craven or General Counsel Gary win appointments on the Commission itself, there would immediately arise the necessity for filling their staff positions. Lieut. E. K. Jett, USN retired, assistant chief engineer in charge of telegraph, is generally regarded as a logical successor as chief engineer. For the general counselship, it is reported that Mr. Wheat, if he is not appointed to the FCC, would be chosen, although close friends have indicated that he is not interested in that post.

Reactions in Congress

Reverberations on the FCC situation developed almost daily in Congress. During debate July 29 on wages and hour legislation Senator Borah (R-Idaho), in a colloquy with the majority leader, Senator Barkley (D-Ky.), remarked that "if the Communications Commission continues along its present course, I certainly would abolish it without the slightest hesitation."

On the same day, Rep. Wigglesworth, (R-Mass.) broke loose in the House with a renewed plea for an investigation of broadcasting as proposed in the Connery Resolution, and supported the views advanced July 19 by Rep. McFarlane alleging monopoly and improper practices.

EDWARD K. CARGILL, president-manager of WMAZ, Macon, made his first solo airplane flight July 17 and is now using the slack summer season to attain the 50 hours necessary for a private pilot's license.

"This is . . .

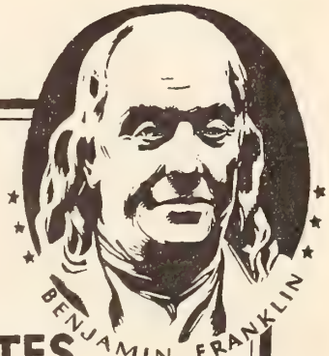
WBNS

COLUMBUS, OHIO

"This is Our Representative . . .

JOHN BLAIR & CO.

"Ask John . . . he knows"



HONESTY is the Best Policy.

★

HONEST RATES

HONEST COVERAGE

HONEST RESULTS

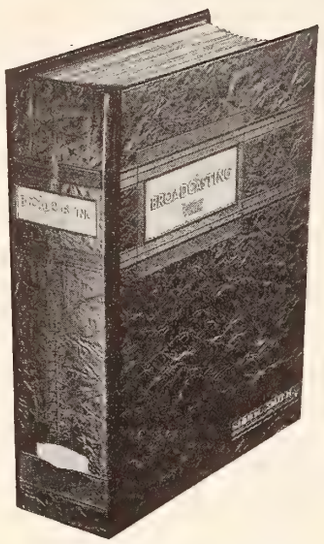
KFH

WICHITA KANSAS

Time tested and proved HONEST by advertisers and listeners.

Basic Supplementary CBS

National Representative EDWARD PETRY & CO.



KEEP

Your Copies of

BROADCASTING

in This Handsome

BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold, 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.

SUMMER COURSES IN RADIO

Many Colleges Offering Instruction During the Warm Season in Broadcast Technique

Unusual activity in radio teaching reported by the colleges and universities this summer, with more than a score offering courses not only to undergraduates but to instructors who are preparing to teach radio technique during the regular semesters. This summary of the courses being offered and the instructors conducting them is reprinted from NBC's "Educational Bulletin."

FROM the Atlantic to the Pacific, in the great Southwest, in the Rocky Mountain area, on the fertile plains of the Midwest, in nearly every area of America, "radio workshops" and incidental courses begin this summer. Staffed by college instructors with practical radio experience, these courses will train for greater and more intelligent production and writing of radio-materials for the coming year. The courses are planned to provide background for active participation in radio production, as a stimulation of the creative faculties, and a widening of broadcast experience.

At New York University, the Radio Workshop is giving its fourth session this summer under the direction of Philip Cohen, who has been Production Chief of the Federal Radio Education Project. At Teachers College, Columbia University, Dr. Cline M. Koon, specialist in Radio in the U. S. Office of Education, will give his course in Aural Education, now in its fourth year. At Louisiana State University, Dr. Harley Smith (in absentia) is himself in training at the Radio City NBC Studios, preparing for an active year, beginning September 1937.

Courses in the West

Moving westward, we find Waldo Abbot, whose new *Handbook of Radio Broadcasting* is being widely accepted as a text, giving six courses this summer at the University of Michigan, Ann Arbor. Paul C. Reed, who has carried on those most interesting current events programs at Rochester, carrying on radio courses at Northwestern University in Chicago. At Champaign, the University of Illinois is carrying on a series of radio courses under the direction of Joseph Wright. George Jennings, production chief at WILL, is at NBC's Radio City studios in training this summer.

Kenneth Bartlett at WSYU-WSYR will carry on his courses at Syracuse University as usual. Sara Lowrey is training young aspirants for radio at Baylor University in Texas, while Ben Darrow, newly-appointed educational director at WBEN, Buffalo, is at Southern Methodist University, Dallas, this month, going over to Austin for University of Texas courses in radio next month.

At Ohio State University, ten courses in radio are being offered under the direction of I. Keith Tyler, who has ably edited the *Ohio Radio Announcer* this past year. At the University of Wisconsin in Madison, training is being offered by Dr. H. L. Ewbank in conjunction with practical experience at WHA under direction of Harold McCarty, manager of that university station.

Drake University in Des Moines offers a radio course under the direction of Edwin Barrett, while William Duffy is carrying on a well-outlined course at Marquette University in Milwaukee. At Lafayette, Ind., the director of radio in the Indianapolis Schools, Blanche Young, is offering courses under the auspices of Purdue University.

Wayne University, the municipal teaching institution of the county in which Detroit is located, offers work under Garnet R. Garrison. At Omaha University is Dr. E. M. Hosman, University of Minnesota, has acquired the fine broadcast experience of E. W. Ziebarth.

Further west, King Whyte is carrying on work for the University of Arizona, while Dr. Cline M. Koon is conducting a series of lectures at the University of Wyoming, prior to going East to Columbia.

Missoula, Mont., will gain from the experience of Marguerite V. Hood, who is offering courses for university credit at the State University.

On the Pacific Coast, we find Dr. Grayson N. Kefauver, who handled the NBC American Education Forum out there this past year, offering a comprehensive course built on his experiences.

At the University of Washington, a faculty to give courses in radio broadcasting has been assembled by Philip Jacobsen, which will give this year adequate work in both the theory and practice of broadcasting.

These and many more, undoubtedly, which have not yet reported, represent a great upswing of interest in radio-broadcasts and become particularly impressive in light of the fact that the summer session is being utilized for such work, thereby attracting many teachers.

Dr. Franklin Dunham, educational director of NBC, has been engaged as special lecturer in the music education department of New York University and also in the courses on school public relations at Teachers College, Columbia. He serves as consultant on the radio education boards of many of the projects now being carried on in every section of the country.

CBS Language Expert

DR. W. CABELL GREET, editor of *American Speech Quarterly* and Columbia University authority on languages, has been appointed linguistic consultant for CBS. He is making a systematic study of the speech of the network's announcers and other regular speakers and holding individual consultations to eliminate affectedness from and instill naturalness into the voices of all CBS broadcasters.

MARY MARGARET BANNING, daughter of novelist Margaret Culkin Banning, joins NBC audience mail division in New York as a correspondent on Aug. 1. She is a Phi Beta Kappa from Vassar, Class of '37.

Freedom Claimed For British Radio

Sir John Reith Asserts It Is Free From State Control

THAT British broadcasting, though owned by the government, is free from state control and is not mouthpiece of the party in power was emphasized by Sir John Reith, director general of the British Broadcasting Corp., speaking on the relationship of radio news before the recent Empire Press Conference in London. At the same time, Sir John took a left-handed slap at commercial broadcasting by intimating that it might be controlled. He said:

"A great deal is said about freedom of this and that in this sphere and the other.

"What do me mean by freedom? It wants definition, and I doubt if there is any freedom which is not or should not be, conditioned. What by? By this and that; by moral responsibility? Is every possessor of great power and influence conditioned by moral responsibility? Some of them may be, but some of them don't give much evidence of it. Anyhow, freedom wants defining.

"You mean you are independent of state control. Well, so is broadcasting. In whatever respects the freedom of the BBC is curtailed it is in black and white in the charter. If and when the BBC is doing something which it does not want to do by government orders, then that would be clear.

"In Germany, Russia and Italy broadcasting is a mouthpiece of the state and an instrument of government," said Sir John. "A controlled press and a controlled broadcasting system may mean biased or censored news. But there are other forms of control. I suppose it is possible to have a commercial control which produces something like the same sort of results—in general effect."

Discussing the broadcasting of news bulletins, Sir John asserted they merely give a taste of the news. It is absurd, he said, that any one who is within reach of a newspaper is going to be satisfied with the Empire news bulletins that are given out.

Dr. Stanton's New Duties

DR. FRANK N. STANTON has been appointed manager of the CBS market research division and will take over many of the routine duties heretofore handled by John Karol, research chief of the network, allowing Karol to spend more time on creative work. Dr. Stanton came to CBS about two years ago from Ohio State University, where he had done research on the strength of eye versus ear impressions.

JAMES W. BARRETT, chief of the Press-Radio Bureau in New York, on Aug. 16 will interview Finlay Petrie of Opal, Wyo., winner of the *Country Home* contest as the best country newspaper correspondent of 1937, over the NBC-Red Network. Petrie, clerk in a general store in Opal, won $200 cash and a trip to New York and Washington.

ALLIE LOWE MILES, in the course of 350 broadcasts of her woman's club programs on WOR, Newark, has received more than 300,000 pieces of mail. The tri-weekly broadcasts, which are limited to three participating sponsors, are now in their third year on WOR.

Sponsors Advised To Leave Radio In Experts' Hands

Agency Head Says Patient Knows Less Than The Doctor

By WALTER J. NEFF
President, Neff-Rogow Inc., New York



Mr. Neff

YEARS ago when radio was new, it was anybody's guess as to what program would produce sales or build an adequate audience. The industry was too new to be guided by precedents. Almost everyone overnight became an owner of a radio broadcasting station and they knew as little about their medium as the prospective purchasers of their service. Therefore, it was easy to understand why so many hard-boiled business men became impressarios over night. Even the hardest-boiled of them all—the one who never could be talked into becoming an angel for a Broadway show—insisted on becoming an angel for a radio show.

He knew exactly what would get him results, and he knew exactly what the people wanted. (He thought he did). And he knew this because his wife or Aunt Tillie liked it, or because he really was convinced that he knew how to cater to the whims of an entertainment-seeking public. He overlooked entirely the years that were spent in the study of this phase of business by the people who created vaudeville, dramatic and musical shows and motion pictures. They still had a lot to learn, and they knew it. But the business man ignored all this, and very complacently jumped the hurdle of their experience as meaning nothing at all.

What I really wanted to talk about was that if the doctor said you had tuberculosis after a thorough examination, and advised that you go to Denver or Saranac, you certainly would not look him calmly in the eye and say, "I'm sorry, but you're wrong. I have what is known as the pipick, and what I need is a little night club life." No sir. You don't say that. You take what the doctor tells you as authentic because you don't know much about the human body and he knows something about it—and you're sick and something's got to be done about it.

They Never Learn

But radio programs! We just got through talking about what used to happen. If you think it's different today, you just don't know anything. People in the radio business who have been with it for a number of years and made a study of it—and there are quite a few of them—are called in by an advertiser who wants to do some radio advertising. He gives these radio experts the symptoms the same as he would to his doctor, and the expert asks a lot of questions and studies the case very carefully. He makes his diagnosis and then writes out the prescription.

And right here is where the simile ends! The patient starts to tear the prescription apart because he is sure that it's wrong. He is sure it's wrong because his own experience and that of his wife and aunt Tillie tell him so. He has not learned what the radio experts *knows*—that personal opinion means nothing. The advertiser blithely goes ahead, ignores all suggestions and then sits back and waits for results. And what a wait! As a matter of fact his grandchildren will still be waiting.

But occasionally a radio expert runs into a mild-mannered advertiser who doesn't know anything about radio and who is foolish enough to take the expert's advice. He, too, sits back and waits, but he doesn't have to wait long. His results come quickly, and they are measured in sales and the clatter of the cash register and the hum of the factory that is busy every day.

KMOX Good-Will Tour

STAFF members of KMOX, St. Louis, sailed down the Mississippi July 24 on a good-will tour of three cities in Missouri and Illinois where recordings were made featuring the history of the towns and short talks by prominent citizens. The recordings were broadcast on the *KMOX Good-Will Tour* program July 27 through July 30. Jerry Hoekstra, director of public affairs; Marvin E. Mueller, announcer; Gordon Sherman, recording engineer, and Norman Green of the KMOX production staff made the trip on the packet boat *Golden Eagle*.

WRITES A BOOK
BBC Announcer Who Cried "Fleet's All Lit Up", Author

THOMAS WOODROOFFE, the British Broadcasting Corp. announcer who created something of a turmoil recently when he referred to the British fleet being "all lit up,"—thinking of course only of the vast ship illumination during the King George VI coronation review—is the author of a novelized autobiography titled *Yangtze Skipper* just published by Sheridan House, New York. That Mr. Woodrooffe is no longer on the air for BBC, is reliably reported, but the book discloses him as a writer of no mean ability. It describes experiences in the British Navy, largely in Chinese waters, in which he served on a small Yangtze gunboat. From 1919 until 1933 he was in the Navy, resigning to join the BBC announcing staff in charge of "outside" or remote control broadcasts.

FULL coverage of the Baker mine disaster near Sullivan, Ind., in July was provided exclusively by WBOW, Terre Haute, when Horace Capes, production chief, chartered a private plane and flew to the scene with his staff of announcers and engineers. Interest was intense since Terre Haute is surrounded with mining communities.

ENGLAND's Physical Society on July 6 awarded the annual Duddell Medal to Prof Walter G. Cady, of Wesleyan University, Middleton, Conn., for his work on piezo-electric resonators and oscillators as standards of frequency.

WDSU Appoints Blair

WDSU, New Orleans, which on Aug. 1 joined the NBC Blue network, on July 28 announced the appointment of John Blair & Co., station representatives as its exclusive representatives. The station, of which Joseph H. Uhalt is president, operates with 1,000 watts power on 1250 kc. Arrangements for the representation were completed by Mr. Uhalt with John Blair at the NAB convention in Chicago in June.

SAM HAYES commentator on the CBS-Pacific Coast (KNX-KSFO) *Newstime* program, sponsored by Bank of America National Trust & Savings Ass'n., has been signed by Radio Pictures Inc., Hollywood, for a role in *Saturday's Hero*.

We Repeat—

FIRST

in local accounts in the BIGGEST RADIO COUNTY IN AMERICA—Cook County!

Yes, 908,300 radio homes in ONE county! A *radio* population of more than 3,600,000 almost in the shadow of our towers!

WGES

"In The Heart Of Chicago"

GENE T. DYER, *Manager*

★ ★ KMPC ★ ★

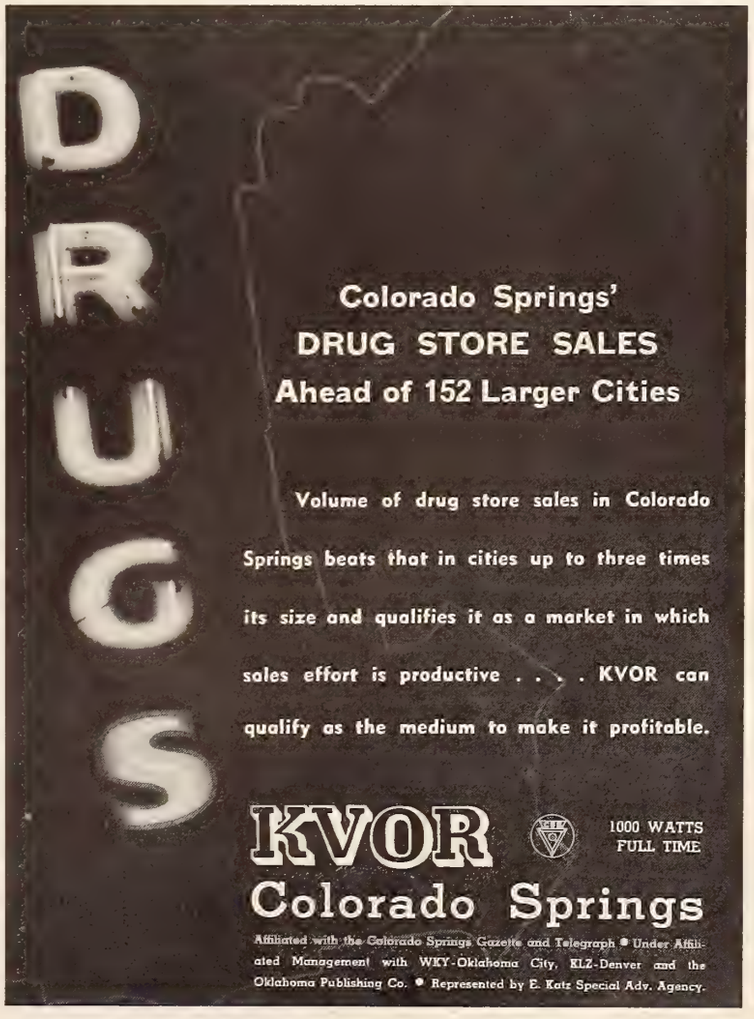
"The Station of the Stars"

The Most Talked of Station in Southern California

17 new program features inaugurated in past two weeks

G. A. RICHARDS, President — ★KMPC★ — LEO B. TYSON, Vice-pres. & Gen. Mgr.

BEVERLY HILLS, CALIF.



GETTING TAXPAYERS' MONEY

Tax Supervisor in North Carolina Spreads His Message Successfully by Radio

By ENOCH PRICE
Editor, *Greensboro Patriot*, Greensboro, N. C.

LOVE, the weather, taxes.

These three are leading topics of public interest and discussion and the greatest of these, perhaps, is taxes. There is little doubt that taxes are first in the public mind at listing and paying time. Yet, despite the primary public interest in the subject, it is one that radio has largely neglected, except insofar as it is treated in political speeches.


Mr. Hudson

There is a man in Greensboro, N. C., who has brought the business of taxes into the public consciousness in a very effective way over the radio and in so doing he has blazed a path in public education and has pointed out a profitable field of exploitation by the broadcasting stations of America. He has shown what may be done and all that remains is for others to follow.

The man is A. C. Hudson, supervisor of taxation in Guilford County, president of the Tax Supervisors Association of North Carolina, holder of 18 years of intensive experience in his chosen field of listing and assessing tax values. His medium of publicity on the air is WBIG, Greensboro.

Getting Them Out

Mr. Hudson for years has followed with interest the advancing fortunes of WBIG under direction of Major Edney Ridge, manager of the station. In 1933 he decided to use the tremendous power of radio broadcasting in his program of public information as to tax listing duties and responsibilities.

His program that year was so well planned that it has been altered but little in subsequent ones and success has been so cumulative it does not appear that material alteration will be made in the immediate future.

Every citizen, every partnership, every corporation owning taxable property in North Carolina is required to list property for taxation during the month of April for the current year's ad valorem taxes. If every taxpayer responded to his duty, the task would be quickly and easily done, but it has been found from long experience that it is impossible to secure a perfect response from the public and in counties or large population and high industrial development the task is made correspondingly more difficult.

Mr. Hudson for years has generously used newspaper space, billboards, public addresses, direct mail and various other publicity channels in an effort to inform the taxpaying public of its duties and to appraise it of penalties falling due if the listing is neglected beyond the end of April. Still there were thousands who did not respond.

There is briefly outlined below the carefully designed radio campaign he has used the last four years.

Once each week in April Mr. Hudson delivers a seven-minute talk, reading the North Carolina law on listing taxes, citing various points of public misinformation and misunderstanding, telling carefully about the limits of exemption for household goods, illustrating each point in graphic manner so that the unlettered citizen can readily understand just what is to be done, how it is to be done, and where he is to report to list this property. There are five such short addresses each April.

The second attack is through 50-word spot announcements every night in April. On the last days in the month short hourly announcements warn the public that the available time is rapidly expiring and urge that immediate response be made.

Results That Count

That is the simple but effectve Hudson program through the air. It has brought results from the first. In the first year, 1933, the number of returns made by Guilford county taxpayers increased 16,000 or a third more than had been listed the previous year. The big advance was in personal property, of course, since real estate can not well escape attention. The total of personal property listed for taxation in Guilford county in 1932 was $22,000,000.

In 1936 the aggregate had risen to $32,000,000. In 1937 Mr. Hudson is confident that it was swelled further by four or five millions. He does not think this increase has come from cornering the taxpayers by radio and scaring them into making returns. He is convinced that there are many thousands of citizens who do not realize their responsibility and do not know they are evading it. In instance after instance he and his assistants have been approached by taxpayers who admitted they had not hitherto listed their property and would never have realized their duty to do so, unless they had listened in to the frank explanations over the radio.

During the peak days of the listing each year, Mr. Hudson and his assistants buttonhole several hundred taxpayers and ask them what caused them to respond so promptly. They have found that in a large proportion of such cases, the radio reminders had been the sparkplug that brought action.

One of the most pleasing features of the publicity over the airwaves has been the lightening of the burden which in other years has been so overpowering on the last days of the month. To illustrate, in April this year 1,800 Guilford taxpayers listed as compared with 3,600 on April 30, 1936, and correspondingly larger numbers on the last day of preceding Aprils.

Mr. Hudson ungrudgingly gives radio publicity a large amount of the credit for these advances, but he points out that he has continued his other forms of advertising without cessation.

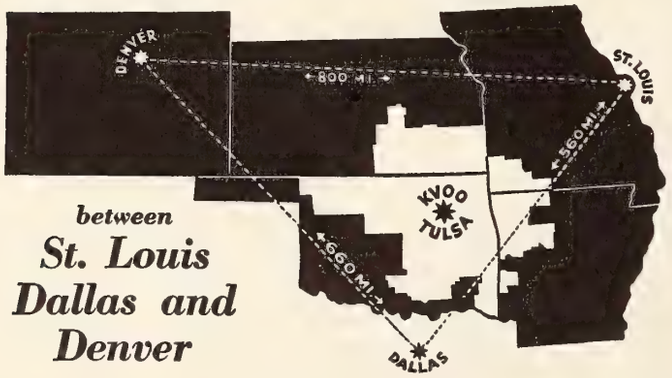
That's the picture as to tax listing publicity, but the point immediately presents itself that broadcasting would undoubtedly prove as effective in the spurring of taxpaying as it has been in the listing of them. Hudson is not concerned with the field of collecting taxes, but he is convinced that radio publicity is as badly needed there as in his own province and that tax collectors in the future are going to be found in steadily increasing numbers addressing pertinent and timely appeals to taxpayers for the prompt payment of ad valorem levies. It opens up a vast new field for public information and a correspondingly large one for development by progressive radio time salesmen.

There is already plenty of evidence that others are following the pioneering work over WBIG. Radio waves stop at no county or state boundries. Tax supervisors from every part of the nation have written Mr. Hudson and asked for a detailed explananation of his publicity methods. He is a member of the National Association of Assessing Officers. At last year's convention in Detroit he was asked to make a keynote speech, outlining his radio publicity methods. The way is open and plainly marked for the progress and the profit of other tax assessing officers, of other broadcasting stations.

The proportionate cost is slight, he says. The appeal reaches thousands who would not otherwise be touched and public cooperation is assured.

PETER DOELGER BREWING Corp., Harrison, N. J., has appointed Leonard F. Winston, New York, to place the radio advertising for Doelger's First Prize Beer. Company is using five announcements daily on WHN, New York, and a twice weekly musical program in German on WBNX, New York. Through a tieup with the Hobby Guild of America, sponsor is offering booklets on various hobbies free to listeners requesting them.

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

Musicians May Strike

(*Continued from Page 9*)

at it is the opinion of all present the meetings, that the situation an extremely serious one to our dustry," said the letter, which ncluded:

"The undersigned will meet in ew York City next week to con- der this matter further. Inas- uch as this problem affects each ation most vitally and is one hich our industry as a whole, and ch station individually must lve, we urge you to join us in our liberations".

* * *

All of the threats, even the de- and that stations be allowed to oadcast recordings only if they nploy the same number of musi- ans used in making the recording, ere included in a list of 14 de- ands presented to broadcasters ly 29 at the joint meeting with d AFM council and revised July .

A list of demands also was sub- itted to recording companies [see p of this page] and another list s to be given to transcription oducers.

Weber's Viewpoint

Since July 25 the executive coun- l of the musicians' union had en holding daily meetings in New ork, both alone and with repre- ntatives of the broadcasting in- stry, the makers of transcrip- ons and of phonograph records. urpose of the sessions was to ork out some plan for the em- oyment of more musicians in oadcasting; means set to achieve is end by the musicians was the mitation and regulation of the se of phonograph records and anscriptions.

Point of view of the musicians is his: When a musician makes a honograph record or transcription e is helping to create competition or his own services. When that echanical reproduction is used ot once but dozens of times, as in e case of phonograph records or anscription libraries, the musi- an who makes them is seriously rtailing the opportunities for mployment of many musicians. herefore the musicians are de- anding that the use of these echanical reproductions be regu- ted and are agreed that unless e broadcasters, and the firms aking records and transcriptions, operate with them in establishing nd maintaining such regulation ey will stop making these mech- nical reproductions.

Joseph N. Weber, AFM presi- ent, stated at the beginning of e meetings that the musicians ave no desire to put the recording ompanies out of business, but that ey shall insist on some kind of egulation. This insistence was choed and emphasized in his tters of invitation to broadcasters, ecorders and transcription makers, hich began by stating that AFM embers will cease making phono- aph records, transcriptions, or endering service for any broad- asting stations (depending on the erson to whom the letter was ddressed) after Sept. 16 unless n agreement regarding regulation ad been reached. The letter closed y stating that failure to respond the invitation will be taken as dicating that the station, recorder r transcriber is not interested in aving the services of AFM mem- ers after that date.

DEMANDS GIVEN RECORDING COMPANIES

1. Dubbing of records is prohibited.
2. Records must be registered with AFM and cleared by AFM before using.
3. Musicians will no longer assign rights for use of master records to recording companies.
4. AFM members will not work at any place where records are used unless agreement exists between employer and union.
5. Making records by lines from broadcasting studios or off the air is banned.
6. All recording companies must be licensed by AFM and no records can be used without consent of local union.

Invitations called for the phonograph record companies to attend meetings July 26 and 27, for the broadcasters to come on July 29 and for the transcription firms to appear July 30. Representatives of all three interests were present from the start, however, with the attendance growing from session to session. Strict secrecy was maintained by officials of the union as to what occurred in the closed meetings. "These are only preliminary conferences to get the point of view of each party plainly presented," they said, "and there is nothing to report."

While agreeing that little progress had been made in reaching any kind of a settlement, several of those attending the sessions told BROADCASTING that certain demands had been presented by the musicians for consideration. One of these which seemed likely to be put into effect is a ban on rerecording or "dubbing" music from one disc to another. This, is was said, would in some measure increase employment of musicians without undue hardship on either recorders or the users of the recordings.

Licensing Proposal

Another demand of the musicians was for some form of licensing of recorders by the AFM in the same way as they are now licensed by the Music Publishers' Protective Association, which controls the mechanical reproduction rights of copyright music. It was also proposed that some plan be found to restrict the playing of phonograph records to home use only, banning them from use in hotels, bars, restaurants, radio stations and met with little discussion, however, as it has been raised time and again, but no one has figured out a feasible method of enforcement.

Much more debatable was the other commercial uses. This topic demand presented to the broadcasters at the July 29 session that no station should be permitted to broadcast records or transcriptions unless it also employs live musicians. This was a considerable come-down from the demand made by the Chicago union last winter that each station must agree to employ as many musicians as were used in the manufacture of any record or transcription played by the station, but it was still felt by the broadcasters that such restriction would put many smaller stations under a severe handicap, even if the minimum number of musicians was kept very low. There was so much discussion on this point, especially by the networks, who would be prohibited from furnishing programs to any station not complying with this rule, that the broadcasting session was continued on Friday morning and the transcription meeting postponed until Friday afternoon.

While generally sympathetic with the desire of the musicians for greater employment, a number of broadcasters and transcribers expressed the feeling that they were being asked to remedy a situation they had no hand in bringing about. Unemployment among musicians, they pointed out, is due to the advent of the talking pictures which eliminated orchestras and organists from all but a few theatres, and not to radio. The stations that do not now hire musicians but get their music from networks, remote pickups, records and transcriptions, they said, never hired any musicians in the first place.

"The musicians are asking us to solve their problem," one broadcaster stated. "I can understand their desire to get more work, but I don't see that it is particularly our problem. I may think that my station should be getting more national business than it now has, but I don't call a meeting of national advertisers to tell me how to get it."

What the outcome will be no one cared to predict, either on or off the record. How far the musicians would go in insisting on increased employment, how far the broadcasters and recorders would go in adding musicians to their already heavy payrolls, and how close they could come to agreeing on what is fair and just are questions that can not now be answered.

Companies represented at the meetings included: Brunswick Record Corp., American Record Co., Columbia Phonograph Co., Transamerican Broadcasting & Television Corp., RCA Mfg. Co., Decca Records, Conquest Alliance Co., E. V. Brinckerhoff & Co., Standard Radio, MacGregor & Sollie, Associated Music Publishers, Mid-West Recordings, World Broadcasting System, Marsh Laboratories, Muzak, Jesse L. Kaufman, CBS, NBC, MBS. James Baldwin, managing director of the NAB, attended the July 29-30 sessions as an observer for the industry.

Opening Session

Little but preliminary discussions occurred July 26, opening day of the series of meetings of the AFM executive board with makers of phonograph records, representatives of the broadcasting networks and electrical transcription manufacturers.

Joseph N. Weber, AFM president, told BROADCASTING that the meeting which was closed to the press, had been devoted chiefly to an informal discussion as to the number of musicians now employed in the making of records and the number that might possibly be employed. He said no concrete proposals had been advanced, and added that none probably would be until the end of the week, when all groups had met individually with the union board and when they would probably all assemble in a joint session to work out some sort of agreement.

Questioned regarding the board meeting July 25, Mr. Weber said it was concerned chiefly with union affairs, but added that union officials had agreed that some form of licensing for makers of records and transcriptions must be put into effect. At present these firms pay fees to the Music Publishers' Protective Association for permission to use copyright music, but their only payment to the musicians is the union scale wages paid to the men employed in performing for the recordings.



DOWN UNDER—The ACORT, Argentine radio organization, checks broadcasts of Buenos Aires stations with Ediphone wax cylinders, which are then transcribed. The service is used by stations and advertisers as a check and it is a precaution necessary because of the uncertain copyright situation. ACORT has American recording and broadcast equipment and acts as sales agent for American transcription companies.

WLW Power Renewed

WLW, Cincinnati, on July 30 was granted an extension of its special experimental authority to operate with 500,000 watts day and night using a directional antenna at night. The action was taken by the FCC Broadcast Division and covers the six-month period from Aug. 1 to Feb. 1, 1938.

BOY—WILL WE BE BUSY NOW!



● Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Make it part of your daily correspondence routine.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points. Messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Call Postal Telegraph now and ask for further information concerning this new service and the staggering economies it offers.

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

NO POSTAL TELEGRAM EVER HIT THE WASTE BASKET WITHOUT BEING READ!

in the CONTROL ROOM

HARRY SHELBY, formerly of KMTR, Hollywood; Leo McConnell, Los Angeles, and H. C. Romero, Mexico City, have joined the technical staff of XERB, new 25,000-watt broadcasting station at Rosarita Beach, Lower California, Mexico, scheduled to start operating with a series of tests Aug. 15. George Berger, construction and supervising engineer, announced the appointments.

CARL DRUMMILLER has joined the technical staff of KVOR, Colorado Springs.

ORIN MILLER, assistant in the Omaha traffic and accounting departments of Central States Broadcasting System, has taken over new duties as transmitter engineer for KOIL, Omaha. He has been replaced in the office by Lois Farrady.

MARVYN ADAMS, NBC engineer, recently returned to the San Francisco studios from Canton Island in the South Seas, where he spent several months with the National Geographic Society-Navy Eclipse Expedition.

WENDELL ROBERTS, assistant engineer of WAIM, Anderson, S. C., is the father of a baby girl born July 18. She is named Cecile Barbara Sharon Roberts, all family names, and will be called CBS Roberts in commemoration of the station's affiliation of July 18 with the network.

SCOTT BLEDSOE, formerly engineer of KFYO, Lubbock, Tex., has been appointed chief engineer of the Plains Radio Broadcasting Co. With headquarters in Amarillo, he will be in charge of KFYO and KGNC, Amarillo.

JOHN AITKENHEAD, chief engineer of WADC, Akron, Mrs. Aitkenhead and Mrs. Allen T. Simmons, wife of the owner of WADC, sailed July 17 on the *Orienta* for a cruise in the West Indies. They are due to return early in August.

ART PECK, formerly field engineer of KSTP, St. Paul, has joined WCCO, Minneapolis, as an operations engineer. Russ Person will be transferred from WCCO's master control board to the transmitter.

LEO E. YODER, Purdue graduate has joined WOWO-WGL, Fort Wayne, as engineer, coming from WCAE, Pittsburgh.

GLENN THAYER, new engineer of WOWO-WGL, Fort Wayne, on July 1 married Miss Betty Van Campen of Grand Rapids.

PAUL VAN DEUSEN recently joined the engineering staff of WADC, Akron.

R. O. THATCHER, of NBC's technical service department, arrived in Philadelphia July 19 to supervise construction of the new KYW studios at 1619 Walnut St. Foundations were already in place and building and steel work started the week of July 19.

CARL CHRISTIANSEN, technician at KYA, San Francisco, recently received his final papers of American citizenship. He was a Danish subject.

WILLIAM G. GROVE has been added to the technical department of KGGC, San Francisco.

DALE E. PHILLIPS Jr. has joined the technical staff of WCAE, Pittsburgh.

H. J. BUCKLEY, formerly chief operator for Northwest Airlines, Chicago, has joined the engineering staff of WGN, Chicago.

WARREN J. STEVENS, former control operator at the Statler Hotel, Malden, Mass., has joined the technical staff of WEEI, Boston.



GETS HAT — George McElrath NBC operating engineer in New York, was presented recently with a high-capacity hat by the Blackhills Roundup Committee. Mrs McElrath received a silk neckerchief.

PATRICK F. SIMPSON, formerly of WNEW, New York, has joined the technical staff of WHN, that city.

DON McLLWAIN, former police department radio operator at Little Rock, Ark., has joined the engineering staff of WGY, Schenectady.

FRANCIS N. KING, formerly of WEBR, Buffalo, has joined the engineering staff of WJTN, Jamestown N. Y.

B. E. STAHL, engineer of WRC Washington, has been promoted to the rank of Lieutenant, J.G., U.S.N.R.

T. W. MILLER, formerly of WGR-WKBW, Buffalo, has joined the technical staff of CBS, New York.

GEORGE ROBINSON, assistant supervisor at the WOR transmitter at Carteret, N. J., is the father of a baby girl born July 26.

WILLIAM KLINKE, Harry Berg and Larry Flavin have joined the engineering staff of WJJD, Chicago. Jack Hayes, formerly assistant chief engineer at WJJD, has been promoted to chief engineer.

DONALD ABBOTT, formerly with WEAN, Providence, and WQXR New York, has joined NBC in New York as a studio engineer.

CHARLES BUTLER, NBC-Chicago engineer, has been elected chairman of the ATE, Chicago engineers' association.

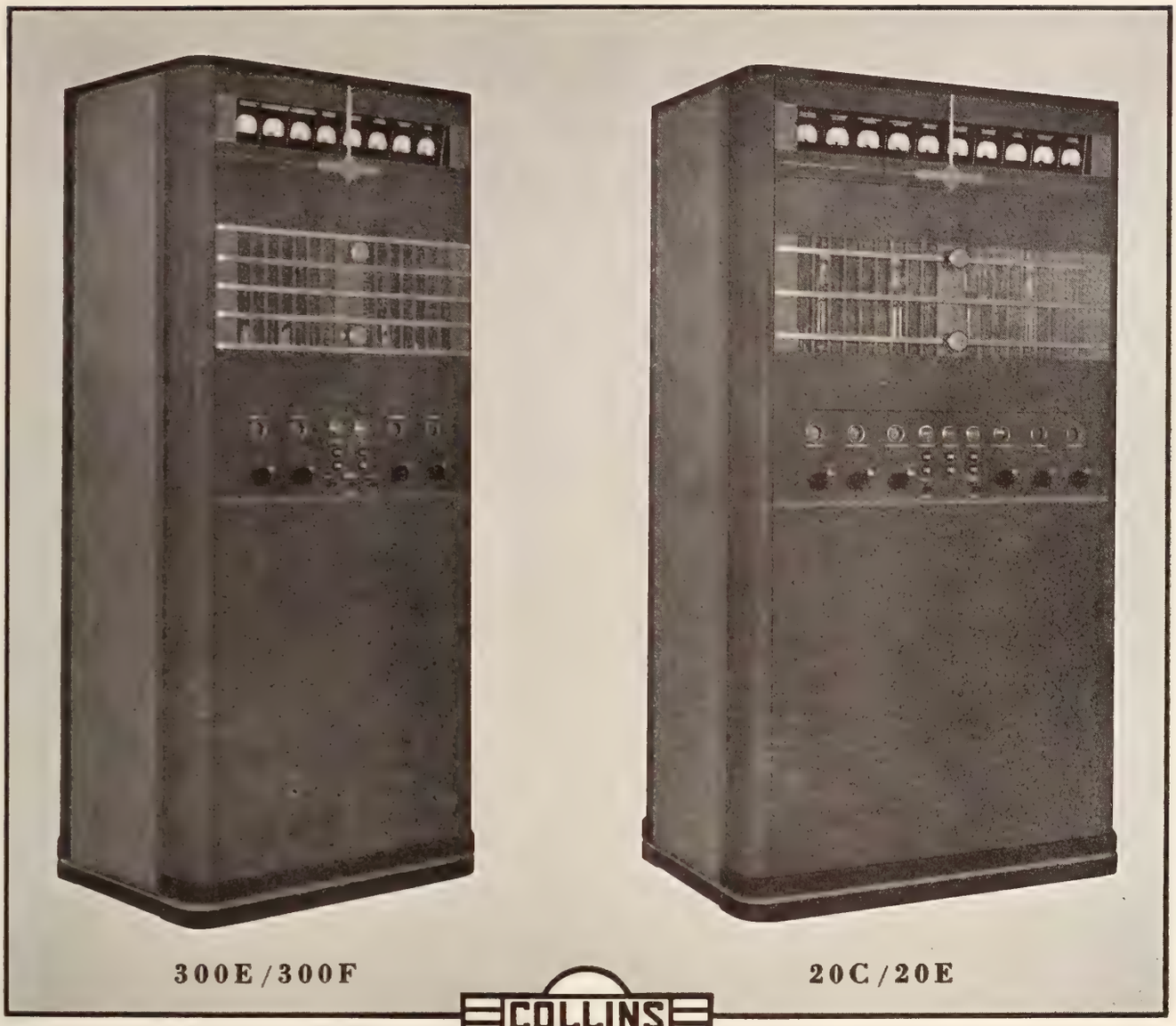
ROBERT BIGWOOD, formerly chief engineer at WCAX, Burlington, Vt. has joined the studio engineering staff of NBC in New York.

LEROY NUSS has joined the technical staff of WIP, Philadelphia.

TED NOLEN, NBC audio facilities engineer, is the father of a baby boy.

CBS Starts Tests

INTERNATIONAL shortwave tests for the purpose of measuring the effectiveness of directional antennae were started July 15 by CBS in collaboration with BBC [BROADCASTING, July 1]. Intensity of signals directed toward and away from observation posts in Buenos Aires and in Brussels are measured and compared by engineers of the International Broadcasting Union, under whose auspices the project is being carried out. Final results will form the basis for recommendations to the International Radio Conference meeting in Cairo next year.



COLLINS 20/300 SERIES BROADCAST TRANSMITTERS FOR POWERS OF 100 TO 1000 WATTS

The owner of a broadcast station is interested in one quality above all others in his transmitting equipment, and that is its ability to stay on the air. Uninterrupted service day after day and year after year means more to him in dollars and cents than any other feature of his technical plant. The Collins Radio Company has considered this fact of utmost importance in building the 20/300 Series Broadcast Transmitters. Over a period of years it has followed their operation in the field and has overlooked no opportunity to build in greater dependability. The record of field service of the 20/300 Series Transmitters is remarkable. The Collins transmitters of this series have a combined field operating time totaling nearly half a million hours and the number of component failures in service have been so few as to be practically nil.

COLLINS RADIO COMPANY

CEDAR RAPIDS IOWA

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 15 TO JULY 30 INCLUSIVE

Decisions . . .

JULY 20
(Subject to Ratification)

APPLICATIONS GRANTED:

WTAR, Norfolk, Va.—Temp. auth. directional antenna D 1 kw.

WJAR, Providence—Ext. temp. auth. 1 kw aux. trans. as regular.

WICA, Ashtabula, O.—Mod. CP change equip., approval studio site.

MISCELLANEOUS — WHFF, Attala, Miss., granted pet. intervene applic. Standard Life Ins. Co., Jackson, Miss.; Ventura County Star and Merced Star Pub. Co. denied 90-day extension effective date decision on applic. CP Ventura, Cal.; KOOS, Marshfield, Ore., granted extension time file exceptions Ex. Rep. I-453 on applic. vol. assign. license; WEMO, Milwaukee, denied motion withdraw applic. CP without prejudice, and entered final order dismissing same with prejudice.

JULY 27
(Subject to Ratification)

APPLICATIONS GRANTED:

WAPO, Chattanooga—Auth. remain silent 10 days.

WAPY, Portsmouth, O.—Auth. remain silent 10 days.

KPRC, Houston—Ext. temp. auth. 5 kw N.

WDAF, Kansas City—License for CP and Mod. 610 kc 1 kw 5 kw D unl.

KRIS, Corpus Christi, Tex.—License for CP and mod. 1330 kc. 250 w 500 w D unl.

KOKO, La Junta, Col.—License for CP 1370 kc 100 w unl.

KOHB, Rapid City, S. D.—License for CP 1370 kc 100 w 250 w D unl.

KRE, Berkeley, Cal.—License for CP 1370 kc 100 w 250 w D unl.

MISCELLANEOUS — WSBT, South Bend, Ind., effective date of order denying applic. CP extended until action is taken on petition for reconsid. & grant or in alternative for further hearing.

APPLICATION DENIED—WMBD, Peoria, Ill., temp. auth. 1 kw N.

JULY 30

APPLICATIONS GRANTED:

WFOY, St. Augustine, Fla.—CP change equip., increase D to 250 w.

WJBY, Gadsden, Ala. — CP change trans., studio site, increase D to 250 w.

WAML, Laurel, Miss.—CP change equip., increase D to 250 w.

WALA, Mobile, Ala. — Vol. assign. license to Pape Brdcstg. Co.

KFBK, Sacramento, Cal.—CP increase 5 to 10 kw.

WPTF, Raleigh, N. C.—Extension exp. auth. 5 kw LS KPO to 11 p. m. directional.

WLW, Cincinnati—Extension exp. auth. 500 kw directional N.

KFBB, Great Falls, Mont.—Mod. license 1 to 5 kw D.

WBEO, Marquette, Mich.—Mod. license re hours.

WWL, New Orleans — Extension exp. auth. unl. 850 kc 10 kw.

KWKH, Shreveport, La. — Extension exp. auth. synchron. - WBBM from LS Lincoln to midnight; WBBM, Chicago, same.

WQDM, St. Albans, Vt.—Amended mod. license spec. to D.

WWJ, Detroit—CP main trans. as aux.

KYA, San Francisco—CP use trans. as aux.

WLBL, Auburndale, Wis. — Mod. CP move trans.

KOAM, Pittsburg, Kan. — Mod. CP trans., studio site, vert. radiator.

KOL, Seattle—Granted license for CP 1270 kc 1 kw 5 kw D unl.

WRTD, Richmond, Va.—License for CP new station 1500 kc 100 w unl.

WSJS, Winston-Salem, N. C.—Vol. assign. license to Piedmont Pub. Co.

MISCELLANEOUS—NEW, Ann Arbor Brdcstg. Co., Ann Arbor, Mich., granted pet. accept answer applic. United Brdcstg. Co.; granted petitions to intervene: WABY and WOKO, Albany, N. Y. (Citizens Brdcstg. Corp.); WKBV, Richmond, Ind. (Curtis Radiocasting Corp.); NEW, World Pub Co., Tulsa (Harry Schwartz); WJDX, Jackson, Miss. (WHEF); WDZ, Tuscola, Ill. (Decatur Newspapers Inc.); KGB, San Diego (Airfan Radio Corp.); KFPI, Spokane (C. P. Sudweeks); Honolulu Star-Bulletin and Zion Securities Corp. (Honolulu Brdcstg. Co.); WRVA, Richmond, Va., granted pet. reopen hearing applic. increase to 50 kw; NEW, City of Jacksonville, Fla., granted pet. accept answer in WTAD applic.; NEW, Ann Arbor Brdcstg. Co., granted pet. accept answer Decatur Newspapers Inc.; WQXR, New York, granted cont. hearing applic. Decatur Newspapers Inc. and United Brdcstg. Co. to 10-14-37; NEW, Warren B. Worcester, granted pet. accept answer in applic. Airfan Radio Corp., San Diego; NEW, Radiotel Corp., San Diego, granted continuance hearing 90 days; WGAR, Cleveland, granted extension time file exceptions to Ex. Rep. I-453, Terminal Brdcstg. Co. grant new station Cleveland; NEW, W. H. Hartman Co., Waterloo, Ia., granted motion accept appearance applic. new station and denied applic. Waterloo Times Tribune Pub. Co. to deny Hartmen applic. as in default; WCLS, Joliet, Ill., Commission on own motion continued hearing to 9-27-37; WSAU, Wausau, Wis., cancelled oral argument; WMEX, Boston, denied reconsid. action granting applic. WCOP; WHOM, Jersey City, denied motion dismiss without prej. applic. CP; KQW, San Jose, Cal., denied reconsid. & grant applic. auth. move trans., vert. radiator, Increase D 1 to 5 kw without hearing.

SET FOR HEARING—NEW, WAVE, Louisville, CP 250 w 500 w D unl.; NEW, Roberts - McNab, Livingston, Mont. CP 1310 kc 100 w 250 w D; WGNY, Newburgh, N. Y., increase D to 250 w; WPHR, Richmond, Va., CP increase 500 w D to 1 kw unl.; WNEL, San Juan, P. R., CP change 1290 to 590 kc; NEW, Slover Corp., Norfolk, Va., CP 100 w 250 w D 1370 kc; NEW, Harwell V. Shepard, Denton, Tex., CP 1420 kc 100 w D; NEW, W. C. Irvin, Amarillo, Tex., CP 1500 kc 100 w 250 w D; NEW, Larry Rhine, San Francisco, CP 980 kc 250 w D; NEW, Fred M. Wiel, Grand Coule, Wash., CP 1420 kc 100 w 250 w unl.; NEW, Carl Latenser, Atchinson, Kan., CP 1420 kc 100 w D; NEW, Four Lakes Brdcstg. Co., Madison, Wis., CP 830 kc 100 w D; KYW, Philadelphia, CP increase 10 to 50 kw; NEW, W. Va. Brdcstg. Corp. Charleston, W. Va., CP 1500 kc 100 w 250 w D unl.; NEW, W. Va. Brdcstg. Corp., Wheeling, CP 1310 kc 100 w unl.; NEW, Scarborough & Orvin, Charleston, S. C., CP 1210 kc 100 w 250 w D unl.; KSEI, Pocatello, Id., CP increase N to 500 w; KTUL, Tulsa, CP increase to 1 kw 5 kw D; NEW, Martin R. O'Brien, Aurora, Ill., CP 1250 kc 250 w D; WAAB, Boston, CP increase to 1 kw; WJBK, Detroit, CP change 1500 to 1510 kc; NEW, J. P. Harris, Hutchinson, Kan., CP 710 kc 1 kw D; NEW, Sam Houston Brdcstg. Assn., Huntsville, Tex., CP 1500 kc 100 w D; NEW, O. C. Burke, Dickinson, Tex., CP 1500 kc 100 w unl.; NEW, Sims Brdcstg. Co., Globe, Ariz., CP 1210 kc 100 w 250 w D; NEW, Louisa B. & M. E. Thornton, Port Angeles, Wash., CP 1500 kc 100 w 250 w D unl.; NEW, Brenau College, Gainesville, Ga., CP 1420 kc 100 w 250 w D unl.; NEW, Natl. Life & Acc. Ins. Co., Nashville, CP 1370 kc 100 w 250 w D; NEW, Tri-City Brdcstg. Co., Schenectady, CP 950 kw 1 kw unl.; NEW, Ward Optical Co., Fayettesville, Ark., CP 1310 kc 100 w unl.; NEW, Panama City Brdcstg. Co., Panama City, Fla., CP 1420 kc 100 w D; WBAA W. Lafayette, Ind., CP increase 500 w to 5 kw D; KGAR, Tucson, Ariz., CP increase N to 250 w; KGMB, Honolulu, CP change 1320 to 580 kc; WNOX, Knoxville, CP change 1 to 5 kw N; Cedar Rapids, CP increase N to 5 kw; KFJZ, Ft. Worth, CP trans. control to Ruth G. Roosevelt, WACO, Waco, KTSA, San Antonio, KNOW, Austin, Tex., assignment license to Hearst Radio Inc.

Examiners' Reports . . .

NEW, Food Terminal Brdcstg. Co., Cleveland—Examiner Bramhall recommended (I-458) that applic. CP 1500 kc 100 w D be granted.

WBCM, Bay City, Mich.—Examiner Irwin recommended (I-459) that applic. mod. license D to 1 kw. be granted.

WORL, Boston—Examiner Arnold recommended (I-460) that applic. increase 500 w D to 1 kw unl. directional N be granted.

NEW, Ann Arbor Brdcstg. Co. Inc., Ann Arbor, Mich.—Examiner Hill recommended (I-461) that applic. CP 1550 kc 1 kw unl. be denied.

NEW, General Electric Co., Belmont, Cal.—Examiner Hill recommended (I-462) that applic. CP 9530 and 15330 kc 20 kw unl. (Rule 983) be granted.

WLB, WTCN, Minneapolis; WCAL, Northfield, Minn.—Examiner Seward recommended (I-463) that applic. WLB change 1250 kc 1 kw spec. to 760 kc 5 kw Sh.-WCAL (2/3 D) be granted; that applic. WCAL change 1250 kc 1 kw 2½ kw LS spec to 760 kc 5 kw (Sh.—WLB (1/3 D) be granted; that applic. WTCN increase spec. to unl. be granted if WLB and WCAL applic. are granted, but denied if WLB and WCAL applic. are denied.

WIOD-WMBF, Miami, Fla.—Examiner Hyde recommended (I-464) that applic. change 1300 to 610 kc be granted.

WBOW, Terre Haute, Ind.; NEW, Glenn E. Webster, Decatur, Ill.—Examiner Dalberg recommended (I-465) that applic. WBOW change 1310 kc 100 w 250 w LS unl. to 1290 kc 500 w 1 kw LS unl. be granted; that applic. Glenn E. Webster for CP 1290 kc 250 w D be denied.

NEW, Robert E. Clements, Huntington Park, Cal.—Examiner Hyde recommended (I-466) that applic. CP 1160 kc 250 w D be dismissed with prejudice.

NEW, Young People's Assn. for Propagation of Gospel, Shark River Bay, N. J.—Examiner Berry recommended (I-467) that applic. CP 640 kc 5 kw D to LS at KFI be dismissed with prejudice.

WSPA, Spartanburg, S. C.—Examiner Dalberg recommended (I-468) that applic. CP change 920 kc 1 kw D to 880 kc 5 kw D be denied.



RADIO IN MODERN MOTIF—Strikingly showing various elements of radio in its murals this view of the lobby of the new WOWO-WGL, Fort Wayne, Ind., shows how effectively photo-murals can be applied to radio stations. Particularly attractive is the floor, custom-built of Armstrong linoleum, eggplant color and with a 16-point star of tan and terra cotta. Call letters are of dark linoleum on a light background.

NEW, John C. Hughes, Phenix City, Ala—Examiner Irwin recommended (I-469) that applic. CP 1310 kc w D denied.

NEW, WRBC Inc., Cleveland—Examiner Dalberg recommended (I-470) that applic. CP 880 kc 1 kw unl. be denied.

Applications . . .

JULY 16

WCBS, Springfield, Ill.—CP new trans. increase D to 250 w.

KYA, San Francisco—CP move trans. locally.

July 17

KFEQ, St. Joseph, Mo.—Mod. CP ver. antenna, move trans., to further reque. auth. move trans.

KICA, Clovis, N. M.—CP antenna a. proval, move trans. locally.

JULY 20

WTIC, Hartford—Ext. exp. auth. chang. 1060 to 1040 kc, Sh.-WBAL to Simul. KRLD.

WBAL, Baltimore—Ext. spec. aut. change Sh.-WTIC to Simul.-KTHS to I. 1060 kc, Synchro.-WJZ 760 kc after p. m. 2½ kw.

WESG—Elmira, N. Y.—Ext. exp. aut. 850 kc daylight to sunset New Orleans.

WMBS, Uniontown, Pa.—License for C. as mod. new station.

NEW, Amarillo Brdcstg. Corp., Amarill. Tex.—CP 1500 kc 100 w unl.

KHBG, Okmulgee, Okla.—Mod. CP 12. kc 100 w D to change equip., approv. studio, trans. sites.

WGTM, Wilson, N. C.—License for C. as mod. new station.

KUOA, Siloam Springs, Ark.—Mo. license D 2½ to 5 kw.

KTHS, Hot Springs, Ark.—Ext. ex. auth. change 1040 to 1060 kc, Sh.-KRL. to Simul.-WBAL to LS, suspend to 8 p. m. and unl. 8 p. m. to midnight.

KRLD, Dallas—Ext. exp. auth. Simu. WTIC.

WNAX, Yankton, S. D.—Auth. transfe. control from Chas. H. Gurney to Sout. Dakota Brdcstg. Corp.

WEAU, Eau Claire, Wis.—Auth. transfe. control Morgan Murphy to Elizabeth I. Murphy.

KMPC, Beverly Hills, Cal.—Exp. aut. unl.

NEW, Tom Olsen, Port Angeles, Wash.—CP 1420 kc 100 w unl., amended 1420 1500 kc, 100 to 250 w, hours from un to D.

NEW, Shirley D. Parker, Yakima, Was. —CP 1310 kc. w 250 w D unl.

JULY 22

NEW, Connecticut State College, Storr. Conn.—CP exp. high-freq. 250 w.

W1XNU, New Haven—License for C. relay station.

WOKO, Albany—CP new trans. equip.

WMAS, Springfield, Mass.—CP ne. trans., move trans., vert. antenna.

WKOK, Sunbury, Pa.—Auth. transfe. control from Sunbury Item to George W. Beck, Basse A. Beck and Harry H. Haddor.

KGVL, Greenville, Tex. — Mod. C. change equip., move trans.

NEW, Northwestern Brdcstg. Co. Vernon, Tex.—CP 1500 kc 100 w. unl.

KFBI, Abilene, Kan.—CP new trans. vert. antenna, move trans., studio.

KTKC, Visalia, Cal.—License for CP a. mod. new station.

JULY 26

WJIM, Lansing, Mich.—License for C. new trans.

WTAR, Norfolk, Va.—License for C. change equip., directional antenna.

WEST, Easton, Pa.—Mod. license Sh. WKBO to Simul.-D, Sh.-WKBO N.

WKBO, Harrisburg—Mod. license Sh. WEST to Sh.-WEST unl. D, Sh.-N.

KTSM, El Paso—CP change 1310 t. 1350 kc, new trans., change antenna, in. crease 100 w 250 w D to 500 w, chang. Sh.-WDAH to unl., move trans.

NEW, W. A. Barnette, Greenwood, S. D. —CP 1370 kc 250 w D.

WDAH, El Paso—Mod. license 1310 t. 1200 kc, Sh.-KTSM to unl., contingen. KTSM being granted 1350 kc.

WHLB, Virginia, Minn.—License fo. CP change equip., increase power.

KSTP, St. Paul—License for CP chang. equip.

NEW, Hollenbeck Heights Christia. Church, Los Angeles—CP 1170 kc 100 w ltd.

NEW, W. H. Kindig, Hollywood—C. 710 kc 500 w ltd., fac. KMPC.

KUJ, Walla Walla—CP increase 100 w to 100 w 250 w D.

KXRO, Aberdeen, Wash.—License fo. CP increase D power, move trans.

KVEC, San Luis Obispo, Cal.—Mod. license D to unl., 250 w to 100 w 250 w D.

What Goes Up . . .

WHEN NBC dedicated the new studios of WRC and WMAL in Washington July 22 [see story on page 18], it released 1,000 balloons, a stunt sponsored by 35 local advertising agencies and merchants who offered 175 prizes ranging from theatre tickets and free laundry service to merchandise and cash discounts. Most of the balloons came down in the District or in nearby Maryland and Virginia, but three of them sailed down near Mrs. Rose Pasquarello as she sunned herself on the beach at Nantasket, Mass., one landed on Donald D. McLaughlin's lawn at Sewell, N. J., and 17 balloons which had been inadvertently released together bounced down on Albert Bonocin's farm near Newfield, N. J. Radio sets were sent to the long distance prize winners.

Presto Enlarges Plant

NEW impetus has been given to recording activity by the recent stunt pickups of the *Hindenburg* crash by WLS, Amelia Earhart's takeoff from Miami by WQAM and the landing of the Russian fliers by KMTR, Hollywood, according to Presto Recording Corp., which reports that the use of instantaneous recordings in connection with radio station operation has nearly tripled its business so far this year over the same period of 1936. Anticipating further expansion, Presto has leased space in a building adjoining its present plant at 139 W. 19th St., New York, doubling its plant capacity. Orders from foreign stations, particularly Australian and Latin American, have been especially heavy, it was stated.

ELIZABETH AMBROSE, stylist for Saks-Fifth Avenue, New York department store, and Nancy Turner, director of women's programs for WFBR, Baltimore, are in Paris to cover the autumn fashion openings for Transradio Press. Miss Ambrose will cable daily reports for the Colgate-Palmolive-Peet broadcast *Women Make the News* which Transradio handles. Miss Turner will handle the fashion news for Transradio's general service.

RADIO WRITERS Laboratory, script syndicate of Lancaster, Pa., has accepted *The Ghost of Sioux Creek*, by Donald Thompson, production manager of WHO, Des Moines, and will publish it for radio dramatization. Show is a radio adaptation of Thomas Duncan's story *The Druggist*, first presented on the *WHO Playhouse*.

JULY 27

NEW, WDRC Inc., Hartford—CP high-freq. 1 kw.

WRDW, Augusta, Ga.—License for CP as mod. increase power etc.

KVOX, Moorhead, Minn.—Mod. CP 100 w to 100 w 250 w D, hours to unl., vert. antenna.

JULY 30

NEW, Pawtucket Brdcstg. Co., Pawtucket, R. I.—CP 1390 kc 1 kw unl. directional.

WCKY, Cincinnati—License for CP increase power.

WGH, Newport News, Va. Exp. auth. facsimile station 190 w.

WKEU, Griffin, Ga.—CP change 1500 to 1310 kc, D to unl. 100 w 250 D, move trans., studio, to Macon.

WHBF, Rock Island, Ill.—CP vert. antenna, move trans.

WNBR, Memphis—Auth. transfer control from Memphis Commercial Appeal Co. to Memphis Press-Scimitar Co.

EQUIPMENT

CONSTRUCTION of the new KWNO, Winona, Minn., 100 watts daytime on 1200 kc., will start about Aug. 15, with all equipment ordered from Western Electric, according to M. H. White, business manager of the *Winona Republican-Herald* and one of the partners in Winona Radio Service, holders of the construction permit. Personnel has not yet been selected.

COMBINED new studio and transmitter building of WJBY, Gadsden, Ala., ultra-modern in design, is expected to be in operation by Aug. 15. On Aug. 1 construction of a new vertical antenna was begun.

TWO new portable narrow range shortwave transmitters are being tried out by Harold Singleton, chief engineer of KGW-KEX, Portland, Ore., for special events.

COMPLETION of the 485-foot vertical tower for WJBO, Baton Rouge, La., was expected by Aug. 1.

WHITFORD DRAKE, president of Electrical Research Products Inc., New York, after four weeks in Hollywood, is on his way home, having left the West Coast July 28. He was in Hollywood to inspect Erpi's new plant additions at Romaine & Seward St., where the company's West Coast activities will be centered after Sept. 1. New plant is being erected at a cost of more than $250,000.

WESTERN ELECTRIC Co. has issued three new bulletins. The first describes the new 104A, 105A and 106A amplifiers, the second takes up the new 110A program amplifier, and the third describes the new 23B input equipment designed for use by stations when the operators ride channel gain by means of the main gain control.

RCA Mfg. Co., Camden, N. J., announces sale of the following equipment: WIRE, Indianapolis, 250-D transmitter; KROC, Rochester, Minn., 100-EM modulator unit; KGLO, Mason City, Ia., 100-EM modulator unit; WJIM, Lansing, Mich., 250-D transmitter and KELO, Sioux Falls, S. D., 100-G transmitter and studio equipment.

STUDIO equipment used by WRC and WMAL, NBC Washington stations, prior to their removal to new studios in the Translux Building, has been purchased by the Capitol Radio Engineering Institute, of Washington. The engineering school purchased practically all of the control equipment, including switching panels, amplifiers, racks, control equipment, battery installations, and battery switchboards. Also included were loud speakers, microphones and portable units. The equipment is being installed in the residence school operated by the Institute for use by students, along with other laboratory equipment now in operation.

IRVIN W. VEIGEL, since 1931 an accountant with the B-L Electric Mfg. Co., St. Louis, manufacturers of rectifiers and condensers, has been appointed treasurer of the company. Carl E. Peters has been promoted to secretary.

WITH the building completed at the mouth of Islais Creek, three miles from downtown San Francisco, the new transmitter of KSFO, San Francisco, is now being installed by James Middlebrooks, construction engineer. A 400-foot triangular tower, self-supporting, will rise from the top of the structure.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS



AFTER THE STORM—The tower of WSPD looked like this after it was struck by a terrific windstorm.

RANGERTONE Inc., Newark, makers of broadcast sound equipment, has placed a number of its new electric chimes in stations throughout the country, according to Maj. R. H. Ranger, president. All NBC owned and operated stations have purchased the chimes, and WFIL, Philadelphia, will place its new set in operation late in August. The chimes, which are entirely automatic with push buttons doing the work, are sounded in a manner similar to the old Swiss music box.

WCAU, Philadelphia, will begin construction of its new high-frequency station, W3XIR, in August and expects to start operation early in 1938. John G. Leitch, technical supervisor of WCAU, announces that the new transmitter will be located atop a downtown building, will operate with 100 watts on four frequencies and have a line-of-sight operation within a radius of 25 miles.

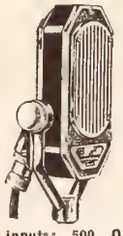
WGY, Schenectady, has begun construction of a new modernistic studio building, with completion required by Jan. 1 under the contract awarded the A. L. Hartridge Co., New York. The two-story building will have a glass-brick front. There will be five air-conditioned studios, including an electric kitchen studio.

WSPD, Toledo, Antenna Wrecked by Heavy Storm

A STORM July 16 struck the 214-foot vertical antenna of WSPD, Toledo, tearing and twisting 114 feet of it into a crumpled mass of wreckage. The station went off the air at 7:38 p. m. Engineers on duty at the time were Vern C. Alston and Larry Larsen, neither of whom were injured. During the three hours WSPD was off the air the entire engineering staff worked through rain and lightning to erect temporary lines so that broadcasting could be resumed. Mr. Alston, chief engineer, climbed what remained of the tower, a height of about 100 feet, to fasten the temporary lines, amid flashes of lightning and torrents of rain. Members of the staff on the ground feared for his safety because of the possibilities of another bolt of lightning striking the twisted framework. WSPD resumed its regular broadcasting schedule at 10:28 p. m. J. Harold Ryan, vice-president of Fort Industry Co., which owns and operates WSPD, estimated damage above $3,000.

Work of rebuilding the wrecked tower began immediately under the direction of Chief Engineer Alston, with T. C. Brennen, of the Blaw-Knox Co., on the job as supervisor. Assisting are Engineers George Brown, Larry Larsen and Bill Stringfellow. The tower will be the same as the original except that the superstructure and cross-stays will be of heavier material. The new antenna is expected to be in operation about Aug. 5.

WFIL, Philadelphia, has purchased a four-manual Kilgen organ, costing $22,700, to be completed in mid-September, in time for the opening of the station's new studios now under construction in the Widener Bldg., Broad and Chestnut Streets.



UNIVERSAL VELOCITY MICROPHONE

100% PERFORMANCE
100% APPEARANCE
100% SATISFACTION
OR 100% REFUND

Made in following Impedances.

33 OHMS for Dynamic Mike Lines: 200 OHMS to connect to carbon mike inputs: 500 OHMS for telephone and remote lines: 10,000 OHMS high impedance direct to grid. Not affected by heat, cold or moisture.

Microphone Division

Universal Microphone Co., Ltd.

Box 299, Inglewood, Calif., U. S. A.



Scientific Radio Service Crystals are recognized the world over for Dependability, Output and Accuracy of Frequency. Crystals for any frequency between 13 and 8000 kc. ground to an accuracy of BETTER than .01%.

Low Temperature Co-efficient Crystals

Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

$50.00

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-871 for Price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park
HYATTSVILLE, MD.

Merchandising & Promotion

Golfers on *Clock*—I Like Oxydol—Sky Smoke—Milk Magazine—Travel Help— Screen Tests—Milk Jingles

MARSHALL FIELD & Co., Chicago store, capitalized on the $10,000 Chicago Open Golf tournament won by Gene Sarazen July 25 by interviewing famous golfers on the store's morning *Musical Clock* broadcasts on WBBM. Field's linked the golf tourney with the golfing equipment featured on the fifth floor of the store through a contest offering 10 complete sets of matched woods and irons together with a golf bag, (each outfit valued at $150) to the 10 persons who chose the three winning golfers and their scores and gave the best reasons for their selection. One hundred runner-ups each received a dozen golf balls of their own choice. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

* * *

FOR the best endings in 25 words or less to the sentence beginning "I like Oxydol for washing clothes because . . . " Procter and Gamble Co. will give away a new $1,000 bill daily for 30 days, beginning Aug. 9 and running daily except Saturdays and Sundays, until Sept. 17. Each day a separate contest will be conducted. Entries must be accompanied by box tops or facsimiles. Contest will be advertised on the *Oxydol's Own Ma Perkins* broadcasts and in magazines. Blackett-Sample - Hummert Inc., Chicago, is the agency.

* * *

HYDE PARK BREWERIES Assn. Inc., St. Louis, is promoting its sports programs on KWK, that city, by using pictures of KWK sportscasters on its billboards. During July the photograph of Ray Schmidt occupied the billboards and the picture of Johnny O'Hara was to be used throughout August. In addition to baseball broadcasts, the brewing company sponsors boxing and wrestling matches and a Saturday night variety hour on KWK.

* * *

TO ALLOW the entire audience and not a sextet of selected listeners to take part in its *Quiz Quest*, broadcast each Tuesday on WFAS, White Plains, N. Y., Golden Brothers Inc., retailer of that city, now has the questions asked on one broadcast and answers them the following week, asking listeners to mail or bring their answers to the store and offering merchandise prizes for the best sets of replies received.

* * *

WBS has completed a sound movie film portraying the process of making transcriptions. Titled "On the Air With World," the quarter-hour film is announced by Jean Paul King. It can be viewed at the WBS offices in New York and Chicago and is available to groups wishing to show it.

WBS has issued a promotion brochure on its new Chicago headquarters.

* * *

WCCO, Minneapolis, recently engaged an airplane to write its call letters in the sky 10,000 feet above the city. Colonel Arthur Goebel, skywriter, participated in a two-way broadcast on WCCO while he was writing the call letters.

KYOS, Merced, Cal. struck upon a merchandising idea recently that is bringing hundreds of new customers to the stores of its advertisers. The program, titled *The Market Basket*, is a participating program with 12 sponsors. Each day during the broadcast either the owner or a clerk of a sponsor's establishment goes to the radio studios and reads a spot announcement. The first woman listener to telephone KYOS the name of the clerk and the place of his employment is awarded a market basket filled with $1 merchandise orders from each of the dozen sponsors.

Since the inauguration of the program women have been pouring into the stores of the firms mentioned on the *Market Basket* to learn the names and voices of the clerks and managers.

* * *

BORDEN'S FARM PRODUCTS Co. Inc., New York, will bring *Borden's Special Edition* back on WEAF on Sept. 10, following a month's layoff. Program, advertising milk, cream, and other dairy products delivered by milkmen, is a half-hour radio newspaper for women. A printed tabloid newspaper, distributed by Borden drivers to women requesting it, has attained a weekly circulation of 300,000. Program is written and produced by Stella Ungar of radio department of Erwin, Wasey & Co. Inc., New York.

* * *

WJEJ, Hagerstown, Md., is offering 52 quarter-hour periods to local merchants as the prize for the best program idea submitted. The contest is open only to merchants. It was started at the same time a local rate increase was announced and is said to have offset objections to the new scale.

* * *

LONGINES - WITTNAUER Co., Inc., New York, has placed metallic counter plates in jewelry stores throughout the New York metropolitan area, reading "Set your watch by Longines time signals, correct to 1/20 of a second, broadcast nightly on radio station WOR every hour on the hour."

WOAI, San Antonio, has issued a 24-page promotion booklet titled *News*, which covers every phase of the WOAI news department's activity. Members of the news staff are shown in action, the booklet being liberally illustrated. Sections are devoted to special events, timely interviews, personalities, human interest editing, local news and publicity, each being appropriately illustrated. Mail and sponsor materials are included.

Upon completion of the brochure members of the *News* staff began a friendly rivalry to see who could garner the most mail from various types of offers. Ken McClure offered a booklet on traffic safety. Pat Flaherty, sports editor, offered a baseball book. Leona Bender offered a booklet on her morning program dealing with women's news.

* * *

PASSENGERS on the Union Pacific's crack train "Portland Rose" are greeted like this as the train gets within 30 miles of KIDO, Boise, Mont.: "And we play the following brief interlude of music especially for passengers of the 'Portland Rose' and wish them a friendly welcome to the city of Boise." Passengers are urged to visit the Howard Platt Gardens surrounding the Union Pacific Depot." The idea is a builder of good-will among passengers.

* * *

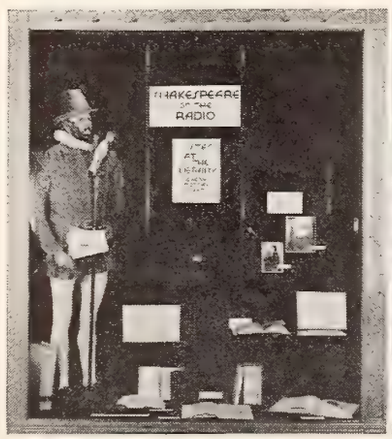
WOWO, Fort Wayne, has mailed a folder describing *The Modern Home Forum*, a program originating in the station's test kitchen. The folder tells of the program variety, the results for the advertiser, and a word about Jane Weston, the home economist.

* * *

GOLDENROAD ICE CREAM Co., Chicago, is giving away five different foreign travel labels every week to purchasers of its ice cream. The labels can be made into lamp shades, screens, bridge table tops and other home decorations. The ice cream firm recently started a quarter-hour thrice-weekly children's program called *European Travel Tour* on WGN. Salem N. Baskin Adv. Agency, Chicago, handles the account.

* * *

WHIO, Dayton, is placing two-colored streamers on all local taxi cabs suggesting that there is "Always a Good Show on WHIO at 1260 on Your Radio Dial."





SHAKESPEAREAN—The Los Angeles public library installed display material to exploit network broadcasts of Shakespeare's masterpieces, including the special display at left. The library lecture room is opened to the public for CBS plays heard on KNX. Bullock's, Los Angeles department store, devotes a window to the cycle, changing the display weekly. At right is a corner of the Bullock display.

RELIANCE MFG. Co., Chicago (Big Yank work shirts, underwear, etc.) will give six gas-driven auto-scooters as main prizes in a contest to close Sept. 4. Winners will be judged solely by the quantity of Big Yank labels sent in before that date, the labels being taken from shirts, pants, underwear and children's play suits. In addition to the program being presented on 30 stations, the Reliance firm will use five-minute and quarter-hour transcriptions on the stations from Aug. 16-21 to promote the contest. Dealers are being given a pad of hints on how best to make up their window displays for the contest with the winning dealers being awarded $25 prizes. Mitchell-Faust Adv. Co. Inc., Chicago, is the agency.

* * *

BARNETT'S MILLINERY STORES, Chicago, is offering a chance for an RKO screen test and a trip to Hollywood with all expenses paid to winners of its *Amateur Hour* which began over WIND, Gary, July 30. The outstanding amateur selected by the end of August will be given a two-day trip to Chicago to attend the Carnival of Lakes and an opportunity to participate for the grand prizes to be offered in connection with RKO pictures. In addition, cash awards are being offered the winners each week as well as tickets for the coming Carnival of Lakes, a feature of the Chicago Charter Jubilee.

* * *

HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk), started a four-week jingle contest July 23 on its NBC *Lum & Abner* program and is giving away two deluxe Silver King bicycles daily. Entrants are required to accompany their last line to a jingle read on the program with a top from Horlick's malted milk—either the powder or tablet form. Judges in the contest are Dr. Lyndon O. Brown, head of the Northwestern University (McKinlock campus) advertising department, and Esther Schultz, radio director of the *Chicago Evening American*. Lord & Thomas, Chicago, is the agency.

* * *

CIRCUMVENTING the U. S. postal regulation against the shipment of matches through the mail, WPG Atlantic City, in July, mailed packages of book matches in asbestos envelopes to 1325 national advertisers and advertising agencies. Twelve books, wrapped in cellophane and containing the station's advertising message, were mailed to each individual on the list. Similar promotion will be made periodically during the year. The Yankee Network also has made a match mailing using asbestos boxes.

* * *

BERNICE JUDIS, manager of WNEW, New York, is encouraging program suggestions from station employes by offering cash prizes for any ideas good enough to try out on the air. Stressing the commercial angle, the offer is in two parts, one when the program goes on the air, the other when it gets a sponsor. At the end of the first week no awards had been made but the engineers were way out in front in the number of suggestions.

* * *

WKBB, Dubuque, has published an illustrated brochure presenting market and trade data covering that market.

★

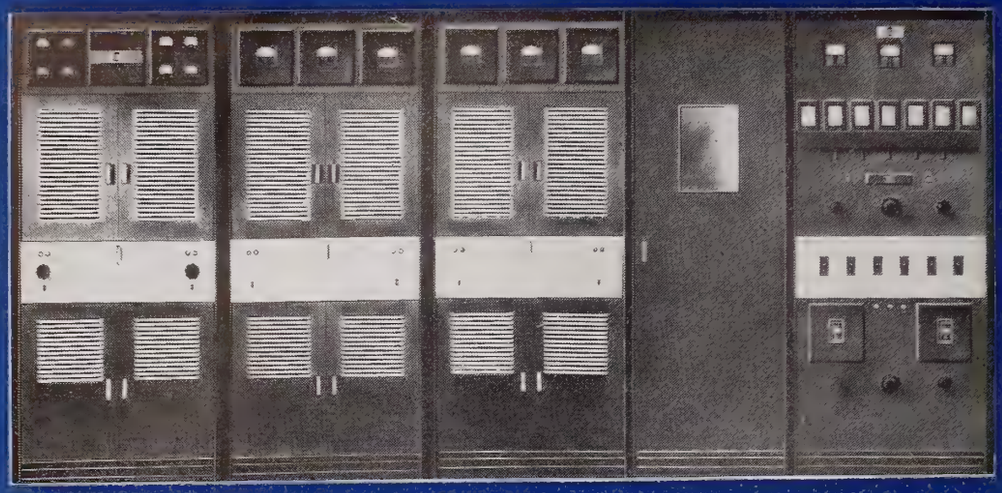
MORE LISTENING

4,500,000 auto radios have added, not only to the number of radio listeners, but to the number of listening hours.

WLW's 500,000 watts enables advertisers to cover more miles of highways than any other station in America.

THE NATION'S STATION

THIS IS THE NEW RCA



5-D

—a money-saving 5 kilowatt transmitter

CUTS POWER COSTS NEARLY IN HALF

Save up to $3,000 a year! Power consumption greatly reduced by high efficiency circuit. Lower tube expenses. No critical or complicated circuits.

COMPLETELY AIR-COOLED

Use of new RCA air-cooled metal tubes ends need of water cooling equipment. Eliminates cumbersome tanks, pipes, machinery. Sets new standard of reliable operation.

LOW AUDIO DISTORTION

Low distortion over entire audio-band result of high fidelity audio with equalized high gain feedback. Low carrier and noise level. Feedback is stable. No critical settings.

LOOK AT THESE OTHER NEW FEATURES!

Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightning over-load protection, air interlocks for power tubes, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, simple circuits—easy to keep in perfect adjustment, design thoroughly tested under service conditions.

•

WRITE ANY OF THE OFFICES BELOW TODAY FOR FULL TECHNICAL DETAILS

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

1270 Sixth Avenue, New York • 2211 Commerce Street, Dallas, Texas • 492 Peachtree Street N. E., Atlanta, Ga. • 589 E. Illinois Street, Chicago • 170 Ninth Street, San Francisco

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 4

WASHINGTON, D. C.
AUGUST 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

POWERED FOR THE JOB

Sweeping across the fertile prairies, merchandise is carried swiftly, surely and ECONOMICALLY to its destination by equipment powered for the job. And for the vital responsibility of carrying sales messages to the midwestern customers who are ultimately to purchase this merchandise, radio advertisers find that the powerful facilities of Station WHO, are similarly swift, sure and ECONOMICAL.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. Des Moines, Iowa



WHO-Des Moines-50,000 watts

Colorado Agriculture



...t high-protein high-altitude wheat, Colorado's 1937 crop amounted to 16-million bushels.



Colorado leads the nation in sugar beet production. Present crop is estimated to exceed 2-million tons.



Feeder lambs a... other by-product ... the beet sugar indus... try. Denver is the largest feeder lamb market in the world.

• With a half-million more acres under cultivation and a 20-million-dollar small grains crop already in the bin, indications are a record year for "sure-crop" Colorado agriculture. Farm experts are forecasting a return around the 200 - million - dollar mark for the 1937 crop.

Present peak buying will continue this fall and winter throughout the Denver-Rocky Mountain region . . . and KLZ, entrenched in top place with listeners, is in a strong position to exert a vital influence on behalf of your product in this big, able-to-buy market.

Corn is forecast to exceed last year's good crop by over 33 percent.

KLZ *Denver*

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative E. KATZ SPECIAL ADVERTISING AGENCY

"Don't fire till you see the whites of their eyes!"



AT Bunker Hill, Colonel Prescott did not have to explain that a volley at short range would have a more devastating effect than long range sniping. His men knew they couldn't miss a big target, close up.

Like the men at Bunker Hill, you are aiming at a mass formation in every New England major market. You can't miss if you are close enough to the target.

It is the function of the Colonial Network to bring the big targets into close range — 15 of them. Each station covers an important retail center where nationally advertised merchandise moves across the counters in large volume.

The network strength of Colonial's 15 stations is a powerful medium for mass appeal to create volume sales for you in these same markets.

Colonial stations also provide lower-cost access to this wide-spread area and a greater choice of desirable time.

Choose the Colonial group. Bring your entire New England market into close range economically.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield, Mass.
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta
WNBX	Springfield, Vt.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



JUST OFF THE PRESS!

THE COMPLETE CATALOG OF RECORDING SERVICE FOR AGENCIES, ADVERTISERS AND STATION OPERATORS

Ready for your permanent files and available on request, this catalog gives complete information on transcription programs for radio broadcasting—answers many questions about effective spot broadcasting.

WRITE TODAY FOR YOUR FREE COPY

NATIONAL BROADCASTING COMPANY

ELECTRICAL TRANSCRIPTION SERVICE

RCA BUILDING, RADIO CITY, NEW YORK **MERCHANDISE MART, CHICAGO**

A RADIO CORPORATION OF AMERICA SUBSIDIARY





From service for two to SERVICE FOR 34!

THERE will be Tudor Plate on tables in thirty four American cities this Fall because of a program in the Fall of 1936 over WGR, Buffalo, and KSTP, St. Paul. WGR does not claim coverage in half of those thirty four cities (despite new, ultra-modern equipment and the highest vertical radiator in New York State). Here's the story:

"Peggy Tudor" was first heard by Buffalo and Minneapolis-St. Paul listeners in a test campaign to determine whether daytime radio could sell medium-priced silver plate. Retailers were invited to the WGR studios to hear "Peggy Tudor" and to see the line of Oneida Tudor Plate. They were enthusiastic about both.

The public was equally enthusiastic, and the sales curve in the test markets began to climb. The radio schedule that started with service for two goes to service for thirty four this Fall.

Success of the thirty four station campaign is a foregone conclusion. "Peggy Tudor" has been thoroughly tested over an ideal test station in a natural test market. WGR's daytime audience is quite willing to serve as the laboratory material for your test this Fall. We'll wrap it up and deliver it in any package of time that you suggest.

P.S. Yes, Batten, Barton, Durstine and Osborn have schedules all set. Please don't call them or us about the list.

WGR·WKBW

"The ends of the dial"

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY . . *Represented by Free & Peters Inc.*

SELLING POWER ON THE ★ TEXAS GULF COAST

THESE
2
STRATEGICALLY LOCATED STATIONS BLANKET THIS RICH FIELD

★ *Listed as one of the three most prosperous sections*
IN AMERICA

KXYZ
HOUSTON
N B C
Blue

KRIS
CORPUS CHRISTI
N B C
Red and Blue

¶ A cheerful willingness to spend money for worth-while products is characteristic of the South Texan. No hoarder, he, and now that wages are up and work is plentiful, he has plenty of money to spend . . . and he's spending it. Many of his purchases are influenced by what he learns from KXYZ or KRIS—for, no matter where he is located on the Gulf Coast, it's dollars to doughnuts that one of this fast-moving duo is his chief reliance.

¶ . . . and, back of this constant influence that reaches into practically every home in one of the Nation's most prosperous sections, there is a merchandising service that, through frequent contact and a feeling of mutual confidence, operates to keep dealers actively, personally interested in the products we "go to bat for"

¶ We have said in former advertisements "These stations are interested primarily in creating Advertising Value for the buyer of station time." It is this dominant interest, recognized and appreciated by advertisers, that has made our amazing growth possible . . . and that has enabled us to score decisively in every case where effective merchandising could be brought into the picture.

¶ An attractive combination rate puts both these stations, and two complete merchandising units to work at one small cost.

NATIONAL REPRESENTATIVES
Graham A. Robertson
Chicago New York

KXYZ • KRIS

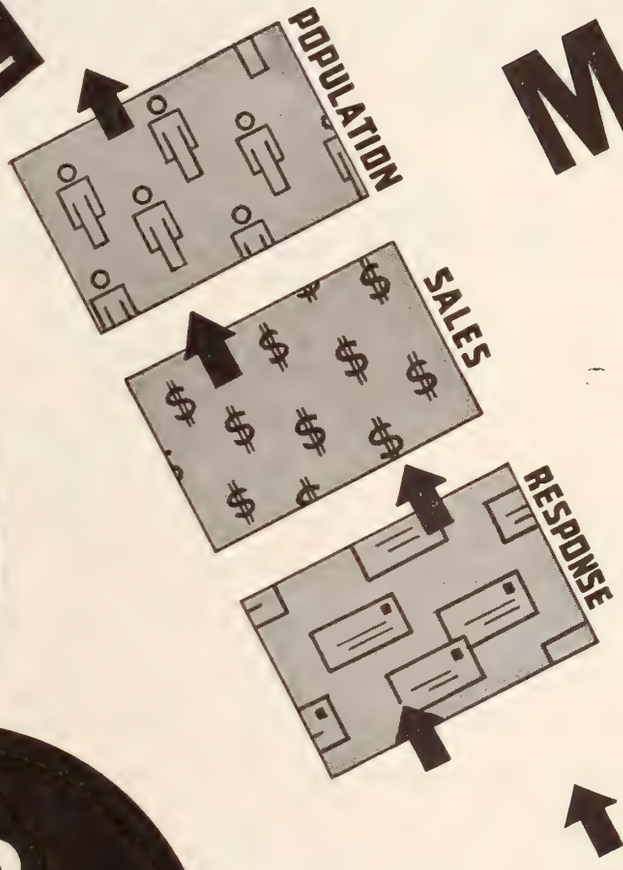
General Offices
GULF BUILDING HOUSTON, TEXAS

ASK US FOR THE INFORMATION YOU NEED ABOUT SOUTH TEXAS

. . . . . *We Know the Gulf Coast*



SALES MAGNET



WBZ
50,000 WATTS
BOSTON, MASS.
WBZA
1,000 WATTS
SPRINGFIELD, MASS.

TOPS IN SPOTS

Given mediums such as WBZ and WBZA, serving the largest concentration of purchasing power in New England, and your program becomes a magnet for sales. Records prove the response WBZ and WBZA attract.

Basic Blue Network Stations
Completely Programmed by NBC



"Take some letters, Miss Schmutz!"

STOP, Miss Schmutz! — if they're *call* letters you're taking, we can help you make a good selection!

First, because we know exactly what station in every part of the country can do the best kind of job for your particular product. . . . Second, because we know what *times* are best for you in each section. . . . Third, because we have a pretty good idea of what *programs* are most effective for products in your classification. And remember that all those factors *vary* from season to season and from year to year.

So let us help you pick your stations. Naturally enough, we'll hope that all our list will meet your needs. But if they don't, we'll *tell* you . . . and ten to one you'll be glad you called us in. How about it?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

NEW YORK
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Thorough Senate Radio Probe Seen Certain

White Resolution Gets Favorable Report; President Considering Many More Names for FCC Vacancies

AN ALL-inclusive inquiry into the radio regulatory structure, involving top personnel of the FCC and striking at the roots of the law under which it functions, now appears imminent as a result of activities on the Washington scene during the last fortnight.

With two appointments on the FCC to fill existing vacancies expected momentarily, another Congressional manifestation of attitude toward radio and the FCC developed suddenly Aug. 11 when the Senate Interstate Commerce Committee reported favorably the sweeping White Resolution (SRes-149) for a "fact-finding" inquiry into all phases of broadcasting and communications practices and regulation.

Unless Congress adjourns posthaste, the resolution [BROADCASTING, July 15] will be passed and the probe begun—probably in November or December, or just before the new Congress convenes in January. A fund of $25,000, to defray investigation expenses, and to compensate special counsel, is sought.

Looking for Business Man

At the White House it was ascertained that President Roosevelt has before him several dozen names as prospective appointees to fill the two vacancies existing on the FCC —one of them the chairmanship vacated by the death last month of Anning S. Prall. That he is searching for an outstanding figure in business life for the FCC helm has been clearly indicated, but he appears to be having difficulty in getting that type of man to accept the call.

In informed circles, it is thought the Administration desired to short-cut a possible inquiry into the FCC by appointing to the existing vacancies men of highest reputation. The White House has indirectly resisted other investigation efforts, it is reported, because it was loath to see a New Deal agency under possible political attack and because the presidential family itself probably would be drawn into the inquiry. The position of Elliott Roosevelt, son of the President, as vice-president of Hearst Radio in charge of its Southwestern stations; his status as a prospective station owner in his own right by virtue of his purchase of KABC, San Antonio, subject to FCC approval [see page 12]; a similar purchase of KFJZ, Fort Worth, by Mrs. Elliott Roosevelt, also awaiting FCC approval; the former radio activities in New England of James Roosevelt, eldest son of the President, now of the White House secretariat—all have been mentioned as possible inquiry fodder.

If the Senate approves the far-reaching 27-point White Resolution [see July 15 issue for text] during the waning days of this session, then it is likely that the Interstate Commerce Commission will begin its inquiry in November or December, or before the next Congress convenes. Senator Wheeler (D., Mont.), chairman of the Committee, favors such procedure, as does Senator White (R., Me.), author of the resolution and the best informed man in Congress on radio and communications.

The inquiry, which Senator White repeatedly has asserted would be in the nature of a "fact-finding" study rather than a "fishing expedition", probably would be directed jointly by the chairman and the Maine Senator, with the full committee of 20 members rather than a subcommittee sitting. A fund of $25,000, for retention of special counsel and clerical assistance is sought, together with customary authority to subpoena witnesses and records and to hold meetings at the call of the chairman whether or not Congress is in session.

Members of Committee

Members of the Committee in addition to the Chairman and Senator White are: Democrats—Smith, South Carolina; Wagner, New York; Barkley, Kentucky; Neely, W. Va.; Dieterich, Illinois; Lonergan, Connecticut; Brown, New Hampshire; Bone, Washington; Conahey, Ohio; Minton, Indiana; Moore, New Jersey; Truman, Missouri; Andrews, Florida; Johnson, Colorado, and Schwartz, Wyoming. Republicans—Davis, Pennsylvania; Austin, Vermont. Farmer-Labor—Shipstead, Minnesota.

Should the resolution fail of enactment at this session, its consideration at the very outset of the next Congress in January is regarded as a certainty. In the House there is pending the Connery Resolution (HRes-92) for an inquiry mainly into alleged monopolistic tendencies in broadcasting by a select committee, but the necessary rule to bring it up on the floor has not been forthcoming in spite of strenuous efforts by some members to jar it loose.

The White Resolution embodies a full portrayal of perhaps every question raised pertaining to broadcasting and its regulation during the last half-dozen years. It also covers comprehensively the common carrier aspects of communications and its regulation. In addition to monopoly questions, it goes into purported playing of politics by the FCC; sale of stock by stations and companies; so-called "trafficking" in licenses; extent and desirability of newspaper ownership of stations; effect of chain operations upon affiliates and independent stations, and the desirability of special regulations governing claims; time used for broadcasting of commercial programs, and whether there should be control or regulation of advertising; investments, sales prices and fair value of stations; geographical distribution of facilities; advisability of rate regulation, and related subjects.

The Senate Committee action was without dissent among the ten members present. Chairman Wheeler was out of town but recommended favorable action before his departure. The actual legislative course to be pursued, according to Senator White, awaited the return of Senator Wheeler during the week of Aug. 16.

Senator White has openly indicated that the FCC rather than the broadcasting industry would be the primary subject of inquiry. He, along with Chairman Wheeler, has repeatedly criticized current FCC practices, and both have questioned the advisability of newspaper ownership of stations.

FCC Nominee List Grows

Just when the new FCC appointments will be made, remained in doubt as BROADCASTING went to press. At his semi-weekly press conferences, the President stated he was giving consideration to the vacancies and that he proposed to fill them while Congress is in session so as to procure Senatorial confirmation, rather than make recess appointments without such confirmation.

Many names—possibly 50—have been presented and considered at the White House. Several prospec-

(*Continued on Page 62*)

Payne Resumes Personal Investigation Of Crosley in Letter Asking WLW Data

CONTINUING his one-man campaign against WLW and its 500,000 watts, begun during the October allocation hearings, Telegraph Commissioner George H. Payne on Aug. 14 wrote Powel Crosley, chief owner of the station, requesting detailed information on the financial structure and profits of the station.

In his letter, given out to newspapermen on Aug. 13 but dated Aug. 14 for release on Aug. 16, the Commissioner said he asked certain questions at the October hearing regarding the "monopoly" of "unusual power of 500,000 watts" held by WLW "under the guise of an experimental license in the interests of science."

He added there is no great secret about the fact that instead of this experimental license being for scientific research, "it is used simply as a means of earning unusual commercial profits." He added that Mr. Crosley had not yet furnished the information and that no answer to his letter of Nov. 10, 1936, had been received.

The five-page Payne letter issued as an FCC press release, mentioned an invitation extended to attend a baseball game on June 30 along with an informal lunch. "As I had never met you," the letter said, "the invitation and the proffered 'good fellowship' seemed unusual. When I wrote, however, that an official letter that I had addressed to you had remained unanswered for over six months, the problem became one not of gaucherie but of defiance of the law."

The Payne letter also made mention of a "gratuitous and valuable advertisement" of WLW contained in the last FCC annual report which he said was "surreptitiously inserted". Obviously, he alluded to the so-called clear channel survey of the FCC Engineering Department which, on the basis of postcard returns, showed WLW to be the first station among rural listeners in 13 states. The Payne letter made mention of the speech of Senator White (R-Maine) on March 17 relating to radio and monopoly and another on July 19 by Rep.

(*Continued on Page 62*)

Is AFM Acting as the Catspaw of ASCAP?— *An Editorial*

RADIO faces another crisis. The American Federation of Musicians threatens to strike Sept. 16 unless the broadcasting industry brings in an acceptable plan for reemployment of musicians. AFM lays down "14 points" to broadcasters and 16 more to transcription and phonograph record manufacturers, which, if complied with, would spell the doom of many independent stations—conceivably destroy the industry.

The whole operation of AFM has a familiar ring. It fits the mould of ASCAP which has several times subjugated the broadcasting industry by employing a technique of manipulation and lobbying seldom encountered in other pursuits. We find that the very plans of AFM's international board were concocted in the ASCAP headquarters in New York; that the "conferences" at which the AFM demands were made likewise were held in those offices, and that ASCAP is openly seeking to align itself with the American Federation of Labor of which AFM is a chapter.

At this juncture we interpose several questions: Can it be that ASCAP is aiding AFM in an effort to divert the industry's attention from its own copyright campaign, which has had rather telling effect in recent months? Is it ASCAP's plan to slide under the wire when present contracts expire at the end of 1939 with more arbitrary demands for increased royalties for the right to perform music? We'll leave the answers to the reader's judgment.

Sound Movies Created Unemployment

Why should the musicians make the demands they do from radio because of unemployment? The movies, and not radio, are responsible for it. From the day in 1927 that the first sound picture (*The Jazz Singer*, with Al Jolson) appeared, the local musician began to hit the skids. The fiddler and the two-fingered pianist, the organist and the horn-tooter, in thousands of local motion picture houses, lost out. Only theatres having stage shows kept staff orchestras. Few of them were qualified for anything else and have remained without musical employment. (Many are only musicians on the side, anyway.)

And the movies, we understand, have made their peace with AFM simply by agreeing to cease re-recording, or "dubbing" of music from film to film or film to disc, and thus making mandatory the use of an original orchestral rendition for each film production. There isn't any requirement for "stand-by" orchestras in theatres throughout the country, and the producer isn't "licensed" by AFM.

Now let's see where radio came into the picture. About the time of the advent of the sound picture and the demise of the theatre orchestra, broadcasting began to come into its own. NBC was born in 1926. CBS came the following year. Both hired many musicians. Name bands began to prosper. There are several hundred today, getting radio spots, touring circuits, answering an unprecedented demand. Before radio the name bands could be counted on one hand.

A Local Problem for AFM

Also, we understand, the various locals of the AFM are autonomous. They decide for themselves the rules under which they function. Are they in sympathy with AFM demands on a national basis? It seems to us that the matter is one for the locals to decide with their local stations and not for the national organization to attempt to solve.

The fact is that the bulk of the unemployed musicians probably could not qualify for radio anyway. The majority are old motion picture house musicians, or symphonic players whose instruments are the oboe or the French horn or the flute. Radio does not require that type of talent because the public does not demand it. The modern tempo requires modern musicians. If the driver of the one-horse street car couldn't qualify as a motorman, the traction company didn't pay him for "stand-by" work.

We do not contend that AFM does not have an unemployment problem. The nation has one too. But we do protest any such demands as are being made of broadcasting as confiscatory, unjust, audacious and impossible of accomplishment. AFM, we understand, has 125,000 members who pay a tax of 10 cents per month per man. It is said to have a bank balance of $3,000,000. With that fund, and with a prosperous paying membership (thanks largely to radio employment and promotion) it should be able to work out a form of unemployment relief for the older men who no longer fit into the modern musical sphere, without sapping the life-blood of radio.

There is perhaps some justification for the demand against so-called "dubbing" or re-recording of music for transcriptions. Likewise, we can see where the off-the-air recordings cut in on work to which musicians are entitled. But this proposal to make mandatory the employment of stand-by musicians whose chief work could be thumb-twiddling, and the "licensing" of stations and transcription companies by AFM, is untenable.

We think it high time that radio again assert itself. It did when Warner Bros. attempted to pull out of ASCAP, only to find that without plugging its motion picture business was seriously threatened. We think radio should not permit itself to be sabotaged and intimidated in the way proposed, even if radio suffers temporarily in the effort.

Plenty of Other Material

Let AFM call its "general strike" next September if it does not care to get down to reason. There are quite a few thousand good phonograph records around which would make excellent program material in a pinch, along with hundreds of playing hours of high-quality transcriptions. Script shows, too, go nicely a part of the time, and of course the broadcast day, in such an emergency, can be abbreviated.

A few days, or even weeks, of that sort of operation, with the public kept fully apprised by the stations at regular intervals of the reasons for it, probably would shake AFM out of its dictatorial complex. And how long would AFM remain what it is if its best paying members, unwilling to accede to such orders, pulled out? Would CIO stand idly by with such an opportunity to crash into one of the strongest units in the AFL?

The public wants its radio. It isn't concerned about copyright or the degree of unemployment existing among 125,000 AFM members, who happen to have a parent organization with $3,000,000 in the bank.

If there is going to be a strike, let's have radio walk out on the musicians, too—and make it unanimous.

Sleet Master Campaign Timed for Fall, Winter

ANDERSON Co., Gary, Ind. (Sleet Master), will use a Saturday afternoon sports and news program this fall following football broadcasts on WOR, Newark; a Saturday evening sports summary on WIND, Gary; participation in *Heinie's Grenadiers* on WTMJ, Milwaukee; *Yankee News Service* five times weekly on WNAC, Boston, WEAN, Providence, and WTIC, Hartford; and daily weather reports on WOKO, KDKA, WHAM, WFIL, WFBR, WRC, WRVA, WMC, WGN, WFBM, WJR, WTAM, WCKY, WTCN, WHO, KSD, KMBC, KFAB, KOA, KVOO, WFAA, KTHS and a few other stations yet to be selected. Schwab & Beatty Inc., New York, is agency.

Ralston on for Year

RALSTON PURINA Co., St. Louis (cereal), on Aug. 30 will start a series of thrice-weekly transcriptions, quarter-hour in length, for a full year on 25 stations. Time of presentation will vary slightly but for the most part will be broadcast around 7 a. m. The account is placed by Gardner Adv. Co., St. Louis. Stations are WHO, WBAP-WFAA, WWL, WLS, KDKA, KMOX, WCAU, KOA, WBZ-WBZA, WFLA, KMBC, WRVA, KARK, WKY, WLW, KPRC, KTSA, WSB, WGY, WOW, WCSH, WHAM, KFH, KWTO, WBT.

KFAM are the call letters assigned by the FCC to the new 100-watt station on 1420 kc. which it has authorized the *St. Cloud* (Minn.) *Times-Journal* to construct.

WCTU Plans Drive

WOMEN'S CHRISTIAN TEMPERANCE UNION, Evanston, Ill. is currently planning a series of 12 weekly quarter-hour transcriptions depicting the evils of drunken-driving. Last spring eight weekly transcriptions were used on 52 stations in 41 states and an even larger group will be used this fall. Each state WCTU unit will place the transcriptions locally, according to Mrs. Munns, an official at the national headquarters in Evanston. Critchfield & Co., Chicago, is the agency.

LINTON WELLS, noted American newspaper correspondent and globe-trotter, whose book of memoirs *Blood on the Moon* was published in July, has been signed for a sustaining series titled *Bit of Life* to be heard on NBC-Red Saturdays, 8:30-8:45 p. m. (EDST), starting Aug. 21.

Coughlin May Return

FOLLOWING conferences the week of Aug. 16 with his new Archbishop, Edward Mooney, Father Coughlin is expected to announce plans for a new series of broadcasts over an independent hookup similar to those previously used. Tentative plans call for a 26-week Sunday series to begin Oct. 31.

Pancake Flour Spots

ALLIED MILLS Inc., Chicago (Kreemex Pancake flour), will start 25-word to one-minute announcements on at least seven eastern stations Sept. 25, five and six times weekly. Other eastern stations may be added. Stations chosen so far are WGR, WESG, WHEC, WFBL, WSYL, WIBX, WLEU. Morris-Schenker-Roth Inc., Chicago, is agency.

Industry Conferences Seek Music Solution

Stations, Networks Prepare Plan to Avert Strike

By BRUCE ROBERTSON

PUSHING all other duties to one side, leaders of the broadcasting industry are working on plans to present before the American Federation of Musicians on or before Sept. 16, when conferences regarding employment of additional musicians in radio will be resumed.

At the breakup of the first conference with the executive board of the union, from July 26-Aug. 3, the musicians ordered the representatives of the networks to return on Sept. 16 with a statement of how many additional musicians the industry will absorb. If that statement is not forthcoming, says the union, a general musicians strike will be called.

All during the week broadcasters had repeatedly pointed out that the problem is essentially a local one, to be worked out in each city between the stations and the local musicians union, but the AFM refused to view it in that light. "It is an industry problem," they said, "affecting the entire country and it must be settled on a national basis. We can speak for the entire 125,000 members of the AFM and we believe that you representatives of national and regional networks should be able to speak for the broadcasting industry."

Demands of Union

Faced with this ultimatum, representatives of the NAB, NBC, CBS, MBS, Yankee and Colonial, and Don Lee networks, sent out two letters to all broadcasting stations. The first letter, outlining the demands that the union had made on broadcasters, was dispatched July 31 and was printed together with the demands in the Aug. 1 issue of BROADCASTING.

The second letter, sent Aug. 5, contained the demands made by the union on the transcription and record manufacturers and discussed the AFM plan for licensing stations, that is, permitting stations which employ a number of musicians satisfactory to the union to broadcast records and transcriptions as well, and forbidding the makers of these reproductions to supply them to unlicensed stations under threat of themselves being deprived of the services of union men.

A special meeting of some 30 leading broadcasters at the Stevens in Chicago on Aug. 14 was called Aug. 11 by Credo Harris, manager of WHAS. Among those expected to attend were Walter Damm, WTMJ; Arthur Church, KMBC; Harry Stone, WSM, and Martin Campbell, WFAA. Presumably the meeting would discuss a method of approach on the musicians matter and determine whether the broadcasters individually or collectively should deal with AFM.

Throughout his discussions with broadcasters, Mr. Weber has stressed the working out of a "suitable yardstick" which might be applied by AFM in connection with broadcasting.

NAB to Make National Survey

AN INDUSTRY-WIDE survey on the musicians' situation will be undertaken at once by the NAB, it was decided Aug. 13 by John Elmer, NAB president, and James W. Baldwin, managing director. To serve as a clearing house on industry information in connection with the current deliberations with the American Federation of Musicians over unemployment, Mr. Baldwin will send a questionnaire to all stations seeking data on employment and musical talent payrolls. AFM has claimed that the aggregate musical employment within the industry totals 781 men, on the basis of a survey it has made. This figure, however, is questioned as being too low. In canvassing the industry, the NAB will urge prompt return of the questionnaires to permit it to collate the necessary data at the earliest possible time. Throughout the conversations with the AFM, both the NAB and the networks have consistently stated they could not bind their respective members and affiliates in any agreement. The NAB survey, it was emphasized, is not to be construed as a move toward collective action by the industry, but is simply a fact-finding matter.

The Aug. 5 letter continued:

Both the purpose and tactics of the AFM are obvious. The AFM insists that many more musicians be regularly employed by broadcasting stations. It has elected not to follow the ordinary practice of approaching radio stations individually through local chapters of the AFM and considering the problem of each radio station locally and on its own merits, but, rather, to put pressure on broadcasting stations by attempting simultaneously and by national action to deprive them of the services of union musicians, not only at the stations and by remote control, but also through the medium of electrical transcriptions, network programs and phonograph records. We have urged that this approach is not a fair one.

The International Executive Board of the AFM, rather than the local unions, has assumed exclusive jurisdiction to determine whether the number of musicians employed by any particular station is "satisfactory", although rates and, presumably, hours will be determined by local regulation. What number will be satisfactory to the Board it declines to say and we have no means of knowing.

It is clear that every broadcasting station must solve this problem for itself, bearing in mind, however, that the problem must be solved for the industry as a whole, and that the solution by each broadcasting station of the problem as it relates to that station will contribute to a solution of the entire problem for our industry.

We urge upon each broadcaster that he address himself to this problem as one of the most serious which has confronted our industry. All of the undersigned will continue to work cooperatively and to meet at intervals in New York during the period between the date of this letter and Sept. 16. It is our feeling that broadcasters will find it useful not only to confer with any one or more of us in order to get the full story of what has happened and what is happening but also that they will find it advantageous to confer with the appropriate persons at the AFM. The officers of the Federation have notified the broadcasters that they will be available for conferences during the ensuing period, and an executive committee of three has been or will be appointed which can be convened on two days' notice.

The solution to the present difficulty depends upon the cooperation of each and every member of the broadcasting industry. The undersigned cannot commit or even speak for you. Your cooperation is needed and needed now.

By letter and wire the networks are urging their affiliated stations to send representatives to New York to confer with them and with the AFM subcommittee, consisting of Weber and two other members of the executive board, selected from the entire board as available. NBC is arranging individual appointments for its stations; CBS is making group appointments for a number of its stations at a time. Both of these networks expect that by Sept. 1 the majority of their stations will have personally discussed the situation with union officials.

Two main purposes are achieved by these meetings: The station men are given a chance to present their individual problems before the union executives and to show the latter that the final decisions on how many men each station can employ must eventually be made with the local unions, and the individual broadcasters are also given a first hand view of the seriousness of the situation, which quite a few broadcasters have been inclined to laugh off or to consider as something for the networks and the NAB to handle but as of no special concern of the individual stations.

Asks "Collective Answer"

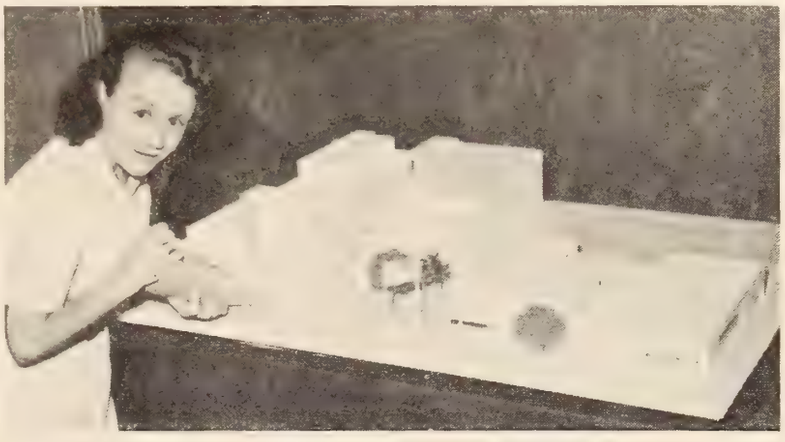
Typical of the meetings now being held was one Aug. 6, when union officials met with a CBS delegation including Arthur Church, KMBC; Lee Coulson and Joe Eaton, WHAS; J. I. Meyerson, WKY, KLZ and KVOR; I. R. Lounsberry, WGR and WKBW; John A. Kennedy, WCHS, WPAR and WBLK, and John R. Beacham, WJNO. These broadcasters discussed their local situations and offered to work out individual arrangements, only to be met by Weber's insistence that the problem is one for the industry to deal with collectively.

"Find out how many men you can hire," he said, "and tell your representative so he can give us your collective answer Sept. 16."

Asked how many musicians they would have to employ to be given a satisfactory listing by the AFM, and on what basis they should figure, Weber replied that these were questions for the broadcasters and not the musicians to decide. A suggestion was made that station rates be used as a basis of figuring, that, for example, a station employ one staff musician for every $10 of its one-time evening quarter-hour rate. But with the wide variation in minimum hour and wage requirements among the various local unions, it was pointed out that this would not work out fairly to the broadcasters, and again it was urged by the broadcasters that the AFM turn the whole problem over to its locals to work out, which suggestion Weber again turned down.

As this sort of experience is apparently to be expected from all such informal conferences, network officials are urging their stations to consider their local situations carefully and to report how many musicians they will be willing to add to their payrolls to either the networks or to the NAB before Sept. 16. "Unless we can present some kind of an industry figure to the AFM at that time," one network executive stated, "we will find ourselves faced with a gen-

(*Continued on page 60*)



CBS SUGAR-CAKE MODEL—Complete in every detail is this four-foot cake model of the new CBS "million-dollar" Hollywood studios, now under construction. Gogo de Lys, CBS artist making guest appearances on network programs from the Coast, is applying the sugar-gun. The model, constructed from rough plaster and finished architects' plans by Gus Waser, chef of the Los Angeles Biltmore, includes landscaping, internal lighting, windows and other architectural features.

Union Battle Squeezes WHN Pending Labor Board Decision

AFL Threatens to Call Strike of Its Affiliates; Station Willing to Accept Either AFL or CIO

By PAUL C. BRINES

WHN, New York, found itself in the middle of the bitter warfare between the Committee on Industrial Organization and the American Federation of Labor at a hearing in Washington, Aug. 11, before the National Labor Relations Board on the unionization of its 18 engineers.

AFL spokesmen threatened to call a strike of Federation affiliates if the WHN technicians joined the American Radio Telegraphists Association, a CIO affiliate, rather than the International Alliance of Theatrical Stage Employes & Motion Picture Machine Operators, its member union. Behind the apparent question of which union the technicians should join lay the essential issue of craft union (CIO) versus the industrial union (AFL), a struggle that involves the future of broadcast labor relations.

Testimony taken before a trial examiner of NLRB in New York July 6 [BROADCASTING, July 15] plainly showed that the 18 WHN technicians wanted to join the ARTA and had signed an agreement, it was stated.

Irving H. Greenfield, counsel for WHN, said the station would negotiate with either union, but when AFL threatened a strike powerful enough to force it off the air, he declared that WHN didn't know what to do. WHN is owned and operated by the Loew Booking Agency, which is owned in turn by Loew's Inc., Metro-Goldwyn-Mayer subsidiary. The majority of Loew's employes are members of some AFL affiliate and a general strike would not only force WHN off the air but would tie up the whole entertainment field, Mr. Greenfield said. He added that WHN had lost $2,000,000 in its 12 years of operation and suggested the NLRB direct the 18 technicians to join IATSE so that a strike might be averted.

Are Technicians Entertainers?

The essential question was whether or not radio technicians are an actual part of the entertainment business. Murray S. Kaplan, counsel for IATSE, argued that engineers are so closely connected with radio presentations that they are a part of the entertainment business and as such belong under the IATSE. He said that IATSE contracts are closed shop contracts and that IATSE controls the men who employ the WHN technicians. He stressed the point that AFL has had jurisdiction over WHN since 1932 and that ARTA did not begin to bargain with the employes until May 1937. CIO, he continued, controls only five radio employes in New York City and only 100 radio employes in the United States whereas affiliates of AFL have held a dominant position in the entertainment field since 1903.

Chairman J. Warren Madden of NLRB asked Mr. Kaplan if he felt the wishes of the 18 technicians should be respected in the selection of a union. Mr. Kaplan replied that a minority of employes should not be allowed to dominate a situation now controlled by an AFL majority.

Mervyn Rathborne, president of ARTA, argued that the broadcasting industry is separate from the entertainment industry and that radio engineers are not connected with entertainment. He stated that only 10 stations in the country are owned by theatrical enterprises. The technicians of Warner Brothers' KFWB, Hollywood, are members of CIO, he said.

Of the remaining stations CIO has membership in 50 and contracts with seven or eight. He referred to newspaper-owned stations and argued that it would be absurd to consider the press as a bargaining unit. He pointed out that radio technicians are licensed by the government and may be employed in a business that has no connection with entertainment. The CIO, he concluded, has no desire to enter the entertainment field, but does insist that it has a legal right to organize radio engineers.

The hearing ended with counsel for AFL threatening a strike and counsel for CIO urging the NLRB to accept this challenge and uphold the laws of the United States. WHN remained in the middle. The NLRB was expected to hand down its decision within a week.

WJJD-WIND, WXYZ JOINING WLW LINE

WITH THE addition of two major market outlets — WJJD-WIND, Chicago, and WXYZ, Detroit—effective Sept. 15, the WLW Line will comprise at least six stations, and other affiliations are in the offing.

Keyed from the 500,000-watt Cincinnati station, the "line" is being built not as a nationwide network entity, but as a means of providing a new unduplicated program service outside the WLW primary service area. Other stations in the group in addition to WLW are WHN, New York; WFIL, Philadelphia, and KQV, Pittsburgh.

The Line is represented nationally on an exclusive basis by Transamerican Broadcasting & Television Corp., of which John L. Clark is president. Both WJJD and its sister station WIND will affiliate in the Chicago-Gary area because the former station, a 20,000-watt outlet, operates limited time, while WIND with 5,000 watts day and 1,000 watts night, operates full time. Neither station is now a network outlet.

WXYZ is a member of the NBC basic Blue, and also is the key station of the Michigan Network. It operates with 1,000 watts power. The arrangements with the Chicago-Gary outlets were consummated by Virgil Reiter Jr., Transamerican vice-president, with Ralph L. Atlass, president of WIND and WJJD.

BILL BACHER, formerly producer of the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co., from Hollywood, was scheduled to take over the duties of Metro-Goldwyn Mayer Studios radio supervisor and production executive, on Aug. 15, reporting at the Culver City, Cal. plant.

NORMAN CRAIG



Mrs. Craig in Charge Of Representative Firm After Husband's Death

NORMAN CRAIG, president of the station representative firm of Craig & Hollingbery Inc. and manager of its New York office, died suddenly of a stroke at his home in New York on July 31. His interest in the firm was inherited by his widow, Jeanne Craig, who had been active in the business and who has taken over many of her husband's duties as head of the New York office.

No new president has been elected as yet, George Hollingbery continuing as head of the Chicago office and F. Edward Spencer as general manager of the New York division. No changes are contemplated in the lineup of stations represented by the firm, to which WDRC, Hartford, was added on July 30.

Mr. Craig, who was 63 at the time of his death, was a pioneer in the station representative field, entering it with Scott Howe Bowen in 1928, and later forming his own organization. He began his business career as a stenographer with Armour & Co. in Chicago, later becoming manager of a group of branch offices for that company, which he left to enter the advertising business. He served as vice-president of Fuller & Smith and in the same capacity with Frank Seaman and was later associated with Campbell-Ewald before entering the representative field.

Graham-Paige Spots

GRAHAM-PAIGE MOTORS Corp., Detroit (motor cars), has started 100-word announcements four times weekly over the Michigan Network. In addition announcements are being used on KRNT, Des Moines, and WBEN, Buffalo. The auto firm has also renewed its ten-minute program broadcast six times weekly on WCAU, Philadelphia, and is using one-minute announcements on WBZ-WBZA, WJSV, WISN and WOR. J. Walter Thompson Co., Chicago, has the account.

Elliott Roosevelts Get Second Station

Acquire KABC, San Antonio, From Present Operators

PURCHASE of a second station—KABC, San Antonio—by the Elliott Roosevelts, was effected Aug. 2, subject to FCC approval.

Henry Lee Taylor, San Antonio attorney and part owner of KABC, announced Aug. 2 that plans for sale of the station to Mr. Roosevelt, second son of the President, and Southwest vice-president for Hearst Radio, had been completed and that an application seeking official approval would be filed. The purchase price was said to be in the neighborhood of $55,000 on a "sliding scale" basis.

Last June Mrs. Elliott Roosevelt, the former Ruth Goggins of Fort Worth, purchased the majority stock in KFJZ, local station operating on 1370 kc. The application for assignment of license was set for hearing by the FCC Broadcast Division at its meeting July 30.

KABC operates on 1420 kc. with 250 watts local sunset and 100 watts night. In addition to Mr. Taylor, who owns 30% of the stock, other stockholders include Mrs. Thurman Barrett, holder of 35%, and R. E. Willson, produce broker, holder of 30%.

Mr. Roosevelt it is understood, has arranged for the purchase of KABC as an individual investment rather than for Hearst Radio. He has been Hearst Radio vice-president in charge of its Southwestern stations for the last two years.

Strike Crisis Is Eased By Philadelphia Stations

RADIO stepped into action in Philadelphia Aug. 2-4 when a local trucking union strike affected the movement of 5,000 trucks and tied up food deliveries. WCAU immediately installed lines in Mayor Wilson's reception room in City Hall under the supervision of Ken Stowman, public relations director, and all six stations in the city joined together to broadcast news bulletins, reports and comments by the Mayor. The broadcasters stayed at their posts day and night for three days until the settlement of the strike was first announced over the radio by Mayor Wilson.

Micky Fields, writing in the local *Radio Press*, commenting on the work, called it one of the greatest radio jobs ever attempted in Philadelphia, and particularly commended the stations for forgetting their rivalries and cooperating for the common welfare.

Cuban Tobacco Plans

DISCLOSURE of the intention of the Cuban tobacco industry to use radio advertising in this country developed Aug. 7 with the receipt of a cablegram by WCKY, Cincinnati, from President Bru of the Island Republic. In a message to L. B. Wilson, congratulating the station on dedication of its new 10,000-watt transmitter, President Bru said WCKY is received clearly in Cuba and is "a great help" to the commercial relationship of America. "We will soon use your station as a medium for advertising for Cuban tobaccos abroad," the message said.

Peanutville's Kindergarten for Agencies

By WALTER J. DAMM

Tricks of Time Buying That Broadway Doesn't Teach; An Answer to Some Recent Criticisms of Radio

THEY eat supper in their shirt sleeves at 5:30, these everyday folk in Peanutville. They may or may not listen to a program dispensed by a time buyer a thousand miles away who stops for cocktails after work and wears a necktie at his 7 o'clock dinner. This simple theme inspired that pioneer broadcaster, Walter Damm, of WTMJ, to do a piece in defense of stations and in offense at a situation that station executives encounter every day. Of late the agencies have been taking pot shots at radio. Now Walter takes the floor, and no one is better equipped to tell advertising agencies what's what and watt's watt.

PROLOGUE

Day after day, broadcasters are being admonished to use showmanship in program building. They are urged, cajoled, and pleaded with to merchandise programs. All of which is fine—as far as it goes! But what happens when stations do all this? Do the advertisers believe the station manager when they are told that such and such a program at such and such a time has built up a following and that in the station manager's opinion it will do a better job for them than their proposed programs?

No! The ready-made program comes through along with a demand for a specified time.

The following might well be a copy of a file of correspondence, but it isn't. Although, it *is* as true as life!

* * *

NEW YORK CITY,
JULY 8, 1937

FRANK FOAKS
RADIO STATION ABCD
PEANUTVILLE

JOE DOAKS AGENCY ON BEHALF OF CLIENT FIVE-CENT CIGAR ACCOUNT PLACING THREE PROGRAMS PER WEEK WANTS SIX TO SIX FIFTEEN MONDAYS WEDNESDAYS AND FRIDAYS STOP SHOW WILL BE DRAMATIC TRANSCRIPTION BASED ON HISTORICAL HIGHLIGHTS STOP CAN YOU CLEAR.

HENRY HOAKS
YOUR SPECIAL
REPRESENTATIVE

* * *

PEANUTVILLE JULY 8, 1937

HENRY HOAKS
OUR SPECIAL
REPRESENTATIVE
NEW YORK CITY

GLAD TO KNOW JOE DOAKS AGENCY INTERESTED IN THREE FIFTEEN MINUTE PERIODS STOP THIS BUSINESS WELCOME ADDITION TO OUR FALL SCHEDULE STOP SUGGEST AGENCY CONSIDER LOCAL SHOW WHICH OVER PERIOD OF TIME HAS BUILT UP UNUSUAL ACCEPTANCE HERE IN GREATER PEANUTVILLE FOR PERIOD REQUESTED STOP PEANUTVILLE LISTENERS AS YOU KNOW DON'T WANT DRAMATIC SHOWS AT THIS TIME AND FURTHERMORE IT IS CERTAIN THAT MAJORITY OF FIVE-CENT CIGAR USERS NOT GREATLY INTERESTED IN DRAMATIC PROGRAMS AND MUCH LESS IN HISTORICAL HIGHLIGHTS.

F. FOAKS—STATION ABCD

* * *

YOUR SPECIAL
REPRESENTATIVE
New York City
July 9, 1937

Mr. Frank Foaks, Manager,
Radio Station ABCD,
Peanutville.

Dear Frank:

Prior to receipt of your wire, in fact even before we wired you for time clearance on the behalf of the Joe Doaks Agency (the 5c cigar account), we had a long talk with the space buyer regarding the Peanutville situation. We pointed out—

1. That Peanutville should be an ideal market for their five-cent cigar account as 70% of the male population is in the so-called working class.

2. That this group is at work by 7:30 or 8 in the morning and is home by 4:30 and not later than 5 o'clock.

3. That people of this class usually are sitting at their dinner table by 5:30, certainly not later than 6, and as a result, when they turn on their radio set, they are not inclined to listen to dramatic programs.

4. The experience you have had in the past with dramatic shows at this time, and your efforts during the recent months in restricting this period to music of a type that you know from past experience the majority of people in Peanutville like.

We regret to say that our arguments failed to make an impression and we were informed that it would be impossible to consider a local show. We were further told that in the test campaign which was run in Walnutville the program which they propose was highly successful.

Will you please let me hear from you as to whether you can clear this time and will accept this program.

Yours very truly,
Your Special Representative,
HENRY HOAKS.

* * *

RADIO STATION ABCD
Peanutville
July 12, 1937

Mr. Henry Hoaks,
Our Special Representative,
New York City.

Dear Hank:

I can well appreciate the efforts which you made in our behalf in trying to sell the Joe Doaks Agency the local program for use by the five-cent cigar account, rather than the transcriptions. As you know from past experience, this situation is not an unusual one.

If the agency will accept 6:15-6:30, we will accept the transcription program since this period is farther removed from the dinner hour of the Greater Peanutville listeners than is 6-6:15. However, we wish to definitely go on record and would appreciate your informing the agency that it is our sincere belief that this program will not produce the expected results in this area.

We feel that this client would make a far better investment if he were to use early morning time—that is, before 7:30, or be guided by our experience in connection with another account which took our advice and used 12:30 to 12:45 at noon. The noon period is during the lunch hour of the factory workers in Peanutville and we know that during that time the majority of the workers go to the nearest tavern with their lunch pail and sit around in groups with a glass of beer and their lunch.

Everyone of those taverns has a radio set turned on and we have gone out of our way to deliver the type of program that appeals to these people. Incidentally, the same type of program appeals to the wives of these men with the result, as has been shown in past surveys, that Station ABCD has by far the majority of listeners. This fact, we believe, will be further substantiated by the forthcoming survey now being completed by the John Boaks Research Inc.

Cordially,
FRANK FOAKS, *Manager.*

* * *

NEW YORK CITY,
JULY 16, 1937

RADIO STATION ABCD
PEANUTVILLE

JOE DOAKS AGENCY ACCEPTS SIX FIFTEEN TO SIX THIRTY MONDAY WEDNESDAY AND FRIDAY STARTING AUGUST FIFTEENTH ORDER FOLLOWS.

YOUR SPECIAL
REPRESENTATIVE

* * *

JOE DOAKS AGENCY
New York City
July 22, 1937

Radio Station ABCD,
Peanutville.
Attention: Manager

Gentlemen:

Through your representative we are forwarding an order for the Smokem Cigar Co. for the program to be known as *Historical Highlights*, which is to run Mondays, Wednesdays and Fridays, 6:15 to 6:30 p. m., starting Aug. 15.

The client has no salesmen covering your territory and therefore it will be necessary for you to render certain merchandising service. The client requests that—

1. You contact as many cigar outlets as you possibly can and urge them to call their local wholesaler and order a supply of Smokem Cigars so that they will have them on hand when the first program is broadcast.

2. You arrange for the installation of window displays of which we are sending you 500 sets.

3. To those dealers and outlets which you are not able to call on personally, you send a letter along the lines of the sample attached.

4. You contact your local newspapers and urge them to run the publicity stories and pictures which

(*Continued on page 44*)

A CHALLENGE TO ARTHUR PRYOR

And Ned Midgley, Too; Small Station Manager Dares Them to Make Good Their Promises

EDITOR, BROADCASTING:

Once upon a time the writer, a small station manager, attended an NAB convention in Chicago where Arthur Pryor Jr. "spanked" radio stations (as I afterward read in BROADCASTING). Mr. Pryor said stations should build good sustaining programs and submit them to his and other agencies, and that they would be considered. He also said that power was secondary, and had the support of his colleague, Ned Midgley.

With mouth open, the writer thought of one program that had been on his station as a sustainer for two years. This program is of high calibre and has a tremendous following.

After the convention the small station manager flew back to his home town biting his fingernails over his program that would be presented by mail to Arthur Pryor and Ned Midgley. He called the printer and ordered a nice cover for the presentation. The program was mimeographed and along with it went market data obtained from BROADCASTING and other authentic sources.

Armed with this presentation the writer took the liberty of daring to approach Arthur Pryor and Ned Midgley (by mail of course). Now this small station manager had never had any BBDO correspondence (excepting form mail for transcriptions to be placed by local dealers). Remembering that Midgley and Pryor had stated that everything was carefully tucked away in their files, the small station manager eagerly waited, morning after morning, for an answer, or at least an acknowledgment. "Sorry, nothing from BBDO today," says the postman who now is mumbling to himself in pity.

The small station manager therefore makes this challenge: If Pryor and/or Midgley can produce the material he sent them, he will buy them a box of good cigars.

An identical copy of this material is enclosed with this letter.

MAURICE C. COLEMAN,
Aug. 4, 1938 WATL, Atlanta

Time Sales for the Half-Year Reveal an Increase of 28.7%

NAB Finds Six-Month Volume Totals $65,426,432; Usual Seasonal Letdown Is Lessened

GROSS time sales of networks and stations increased 28.7% for the first half of 1937 as compared with the same period a year ago, according to figures released Aug. 13 by the National Association of Broadcasters. The six-month time sales totaled $65,426,432 which compares with the 1936 half-year figure of $50,802,179.

The principal increase for the half-year period occurred in the national network field, volume rising from $11,527,860 a year ago to $16,528,100 for the current year, a percentage gain of 43.4%. Close behind this figure was the 26.3% surge in national network business as computed by the NAB, the total mounting from $28,181,976 in 1936 to the current figure of $35,564,039.

Local advertising for the six-month period rose from $10,447,870 a year ago to the 1937 volume of $12,665,000, an increase of 21.1%. Smallest increase among the various types of business occurred in the regional network field where a gain of 3.8% was recorded, the dollar volume rising from $644,473 to the current $669,293.

Broadcasting far outstripped other advertising media in the percentage increase for the first half of the year, national magazines making the next best showing, followed by a gain in national farm papers and a slight increase in newspaper advertising.

Types of Rendition

Transcription volume for the half-year rose from $5,723,950 to $7,121,380. Live talent programs soared from $10,643,770 to $14,593,890. Records increased from $5,184,890 to $6,948,420 and announcements went all the way from $5,184,890 to $6,948,420. These rendition figures apply only to nonnetwork business.

Total broadcast advertising for the month of June reached the figure of $10,611,913, reflecting a lessening of the customary seasonal decline since it was only 6.2% below May. The volume, however, was 34% above June of last year with national nonnetwork volume again showing the greatest gain over 1936 with its 44.2%. National network volume was 39.5% over a year ago, regional network 21% and local business 13.5%.

Principal gains in June as compared with May occurred in these groups: National network clothing and financial, regional network beverage and toilet goods, national nonnetwork automotive and financial, and local toilet goods and soap and kitchen supplies. Retail volume declined 5.4% from May to June but was 20% over June of last year.

Increases for June over the same month last year were fairly general, outstanding gains being in these fields: National network household equipment, financial and tobacco; regional network toilet goods, soap and kitchen supplies and financial; national nonnetwork clothing, foodstuffs and tobacco; local tobacco and department store.

The six-month gross time sales follow:

	1937	1936
Nat. Net.	$35,564,039	$28,181,976
Reg. Net.	669,293	644,473
Nat. Nonnet.	16,528,100	11,527,860
Local	12,665,000	10,447,870
TOTAL	$65,426,432	$50,802,179

Figures for May and June, 1936, follow:

	June	May
Nat. Net.	$5,554,987	$5,875,531
Reg. Net.	128,126	137,734
Nat. Nonnet.	2,716,000	2,962,206
Total	2,212,800	2,349,700
TOTAL	$10,611,913	$11,325,165

Zephyr's Placements

AXTON-FISHER Tobacco Co., Louisville, will use radio exclusively to introduce its new Zephyr cigarettes, starting by sponsoring established local programs with large followings on stations in New York, Chicago, Milwaukee, St. Louis and Indianapolis. In New York, Martin Block's *Make Believe Ballroom* on WNEW will be used. Both WIRE and WFBM, Indianapolis, will also be used. Other stations and programs remain to be selected. McCann-Erickson Inc., New York, is placing the campaign, which will start late in August.

Newspaper Buys WAYX

COMPLETION of negotiations for the sale of WAYX, Waycross, Ga., 100 watts on 1200 kc., to Jack Williams, publisher of the *Waycross Journal-Herald*, was disclosed in an application filed with the FCC. The station is now owned by Dr. E. F. Sapp and S. F. Sapp and first went on the air Oct. 12, 1936.

DAYTIME RECORD
Summer Time Sales Are Far Above Past Years

MIDSUMMER radio advertising has hit an all-time peak on CBS, according to that network's report on its billings for the first week in August, midpoint of the summer season. During this week 41 CBS advertisers, an increase of 46% over 1936, spent $422,105, an increase of 51% over 1936. Average time costs per advertiser for the week were $10,295, as compared with $9,978 in 1936. Evening sales for the week totaled $296,530, a gain of 20% over the same week a year ago. But the really astounding gain was in daytime advertising expenditures, which increased 284% over last year, to $125,575. The number of daytime advertisers also increased from 4 to 14.

The increase in daytime programs sponsored by advertisers that has been one of the outstanding phenomena of the year is continuing right through the summer, according to figures released by NBC which show that July weekday daytime revenue from NBC advertisers totaled $728,880, an increase of 38.0% over that of the same month last year. Evening billings for the month, $1,907,327, were only 3.4% ahead of July 1936. For the first seven months of 1937, weekday daytime billings aggregate $6,250,862, a gain of 74.2% over 1936. For the same period evening billings were $15,127,518, passing last year's mark by 7.5%.

PAYSON PUBLISHING Co. Inc., New York, will use an MBS network to advertise *Commentator Magazine*, beginning Sept. 19. Program talent has not been selected nor the exact time set, but it will be a Sunday evening, half-hour show on WOR, WGN, WLW and the Don Lee network. Account is handled by Cecil, Warwick & Legler Inc., New York.

HOUSEHOLD GOODS LEAD CBS ADVANCE

BREAKING down its time sales for the first half of 1937 CBS reports increases in the number of advertisers, the total expenditures and the average expenditure at all times of the day. By industries, soaps and housekeepers' supplies showed the largest gain over a year ago, 98%. Tobacco gained 61%; foods and food drinks, 59%; and automotive accounts, 57%. Time sales for the first half of 1936 and 1937 follow:

	1936	1937	% Incr.
Morn.	$775,852	$1,828,466	136
Aft.	$1,452,551	$2,262,540	56
Total Day	$2,228,403	$4,091,006	84
Eve.	$8,957,372	$10,712,259	20
Total	$11,185,775	$14,803,265	32

	No. Clients 1936	No. Clients 1937	Aver. Spent 1936	Aver. Spent 1937
Morn.	8	10	$96,982	$182,847
Aft.	16	24	$90,784	$94,273*
Total Day	20	31	$114,202	$131,968
Eve.	47	49	$190,582	$218,618

*Includes eight users of Pacific Coast regional broadcasts and "one-time" programs.

New Athens, Ga., Station Is Favored by Examiner

ON THE heels of the recent removal of WTFI from Athens, Ga., into Atlanta, where it is now operated by the *Atlanta Journal* as WAGA, Examiner Hill on Aug. 12 reported favorably to the FCC on the application of J. K. Patrick & Co. for a new 100-watt night and 250-watt day station on 1310 kc. in Athens. The new company is a partnership headed by Earl B. Braswell, former WTFI manager and publisher of the *Athens Banners-Herald*, with J. K. Patrick, Tate Wright, C. A. Rowland and A. Lynee Brannen as the other partners.

Examiner Bramhall the same day reported favorably on the application of the *Atlantic City Press Union* for a new 100-watt day and 250-watt night station on 1200 kc. Examiner Dahlberg recommended granting the Roberts McNab Co., operators of the new KRMC, Jamestown, N. D., a new station with the same powers on 1420 kc. in Bozeman, Mont.

Bakery List Enlarged

ADDITIONAL stations carrying the 15-minute transcribed series, *The Freshest Thing in Town* this fall have been announced by Frederic W. Ziv Inc., Cincinnati agency, originators of the campaign for bakers. Stations recently added to the list are: WWNC, WSB, KRNT, WFBR, KFEL, KIEM, WHBF, WJIM, KROC, WBRE WKBN, WFIL, KSOO, WEAU, WJBO, WSAZ, KSTP, WDBJ, WKRC. Recorded in the Chicago studios of RCA, the series comprises 130 transcriptions which are to be broadcast on schedules calling for three and five programs a week.

May Add Outlets

FITZPATRICK BROS. Inc., Chicago (Automatic Soap Flakes and Kitchen Klenzer), may add other outlets for its *Meet the Missus* interview programs this fall. Quarter-hour programs broadcast five times weekly are now being sponsored on WBBM, WJR, WHK, WKRC. Neisser-Meyerhoff Inc., Chicago, is agency.

Major Network Time Sales for July Total 24% Above Figure Last Year

NATIONAL advertisers spent $4,780,224 with the national networks in July, 1937, making it by far the largest July in radio history, 24% ahead of the July 1936 total of $3,832,319. For the first seven months of the year the coast-to-coast networks have collected $40,547,616 from the advertising industry, an increase of 26.8% over the $31,977,544 taken in during the January-to-July period of 1936.

Considered individually all networks show a gain for the seven months over the same period a year ago, although NBC-Blue and Mutual both had lower July incomes than in 1936. To date this year, NBC-Red has a total income of $15,973,431, a gain of 34.8%; NBC-Blue, a total of $6,682,126, a gain of 0.7%; the combined NBC networks having taken in $22,655,557 during the 1937's first seven months, 22.5% ahead of 1936. CBS total for this period is $16,791,677, an increase over last year of 34.6%. Mutual shows a 9.2% increase, with an income of $1,100,382 for 1937 as compared with $1,007,919 for last year.

For the month CBS showed the largest gain both in dollars and in percentage, its July income of $1,988,412 exceeding the $1,292,775 figure for July 1936 by 53.8%. NBC-Red had the highest income for the month, $2,018,820, a gain of 25.1% over the July 1936 total of $1,613,148. NBC-Blue's July total of $688,630 was 15.7% below the $816,835 revenue in the same month last year. MBS reported $84,362 for July 1937, 23.0% less than the July 1936 revenue of $109,561.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561

By DEMAND!...

WLS first broadcast its Dinner Bell program from the Illinois State Fair at Springfield in 1924.

Illini demands to see the WLS National Barn Dance became so persistent that fair officials arranged for its presentation. WLS ticket sales always break opening day records.

In 1937 the WLS National Barn Dance will ***again*** officially open the fair for the third consecutive year—***by demand.***

WLS

THE PRAIRIE FARMER STATION

1230 WASHINGTON BLVD. CHICAGO

BURRIDGE D. BUTLER, President GLENN SNYDER, Manager

National Representatives: JOHN BLAIR and COMPANY

KOY

THE VOICE of ARIZONA

1000 WATTS DAY and NIGHT

CBS Affiliate

PHOENIX ARIZONA

BURRIDGE D. BUTLER, *Chairman*

FRED A. PALMER, *Manager*

Wage-Hours Bill Is Not Applicable Directly to Radio

Congress Nearing Final Action On Black-Connery Measure

THE Black-Connery bill, providing minimum wages and maximum hours for industry generally as a modified substitute for the outlawed NRA now in the final stages of Congressional consideration, is not expected to affect the broadcasting industry in any material way as the legislation now stands.

Although involved in an eleventh hour legislative jam, it is expected the bill will become law at this session. Specifying broadly a minimum wage of 40 cents per hour and a maximum work week of 40 hours, the legislation does not appear to affect any of the important employe groups in broadcasting, with the possible exception of miscellaneous help, such as messengers around stations and in other branches of the industry. Practically all classes of station employes which might be classified in the professional group, according to industry information, are well above the minimum standards specified in the pending legislation.

Limited Provisions

Unlike the NRA legislation, the Black-Connery measure does not provide for control over trade practices within industries but is restricted entirely to wages and hours and protection of collective bargaining arrangements.

The measure passed the Senate on Aug. 2 but has been involved in controversy in the House Labor Committee which on Aug. 6 reported out one bill only to revise it substantially Aug. 11. Basic provisions, however, remain the same.

The revised House bill provides that employes may be worked a maximum of 40 hours per week, except on extraordinary occasions, but no maximum is set for any particular day. In other words, employes could work 10 hours per day for four days during a week and still fall within the terms of the bill without payment of time-and-one-half for any hours over eight worked in any one day, as the Senate bill provides.

A board of five members would administer the act. The law would apply only to industries in interstate commerce and would not affect purely intrastate business. State boards would decentralize administration. The board would be permitted to determine minimum wages and maximum hours only in industries where substandard labor conditions exist.

Nothing in the act interferes with the right of employes to bargain collectively or to seek a wage above the minimum or a shorter work week.

Horse & Mule Series

HORSE & MULE ASSN. of America, Chicago, is planning resumption of its annual radio series during 1938, using spot announcements as in previous campaigns. Rogers & Smith, Dallas, is agency for the Association and not Gale & Pietsch, as incorrectly announced in the Aug. 1 issue of BROADCASTING.

Comet Rice Expanding

COMET RICE Co., New York, and Steinhagen Milling Co., Beaumont, Tex., have consolidated to form Comet Rice Mills Inc. Headquarters will be in Beaumont and the advertising account has been transferred to Freitag Adv. Agency, Atlanta. The product will continue to be marketed as Comet Rice, first of all rice to be marketed in this country in sealed packages. The original Comet company has used radio in the Southeast but a wider campaign is planned for autumn in the Southeast and Southwest, including radio. Later it is planned to expand the advertising to other sections.

Malt-O-Meal Discs

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start a transcribed program, *Rube Appleberry*, over WGN, WCAU and WLW Sept. 27 with other outlets to be added later. The quarter-hour show will be broadcast six times weekly. Mitchell-Faust Adv. Co., Chicago, is agency.



1940 RADIO COUNT
U.S. Census Bureau Plans Second Tabulation

WHEN THE U. S. Census Bureau makes it decennial population census in 1940 there will be a "nose count" of radio sets, it was learned in official quarters Aug. 6.

Already drafting the questionnaire to be used by census takers, the Bureau has tentatively decided to inquire about radio set ownership both in urban and rural communties to procure an actual figure on radio set population for the country.

In the last population census, taken in 1930, a count of radio sets was made for the first time. This showed a total of 12,048,762 sets. Since then industry estimates on radio set population have been made, the last figure, as of Jan. 1, 1937, showing an aggregate of 24,500,000 sets in homes. In addition, there are some 3,000,000 automobile radio receivers while a number of homes have two or more sets which, it is estimated, brings the aggregate number of sets in this country to 30,000,000 — more than half of the sets in use throughout the world.

In discussions involving radio questions, it is understood that it has been tentatively decided to break down the set inquiries into two categories—rural and urban. Presumably the city question will be simply that of whether the particular household has a radio set, whereas the farm question will include both the set and whether it is powered by a direct power line or through a farm electrical system.

Pinex Placing

PINEX Co., Fort Wayne, Ind. (Pinex), will start a new quarter-hour barn-dance type program on at least four of the WLW-line stations with the possibility that other stations of the new network may also be used. The new program will originate in WLW and will be on WHN, WFIL and KQV. The program will be broadcast from 7:45-8:00 p. m. (EST) five times weekly with a full hour, 7-8 p. m. (EST), on Saturday nights. In addition to the network show, transcriptions of the program will probably be used on other stations. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.



NEW HOME OF WGY—Architect's drawing of new studio structure of General Electric's 50,000-watter at Schenectady, which will occupy 20,000 square feet of space and ground for which was broken early this month. Building will be of steel, granite and marble, one and one-half stories in height and 173 x 102 feet in dimension. Above, General Electric officials break ground for the new home of WGY, to be ready by Christmas. Left to right are Kolin Hager, WGY manager; E. E. Tallmade, head of GE Realty Corp.; Chester H. Lang, manager of GE publicity department. Among modern conveniences in the building will be a two-story audience studio and a kitchen studio. Work is under way on the new 600-foot antenna.

New Firm Project Dropped by Petry

Asserts Proposed Rep Concern Might Divide Attention

BECAUSE it might lead to "divided attention", Edward Petry, president of Edward Petry & Co., national station representatives, announced Aug. 7 that he and his associates have abandoned their project for a new representation firm to represent all classes of stations, including locals.

Mr. Petry disclosed original plans for the affiliated company at a luncheon meeting of the 40 Petry-represented stations during the NAB convention [BROADCASTING, July 1]. It was announced then that the stations had raised no objection to the project, original plans for which included taking some of the present Petry stations and placing them in the new firm. The firm's tentative name was to be Christal, Petry & Voynow, after the three partners in Edward Petry & Co., but it was planned to have a separate manager and separate staffs.

Mr. Petry's statement gave the reasons for dropping the plan as follows:

"After a thorough study of the various factors and considerations involved, we have definitely decided against establishing a subsidiary company to represent low-powered stations and stations in minor markets.

"The idea of such an organization first occurred to us when it became obvious that the rapid growth of broadcasting would mean an increasing number of radio outlets in minor markets, or that additional small stations would become units in the various national networks.

"After giving the greatest consideration to all aspects of the matter however, we felt that no matter what technicalities seemed to divide and separate the two companies, they would have a common interest which would necessarily divide the attention of the executives between the two companies.

"We decided that this division of attention would have an unfavorable result on both companies and inasmuch as the present concern is sufficiently large to require constant and diligent supervision, we felt that it would be unfair and unwise to divert any of this attention to another similar enterprise.

"We express our sincere appreciation to those stations which expressed an interest in having the proposed new company represent them nationally."

Listerine Back on Net

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes, toothpaste) will return to network broadcasting Sept. 28 with a new program titled *Grand Central Station* on 23 NBC-Blue stations, to be heard 9:30-10 p. m. Tuesdays. Lambert sponsored Metropolitan Opera broadcasts on NBC-Red during the winter of 1935-6 but has been an infrequent radio user since that time, placing only occasional spots. Some months ago the company had a premium tieup with Campana Corp. in connection with a program of the latter sponsor. Lambert & Feasley Inc., New York, is the Listerine agency.

WHAT ABOUT THE PACIFIC NORTHWEST?



Ross Federal Research Corporation interviewed 300 leading dealers, distributors and retailers in Seattle, between dates of April 12th and 18th, 1937.

Question No. 1:

"What radio station do you, as a business man, listen to most frequently?"

Type of Business	No. of Interviews	KOMO-KJR	All Other Stations★
Drug	50	64%	36%
Radio	50	56%	44%
Electrical Equipment	50	74%	26%
Hardware and Paint	50	84%	16%
Gas and Oil	50	74%	26%
Groceries and Foods	50	72%	28%
TOTAL	300	70.66%	29.34%

Question No. 2:

"What radio station do you think is most valuable to a national or local advertiser in Seattle?"

Type of Business	No. of Interviews	KOMO-KJR	All Other Stations★
Drug	50	72%	28%
Radio	50	72%	28%
Electrical Equipment	50	78%	22%
Hardware and Paint	50	78%	22%
Gas and Oil	50	84%	16%
Groceries and Food	50	74%	26%
TOTAL	300	76.34%	23.66%

★ There Are 12 Other Stations in KOMO-KJR's Area.

KOMO

NBC *Red*—5000 watts 1.s.

Seattle's Pioneer Radio Stations

KJR

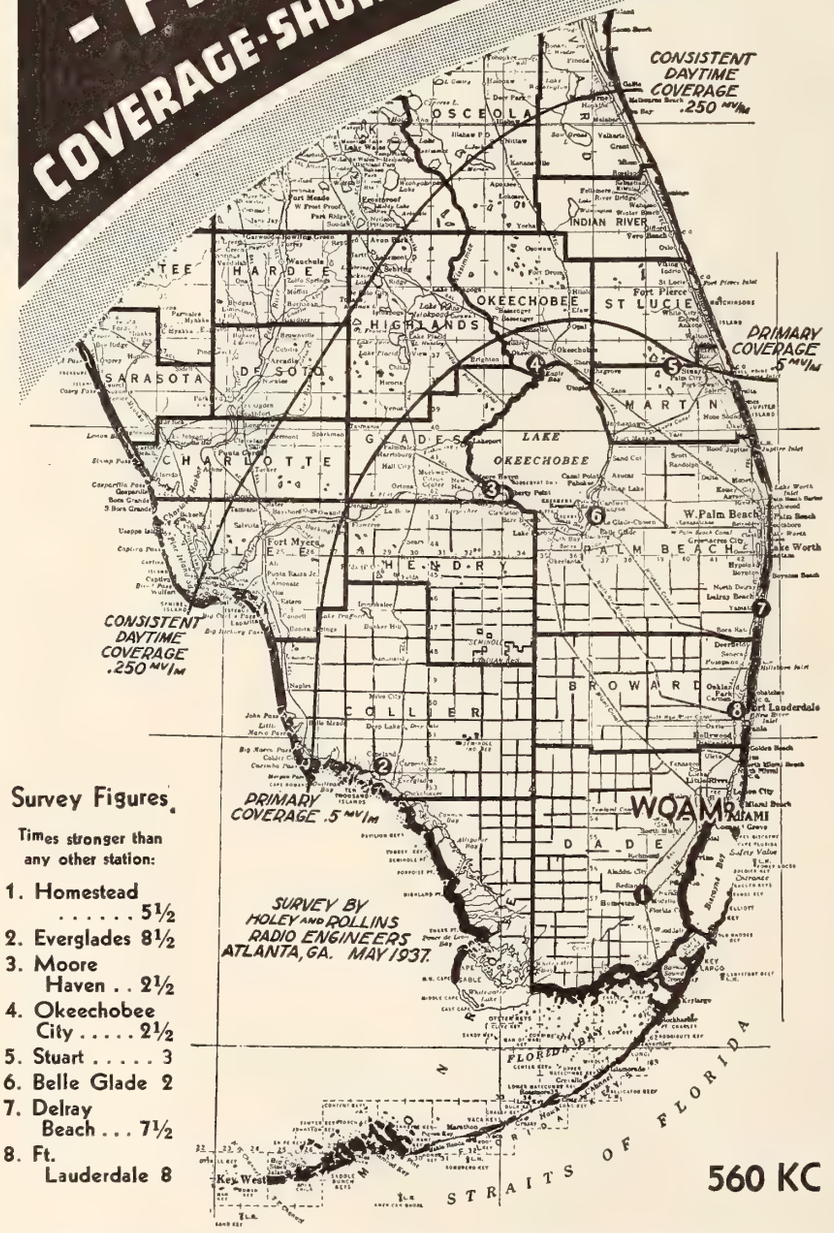
NBC *Blue*—5000 watts.

Complete Ross Federal Survey Available at All Offices of Edward Petry & Co., Inc.

WQAM-MIAMI

- FIRST IN FLORIDA

COVERAGE-SHOWMANSHIP-ORGANIZATION



Survey Figures

Times stronger than any other station:

1. Homestead 5½
2. Everglades 8½
3. Moore Haven .. 2½
4. Okeechobee City 2½
5. Stuart 3
6. Belle Glade 2
7. Delray Beach ... 7½
8. Ft. Lauderdale 8

560 KC

South Florida Sales through WQAM repeat for you all over the nation. Visitors spend Fifty Million Dollars here annually.

RESERVE TIME FOR WINTER NOW!

Miami Broadcasting Company

Over Half of Radio Sets Are in United States, Federal Survey Reveals

ABOUT 56,225,000 radio receiving sets are owned throughout the world, 30,000,000 within United States, according to the Electrical Division, Bureau of Foreign & Domestic Commerce. The United Kingdom is second with 10,000,000 units. Ownership of other countries follows:

Germany	8,200,000
France	2,626,000
Czechoslovakia	928,000
Canada	867,000
Belgium	746,000
Australia	745,000
Denmark	651,000
Italy	530,000
Poland	519,000
Switzerland	434,000
Hungary	365,000
Union of Soviet Socialist Republics	350,000
Mexico	250,000
Norway	240,000
New Zealand	194,500
Rumania	150,000
Union of South Africa	137,000
Finland	144,000
Uruguay	115,000
Irish Free State	104,000
Cuba	100,000
Arabia	25
Ethiopia	25
Swaziland	15
French Guiana	8

"Ownership of receiving sets has increased materially in recent years in countries where possession is not hindered by the economic status of the population or by some unnatural restrictive measures," according to J. H. Payne, Chief of the Electrical Division.

Many of the receiving sets originated in the United States, according to Mr. Payne, who stated that exports of American-made sets in 1936 numbered 635,984 units, valued at $16,041,147, a high figure for all time.

American sets have established an "enviable reputation" in foreign countries and future sales abroad will be in proportion to the efforts which are devoted by American manufacturers to share those markets which will develop with the increasing ability of foreign peoples to purchase sets of a quality such as are produced in this country, Mr. Payne stated.

General Paint to Place

GENERAL PAINT Corp., San Francisco (paints), thru Walter Adv. Agency, Los Angeles, in April of 1938 will launch a radio campaign in the 11 western states, plus Denver, Dallas, Tulsa and Salt Lake City, using a quarter-hour transcribed series featuring Cordelia Pearl, color consultant and interior decorator, with production recorded by the program division of Walter Biddick Co., Los Angeles. Series will tie-in with the firm's new *Colorscope Magazine*, due from the press April 1, which will be available through retail stores carrying General Paint Corp. products. Sponsor has previously used a color horoscope as a giveaway on its radio time. Although station list will not be made up for some time, actual production of the transcriptions is scheduled to start Sept. 1.

WORLD PEACEWAYS Inc., New York, non-profit organization devoted to combating war, on Aug. 8 started a series of talks by W. P. Ainsworth, director, titled *World Observer*, on WNEW, New York, with object of placing them later on other stations on sustaining basis. Organization for several years has been placing advertising in leading class magazines on a gratis basis accepted because of its aims.

Power—with a purr

. . . *that's Columbia*



Power to drive a message *home* — geared to the most precise measurements in radio to tell you *whose* home and *where*. Power to make that message live—with all the soft-spoken strength of radio. Power to cover a continent—delivered by the world's largest radio network. *That's Columbia*—year after year, the choice of more leading advertisers than any other network.



Columbia, for example, has carried in 1937 (as in 1936) more hours of automobile advertising than the other major networks combined. Automobile advertisers on Columbia in the first six months of 1937, included: CHEVROLET · CHRYSLER · DE SOTO · DODGE FORD · LINCOLN-ZEPHYR · LINCOLN · NASH · PLYMOUTH · PONTIAC



The COLUMBIA *Broadcasting System*





Radio Walks the Plank at St. Louis Ad Club Session . . . . .



Mr. Convey

ALL OF the old bugbears of radio advertising, plus a host of new ones received professional treatment last month at the "Shirt Sleeve Session" of St. Louis Advertising Club, with four of the city's broadcasters on the receiving end.

Members of the Club, including local advertisers and agency personnel, popped sizzling inquiries at a panel of broadcasters assigned the subject "This Business of Radio". Bob Convey, president of KWK, presided at the July 27 session, with James D. Shouse, KMOX general manager; Robert Coe, KSD chief engineer, and Bill Durney, WIL promotion manager, comprising the balance of the broadcasting battery. The meeting, described as the most successful of the summer series of the club, was heralded in the Club's weekly bulletin as "Radio Walks the Plank".

Question No. 1 was tossed in the lap of Mr. Durney: "What about cutting down the wordage of copy?"

He responded: "The limitation of commercial copy is no longer the problem that critical listeners believe it to be. This improvement is not only the length of copy, but also in the quality and conservativeness of material — thus, two forces, working in unison. First of all, advertisers as well as agencies have learned that they defeat their own ends, if they overburden their programs with sales messages.

"Second, radio stations have been a constant force in showing advertisers and agencies the results which can be obtained through an intelligent use of the broadcast medium."

Question No. 2 to Mr. Shouse: "Why not eliminate break announcements between network programs?"

"Advertisers," said the KMOX head, "do not buy full hour shows, full half-hour shows or full quarter-hour shows. They understand, or if they do not understand, they can be shown that there are necessary delay intervals between the signoff of their shows and the beginning of the next. Even if there were no spots between shows, the delay interval would still have to be there, and it would be a distinct loss to the broadcasting industry, if these intervals should be left silent." Also, said Mr. Shouse, the elimination of spot business would be a genuine local loss to advertisers if they could not avail themselves of that effective and economical method of advertising their products. The spot has also been made necessary for local tie-ins, he added.

What of Television!

Bob Coe, engineering expert at the session, answered the technical questions, which, in the main, had to do with television. He said that television by its very nature and its many complications answers the question as to its long delay in coming into common use. "The three-year-old radio will still receive present-day programs", he pointed out, "but television equipment of three years ago would be utterly useless in receiving the television broadcasts of today. That is one reason the industry has been reluctant to place receiving sets on the market, even though there are indications now that sending equipment is passing out of the experimental stage into the realm of reality." He ended his discussion with the prophesy that television will become one of the major channels of advertising and entertainment within a few years.

Acceptable Advertising

The highlight came with the question: "Why does radio accept certain advertising contracts which are not acceptable to newspapers?"

Mr. Convey paried for further details. "Did the questioner mean," he asked, "that radio's advertising back yard should be kept as clean as the national average in newspapers?" "Did he mean that radio's general advertising tone should be kept on a par with *one* newspaper in St. Louis which had exceptionally rigid requirements?" This brought a man in the audience to his feet, who purported to be employed by an East St. Louis furniture house that would give two apple trees and build a garage, with the purchase of a "colossal, sumptuous, extraordinary overstuffed living room suite selling for only $29". "Why, as an example", queried the young man, "would radio stations accept business from his furniture house, when newspapers would not?" With this to guide him, young Convey asked his questioner why radio should in any sense regard newspapers as a shining example of good advertising behavior. Radio could stand on its own feet, so why make invidious comparisons. As a matter of fact, said Convey, newspapers might with good reason follow some of the examples of radio. "There are plenty of ads running in St. Louis newspapers today that radio would not touch with a ten-foot pole."

"For instance?" enquired the young man in the audience.

"For instance, whiskey ads," responded Convey. 'For instance a whale of a lot of proprietary medicines. We are no more bound to follow the individual whims of newspaper ethics than a billboard company is compelled to follow the pattern of a Chicago daily. To be perfectly frank, it is generally known that a lot of business criticized in radio today is being solicited by the daily press—but they can't get it."

At this point, an official of the St. Louis Better Business Bureau took the floor to point out that indeed there is no uniformity among the press on what constitutes good advertising and what is bad. He made a short plea for the various media to get together on what business they should accept or reject.



THE *Michigan Radio Network— WXYZ Detroit, WOOD Grand Rapids, WBCM Bay City - Saginaw, WFDF Flint, WJIM Lansing, WKZO Kalamazoo, WIBM Jackson and WELL Battle Creek — gives your sales message a primary coverage of 85% of Michigan's buying power.*

"And Is That Salad Dressing De-licious!"

Betty Barton and her jolly chef have been welcome forenoon guests in Detroit and Michigan homes since last October.

"Happiness Hour" is the title and it's correctly descriptive of this popular program.

Interesting chatter, helpful suggestions, an occasional chuckle, a weekly guest speaker, usually feminine—all this so informally done as to suggest the ad-lib.

Foods are mentioned naturally. Commercials become integral parts of the day's dialog.

Miss Barton pulls a heavy spontaneous mail and a significant array of gifts and tokens.

Here's a natural for you, Mr. Food Manufacturer. A quarter-hour, Mondays through Fridays at 11:15 a.m. Intact or participating— you say which.

King-Trendle Broadcasting Corp.
300 Madison Theatre Building • • Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

WXYZ — DETROIT

if a melon's big and ripe . . why nibble?



● *This non-academic question is directed mainly to national advertisers . . . and specifically those who are already using network or spot radio, but not WBBM:* The Chicago market is a big melon, a ripe melon . . . a rich melon. So why nibble?

No matter what your choice of network or station, no matter what your particular appeal, a campaign on WBBM reaches *new* millions . . . yes, millions . . . in an area which accounts for more than 10% of the entire nation's purchasing power.

Many advertisers have already found the way . . . the WBBM way . . . for WBBM is carrying more national spot programs than any other station in Chicago—programs that *pay*. All this in addition to the complete and exclusive schedule of the Columbia Broadcasting System, world's largest network.

The Chicago market *deserves* extra effort. For *extra results* from that *extra effort*, use the leading station in the nation's second largest market.*

* WBBM • 50,000 WATTS •

CBS-Owned-and-Operated • Represented nationally by RADIO SALES, a division of the Columbia Broadcasting System: New York • Chicago • Detroit • Los Angeles • San Francisco

RCA's Half - Year Gross Rises 9 Million Dollars

TOTAL gross income of RCA and its subsidiaries during the first six months of this year, amounting to $53,167,621, represented an increase of nearly $9,000,000 over the figure for the same period in 1936 when it was $44,382,100, according to the report for second quarter operations made public Aug. 2 by David Sarnoff, RCA president. Net profit of $4,647,386 for the first six months of 1937 represented an increase of $2,883,606 over the corresponding period of 1936. The second quarter of 1937 alone showed a net profit of $2,404,329.

While RCA does not break down its report to show the revenues and profits of its subsidiary companies, the report on gross time sales revenues of NBC for the first six months of this year showed $19,948,107, indicating that these represent some two-fifths of the parent company's gross.

SIX stations were added to the NBC *Farm & Home Hour* Aug. 2, bringing the total to 70.

Federal Shortwave Bill, Station Tax To Die With Congress Adjournment

ADJOURNMENT of Congress will mark the death of two bills against which broadcasters have taken a vigorous stand, namely, the Celler Bill (HR-4281) proposing a government-owned international shortwave station and the Boylan Bill (HR-6440) proposing to tax broadcasting stations $1 to $3 per watt per year according to power. Both bills were suggested originally by Telegraph Commissioner George H. Payne, but in neither case was a companion measure introduced in the Senate.

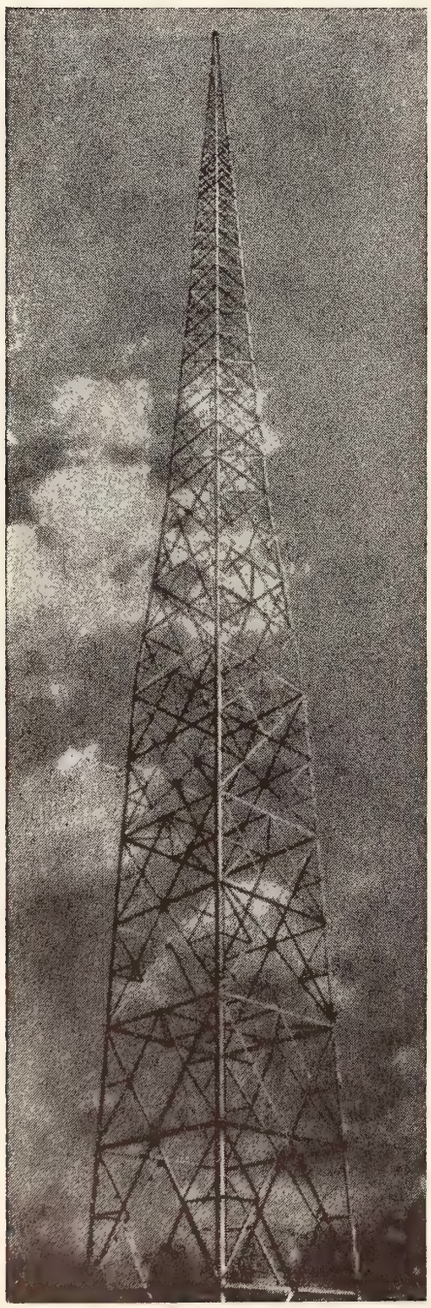
Whether either bill will be revived in the next Congress is problematical. Neither was pushed very strenuously in this Congress, although Rep. Celler (D-N.Y.) reported in a speech July 20 that Secretary of State Hull had recommended his measure favorably to President Roosevelt and said that it was also backed by the Navy and the FCC.

The Celler Bill proposed erection near Washington of a powerful shortwave station by the Navy under a $750,000 construction appropriation, and a $100,000 annual appropriation for operation, to broadcast programs of national and international interest. Rep. Celler would call the station the "Pan American Radio Station" and he wanted it used to combat foreign shortwave propaganda, particularly from Germany and Italy. Five frequencies set aside by executive order after the Montevideo conference of North and South American nations would be utilized for the station, which Mr. Celler said would be "powerful enough to permit shortwave broadcasting that would reach to the nethermost ends of the earth."

Both the Navy Department and the Budget Bureau were understood to have approved the station, whose programs would be handled by the U. S. Commissioner of Education, but no word was ever expressed publicly on it by President Roosevelt. The NAB at its recent convention passed a resolution opposing it as threatening an entering wedge toward government operation and a waste of taxpayers' money in view of the existence of other stations which might perform the same task.

A recent report by Acting Secretary of the Navy, Admiral William D. Leahy, estimated the station would cost $1,200,000 to build and $160,000 a year for upkeep. The understanding with the Navy was that the broadcasting studios in the new Interior Department building would be used and that the station would be turned over to the Navy in time of war.

The Boylan Bill was written and first announced by Commissioner Payne in a press release April 14 and then introduced by Rep. Boylan (D-N.Y.). The Commissioner asserted in his public letter transmitting the bill to Rep. Boylan that "there has been a widespread conviction that the enormous profits made by the broadcast stations more than justify a special tax as they now enjoy the use of a great national resource and it is the government that bears the burden of the regulation without which they could not exist." He estimated the tax yield would be $6,946,395 if a tax were imposed of $1 per watt on stations under 1,000 watts, $2 per watt on stations of 1,000 to 10,000 watts and $3 per watt on stations above 10,000 watts.



The Tallest, Vertical, Self-Supporting

Tower **SOUTH**

Radiates **SALES**

FOR ALERT ADVERTISERS OVER

WJBO

BATON ROUGE, La.

●

On a New Wave Length—

1120 KILOCYCLES

500 WATTS

HIGH FIDELITY

ALL WESTERN ELECTRIC EQUIPPED

●

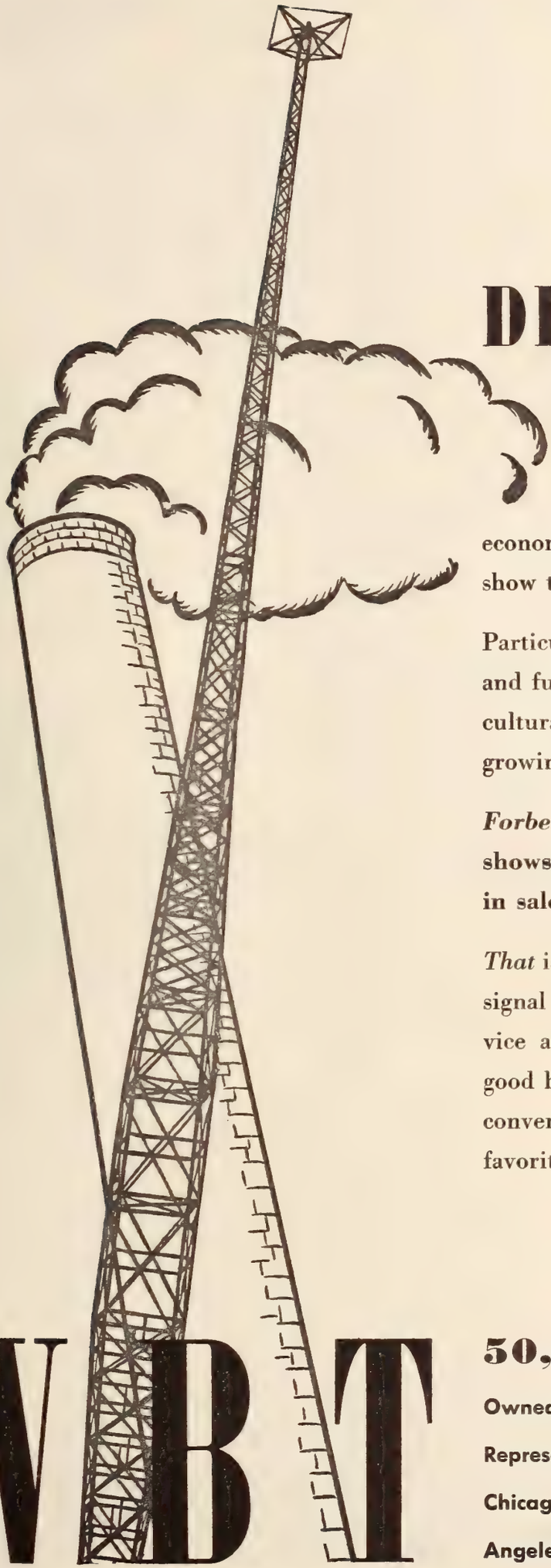
● WJBO . . . A SOUTHERN BLUE OUTLET FOR NBC ●

TELEVISION STATUS HALTS CBS EDIFICE

FOREGOING its original plans to have its new radio building at 59th St. and Park Ave. completed in time to welcome the visitors to New York's World's Fair in 1939, CBS has quietly suspended all plans for the new structure, which was to have surpassed even Radio City as the world's most modern broadcasting center, for an indefinite period. Construction, which was to have been begun this year, will probably be delayed for at least another 12 months and possibly longer, it was admitted by CBS officials, although no formal announcement has been made concerning the postponement. The rapid development of television was given as the chief reason for the delay. This new phase of radio, which is expected to become a practical reality in the near future, makes it imperative that the new building be equipped for the broadcasting of sight as well as sound, yet to date engineers have only the haziest ideas as to what sort of studios will be needed for this new art. Another reason for the delay is the trend toward Hollywood as the major center of the broadcasting industry, it was stated.

Rogers Silver to Resume

INTERNATIONAL SILVER Co., Meriden, Conn., will launch a series of half-hour dramatic programs on a nationwide CBS network early in October in the interest of 1847 Rogers Bros. silverware. Programs, to be broadcast Sunday afternoons, will be dramatizations of short stories and novels, produced in Hollywood and broadcast under the title *The Silver Theater*. Series is placed through Young & Rubicam Inc., New York.



DIXIE is BUSY

The charts, the maps, the indices by which economic diagnosticians feel the pulse of business all show that the South is booming.

Particularly North and South Carolina. The tobacco and furniture factories, the textile mills, and the agriculturalists are beaverishly busy this year meeting the growing national demand for their products.

Forbes Sales High-Spots **for June, for instance, shows the Piedmont section of the Carolinas *second* in sales increases for the entire country.**

That is where WBT does its best work. Its 50,000-watt signal welds the 1,750,000 people who live in its service area into one neighborhood. These people are good buyers—and good listeners, too. If you'd care to convert them into good customers, enlist the aid of their favorite station—through any office of RADIO SALES.

WBT

50,000 WATTS, CHARLOTTE, N. C.

Owned and operated by Columbia Broadcasting System.

Represented by Radio Sales: New York, 485 Madison Ave.; Chicago, 410 N. Michigan Ave.; Detroit, 902 Fisher Bldg.; Los Angeles, 5939 Sunset Blvd.; San Francisco, 601 Russ Building.

This man

KNOWS!



Of three major Twin City Stations, this LOCAL ADVERTISER chooses WTCN because he KNOWS it returns more sales per dollar spent.

Because there are scores like him who have experienced the same good returns, WTCN has MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

WTCN

MINNEAPOLIS ST. PAUL

NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday

FREE & PETERS, INC., National Representatives

Fight Broadcasts Found Effective in Buick's Promotion

Ready-Made Audience Secured; No Big-Show Competition

By THOMAS A. CORPE
Advertising Manager, Buick Motor Division, General Motors Corp.



Mr. Corpe

BUICK will broadcast, on Aug. 26, the fourth major boxing match it has sponsored in the past three years. The continuation of such efforts in itself is testimonial as to their effectiveness, at least from our standpoint, and we have every reason to believe that the broadcasting of the Tommy Farr-Joe Louis match will be as successful as its predecessor broadcasts.

Buick's adventures in the radio program field during the past few years have been exclusively confined to major broadcasts of the big pugilistic events. From time to time, we have gone in for spot radio announcements locally, but we have not used the usual type of radio program advertising.

We have found the fight broadcasts extremely valuable. They have the first advantage of having a huge, ready-made audience. It is unnecessary to build up a program or to develop listener interest in the program inasmuch as the fight broadcasts are a spot news event of greatest sports interest and command the attention of millions. Furthermore, this special broadcast is not in competition with other highly expensive network programs that have been in effect for some time, such as the *Maxwell House* program, *Lucky Strike* program, and many others equally successful and appealing.

No Time Problem

When a major ring event is broadcast there is no difficulty in clearing station time. The event is of such importance that it is given right of way over the large networks. The radio audience listening to the fight broadcasts is not selected, but covers all types of listeners, including women and children as well as men if they are ardent fight fans — which often they are. In the case of the Louis-Braddock fight, I believe this radio audience was the largest ever to tune in on a major broadcast.

In this connection, it is interesting to note the comment of the *New York Herald-Tribune* under the heading "Pugilistic Kilowatts". It said:

"Owing to the fact that many New Yorkers were unable to attend the Braddock-Louis fight Tuesday night in Chicago, those listeners to the radio broadcasts at home created an unusual demand for electricity during the fight program. At 11:15 p. m., according to the system load chart of the Consolidated Edison Co., the load showed a gain of 171,000 kilowatt hours, or 20 per cent, over the night before at the same time. The nearest approach to Tuesday night's peak was during the Baer-Louis fiasco at the Yankee stadium, when the demand was 131,000 kilowatt hours above that of the night before, or 40,000 kilowatt hours less than Tuesday's gain. The increase in the use of electricity on these occasions is not due to the use of the radio alone, but to increased illumination in the homes."

Buick, as is well known, broadcast the two fights above referred to.

As a result of the Braddock-Louis broadcast, the Buick division of General Motors has received fan mail numbering thousands of letters and telegrams, predominantly commenting upon the excellence of the broadcast and commending Buick on keeping its commercials short and unobstrusive. These letters also complimented Buick on the selection of Clem McCarthy and Edwin C. Hill as broadcasters of the event.

Another advantage of the fight broadcasts is that it has so happened that the fight broadcasts so far sponsored by Buick have been timely from the standpoint of sales strategy. The events have allowed us to capitalize through our dealers by means of various sales promotion activities in connection with the fights. Dealers likewise have been able to capitalize on local coverage by taking local time immediately behind the broadcasts. A great many dealers did this and found it well worth while.

The whole sponsorship has linked Buick with a wanted broadcast. We, of course, have no definite means of ascertaining the actual number of car sales resulting from the broadcasts, although it might be of interest to know that we are sure of at least two! James Braddock and Joe Louis, both bought new Buicks and are now driving and enjoying them.

BUICK TO SPONSOR THREE MORE FIGHTS

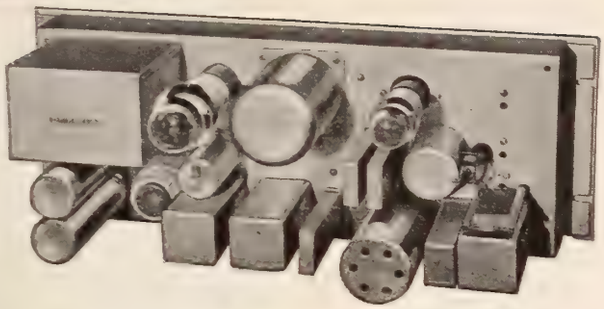
Coincident with announcement that the bout between Joe Louis, heavyweight champion of the world, and Tommy Farr, British challenger, on Aug. 26, will be broadcast by all 136 stations in NBC's combined Red and Blue networks, with the Buick Motor Co. again sponsoring the blow-by-blow description of the battle, it was learned that NBC had obtained from Mike Jacobs, fight promoter, the exclusive radio rights to not only this but the next two heavyweight championship fights as well.

Buick is said to have options on these bouts too, but this could not be verified. Network and agency officials also refused to comment on the price paid for the broadcasting rights. From informed sources it was learned, however, that the three championship broadcasts cost NBC $100,000, of which Buick is paying $35,000 for the present fight. If this rate is maintained for each of the three events, NBC will have regained one-third of the $15,000 it charged off to prestige on the Braddock-Louis fight, according to the same sources who state that the network paid $50,000 for the exclusive broadcast but collected only $35,000 from Buick.

As the event was signed so shortly beforehand it was impossible for Buick to merchandise it through boxes in the regular newspaper advertising of the concern. Window posters announcing the event and tieing in with the slogan "It's Buick Again" have been sent to all dealers, however. Arthur Kudner Inc., New York, Buick agency, handled the details.

NEW Western Electric Speech Input Amplifiers

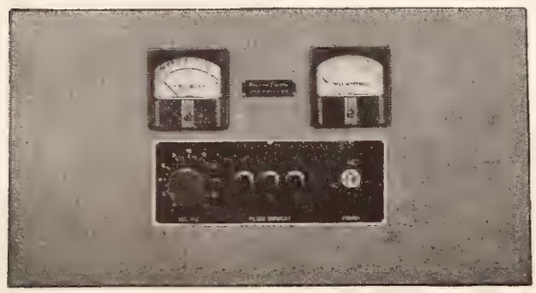
106 A



2 Stage line amplifier

Incorporates Western Electric system of Stabilized Feedback. Impedances: input 600 or bridging (10,000); output 600. Frequency response: flat within ± 1 db from 30 to 10,000 cycles. Gain: approximately 45 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105 - 125 volts, 50-60 cycle AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -60 db unweighted, -75 db weighted (as the ear would hear it) at maximum gain. Occupies only 7" of standard rack space.

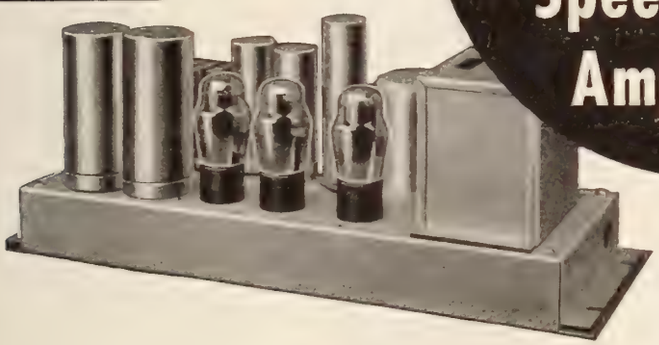
105 A



3 Stage, high gain unit

Stabilized Feedback. Impedances: 30 and 600 ohms input, 600 ohms output. Frequency response: flat within ±1 db from 30 to 10,000 cycles. Gain: approximately 70 db. Gain Control: range 38 db. Power supply: completely self-contained, operating from 105-125 volts, 50-60 cycle, AC. Distortion level: less than 1% at 400 cycles for 20 db output. Noise level: -55 db unweighted, -65 db weighted (as the ear would hear it) at maximum gain. Includes v. i. and plate meters. Occupies only 10½" of standard rack space.

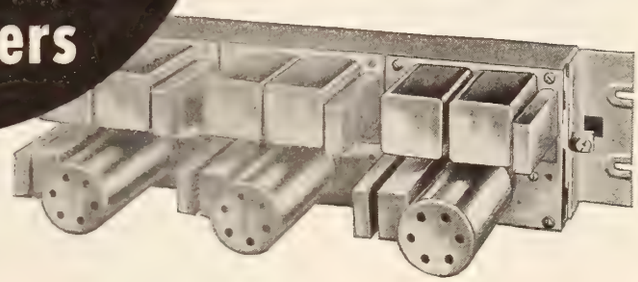
94 type



High level amplifier

The 94C gives remarkable performance as a bridging amplifier due to Stabilized Feedback. Gain: approximately 45 db. Output power stage for driving permanent magnet or other loud speakers to a volume adequate for any normal service. Noise level: better than -40 db unweighted, zero level being 6 milliwatts. Impedances: 600 ohms or bridging (25,000) input, 8 or 500 ohms output. Frequency response: flat within ± 1 db from 40 to 10,000 cycles. Power supply: completely self-contained, operating from 105-125 volts, 45-65 cycles, AC. Either metal or glass tubes. Dimensions: 19 x 7 x 7½.

104 A



Single stage pre-amplifier

A high quality, low cost, fixed gain unit—extremely compact and economical to operate. Gain: approximately 29 db. Frequency response: flat within 1 db from 30 to 10,000 cycles. Impedances: 30 or 250 ohms input, 30 or 500 ohms output. Dimensions: 5¼ x 4⅞ x 6¾.

Three 104A's on 998 type mounting plate (as shown) occupy only 5¼" space on standard relay rack.

For details: Graybar Electric, Graybar Bldg., N.Y.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

Distributed by Graybar Electric Company

RADIO TELEPHONE BROADCASTING EQUIPMENT

Rate Card of CBS Has 105 Stations

Cleveland Switch and Increase In Louisville Rate Noted

LISTING 105 stations in 104 cities as against 91 stations in 90 cities, CBS on Aug. 12 announced a new rate card to become effective Sept. 1. The card (No. 23) supersedes one which became effective last January.

For the complete nationwide facilities of the network covering 104 cities, a full-hour evening rate of $21,770 is quoted as against $19,920 under the current rate card. The half-hour rate is quoted at $13,070 as against $11,960, and the quarter-hour at $8,720 as against $7,980. Daytime and late night rates are substantially one-half of the night rates, being $11,004, $6,622 and $4,400 respectively.

The only impending change noted on the new card is the Cleveland switch, effective Sept. 26, at which time WGAR, present NBC Blue outlet, replaces WHK on CBS while WHK becomes the NBC basic Blue station.

For the basic network of 21 cities plus three out of five optional basic cities, a $50 increase is noted on the one-hour rate. Under the current rate card, the total for 24 cities is $8,475 as against $8,525 on the new rate card. The $50 increase is absorbed entirely by an increase in rate for WHAS, Louisville, from $400 to $450. The half-hour night rate for WHAS was increased from $240 to $270, and the quarter-hour rate from $160 to $180.

With the addition of WGBI, Scranton, and WEOA, Evansville, the basic supplementary group is increased from 14 to 16 cities, with each station individually available with the basic network. The aggregate one-hour night rate for the basic supplementary group thereby is increased from $1,975 to $2,250.

The Southeastern group of seven cities, quoted at an aggregate of $1,150, is increased to 12 cities quoted at $1,800. New stations listed in this group are WAIM, Anderson, S. C.; WCHS, Charleston, W. Va.; WMAZ, Macon, Ga.; WPAR, Parkersburg, W. Va., and WJNO, West Palm Beach, Fla.

In the Southcentral group, an increase from 10 to 12 cities is noted, with KLRA, Little Rock, shifted from the Soutwestern group and WCOC, Meridian, Miss., added to it. A new rate of $1,950 per night-hour is quoted as against $1,675 under the old rate.

The Southwestern group is reduced from 10 to eight cities, with one of the deletions accounted for by the KLRA shift. In addition, KNOW, Austin, quoted separately on the current rate card, is quoted along with KTSA, San Antonio, on the new card as a single station offering. The present card rate for the Southwestern group is $1,750 for a night-hour and $1,600 under the new rate card. The Florida group of four cities and the Canadian group of two cities remain the same. The present Northwestern group of four cities, however, is increased to nine cities with the addition of the following stations: WKBB, Dubuque; KDAL, Duluth; WTAQ, Green Bay; WKBH, LaCrosse, Wis.; KGLO, Mason City. The Northwestern group rate of $875 per basic night-hour was doubled to $1,500.

The Mountain group of six cities was increased with the addition of KOY, Phoenix, and the rate increased from $1,000 to $1,125, the entire increase being absorbed by the rate quoted for KOY.

The Pacific Coast group of five cities remains the same. No mention is made in the rate card of the projected switch in the Seattle outlet from KOL to KIRO, KOL still being named as the Seattle outlet along with KVI, Tacoma.

Nelson-Woodman Shifted

A. E. NELSON, since 1934 general manager of KOA, Denver, and former owner of WIBO, Chicago, has been appointed to the same position at KDKA, Pittsburgh, where he will take charge on Sept. 1. On the same day, H. A. Woodman, present KDKA general manager, will report at NBC's New York headquarters for an executive assignment. Robert H. Owen, chief engineer of KOA, will succeed Nelson as station manager.

United Biscuit May Add

UNITED BISCUIT Co., comprising independents in various cities and now on 13 stations, may add other outlets this fall. Quarter-hour *Man-in-the-Street* programs broadcast six times weekly are currently being used on seven stations in addition to a chain program over six stations of the Michigan Network. Stations are WGN, WWJ, WTAM, WDAY, WTMJ, WIRE, KMOX. Michigan Network list includes WELL, WKZO, WFDF, WOOD-WASH, WBCM, WJIM. Neisser-Meyerhoff Inc., Chicago, is agency.

Sheaffer Pen Net Spots

SHEAFFER PEN Co., Fort Madison, Ia. (pens) on Aug. 27 will start weekly musical program over three MBS stations. The program will feature the orchestra of Harold Stokes, WGN musical director, and will be broadcast over WGN, WOR, and CKLW. Baggaley, Horton & Hoyt, Chicago, is agency.

* * *

Sheaffer Pen will also start spot announcements on a long list of stations Aug. 16, included among which are WFBR, WBEN, WHO, KTRH, KHJ, WAVE, WREC, WWL, KSTP, KSL, KOA, WOW, KFRC, KOMO, WNAX.

KINGS COUNTY Communist Party will sponsor a half-hour broadcast on four New York stations the evening of Aug. 26. Talks by Earl Browder, candidate for president on the Communist ticket last year, and other speakers will comprise the program, which will originate on WINS and be fed to WMCA, WNEW and WQXR.



WITHIN THE WOWO one-half millivolt area there are more than 300 towns of 1000 population and over—a radio main street 100 miles long.

—and the 517,003 families who shop along that main street spend $520,300,000 annually for all manner of merchandise.

To these 517,003 families, 417,500 of whom own radios, WOWO is their home town station.

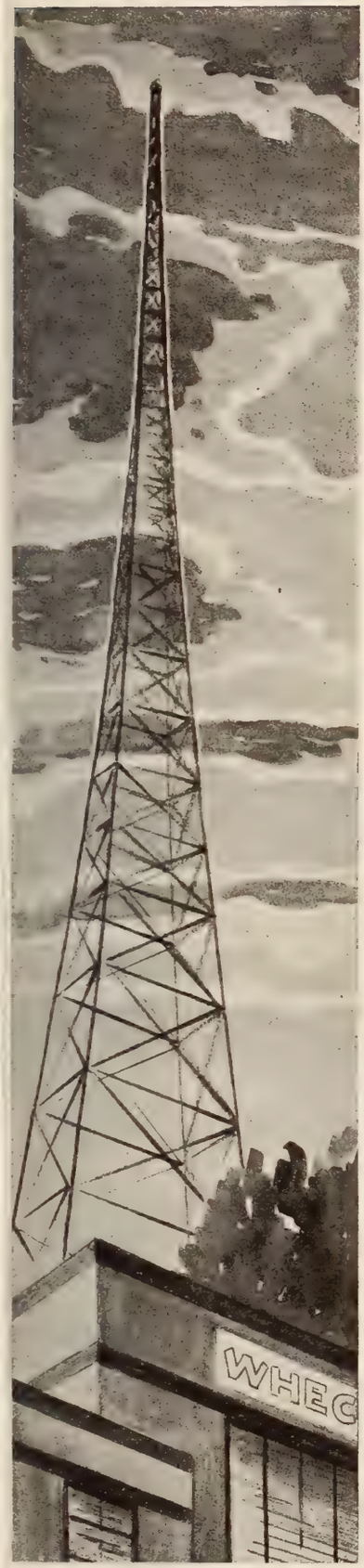
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WOWO the HOOSIER STATION
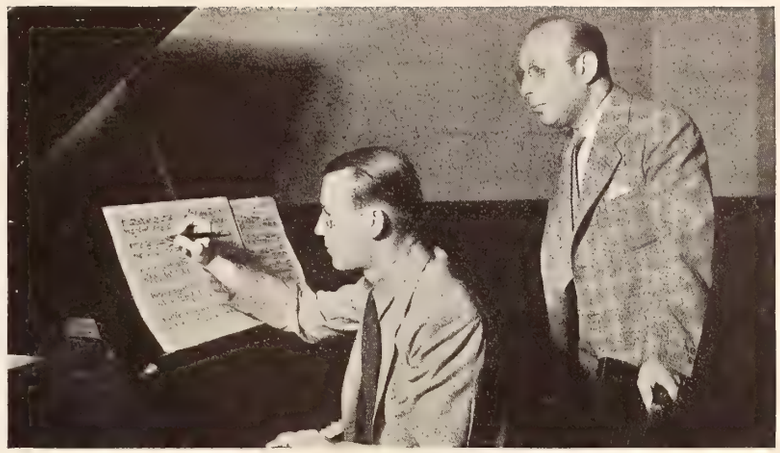
E. KATZ SPECIAL ADVERTISING AGENCY

WESTINGHOUSE RADIO STATIONS, INC.
FORT WAYNE, IND.
10,000 Watts — NBC Basic Blue

AS YE SOW — —



DO, MI, SOL,—DOUGH! Between the lines of the musical score of "Frigidaire Frolics" lies sales appeal that has brought cash results to the sponsor. Program just renewed for third time over WHEC by Harold J. Weisberg, Pres., Chapin-Owen Co., Inc., Frigidaire distributor, pictured going over the score with J. Gordon Baldwin, Musical Director, WHEC.





SAFE AT HOME—in the Rochester territory are Socony sales, thanks in good part to good will created by "Socony Sport Review" over WHEC. Ray Blades (in uniform), Mgr., Rochester Red Wings, has dashed from the baseball stadium to take part in a broadcast. Others (from left): G. V. Swendeman and Charles G. Thayer of Socony, Lowell MacMillan, WHEC Sports Announcer.



MORNING PROGRAM CATCHES "EARLY BIRDS"! Rochester Packing Co. entertains early birds with "Musical Clock" program daily at 8:30 a. m. over WHEC. Edward Harrison, Adv. Mgr., Rochester Packing Co., and Francis Owens, WHEC Program Announcer, inspect with amusement a symbolic gift presented by one of the program's fans.



THREE WISE MEN from Rochester's advertising agencies cooperate with WHEC in judging a contest to determine the number of people in WHEC's audience at various hours on different days of the week. Left to right: E. C. Rogers, E. C. Rogers, Advertising; H. Lyman Hart, Pres., Hart-Conway Co., Inc.; and Albert T. Stewart, Pres., Stewart, Hanford and Frohman, Inc.

UP, AND OUT, AND INTO more homes in the Rochester territory go the programs of WHEC, thanks to the new high fidelity R.C.A. transmitter and Blaw Knox vertical radiator antenna recently purchased. The increased coverage amounts to 100 per cent, daytime, and 76 per cent, night time. —And it's all "bonus" because WHEC has *not* increased its rates. New market and coverage data now available. Write for folder.

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

M-G-M Appoints Ford Assistant to Sydney; May Go to Hollywood

TENTATIVE plans of Metro-Goldwyn-Mayer to launch a large-scale project for use of its name talent in radio are going forward, it has been indicated in company circles.

The latest development is the transfer of Gene Ford, manager of the Loew's Capitol Theater in Washington, to WHN, New York, in an executive production capacity under Louis K. Sidney, director of the M-G-M station. Mr. Sidney is expected to go to Hollywood shortly to handle M-G-M radio productions, and negotiations have been in progress with several important national accounts in connection with sponsorship of programs starring M-G-M talent. Mr. Ford may accompany Mr. Sydney to Hollywood as his chief production assistant. Mr. Ford for four years was identified with the Capitol Theater in New York and in his capacity there handled the personal appearances of M-G-M stars over WHN.

Associate director and commercial manager of WHN is Herbert L. Pettey, former FCC secretary. He is now in his second year at the station, having resigned from the FCC in May, 1936, to accept the post. During that period WHN has become an increasingly important outlet in the New York area.

A SALE THAT RADIO SOLD

San Francisco's Largest Department Store Uses Air Waves and Breaks Records for Event

A UNIQUE sales campaign by San Francisco's largest department store, in which only radio advertising was used, has won acclaim because of its results. The plan was conceived by Maurice H. Hyde, advertising director of the Emporium Downstairs Store, to promote the 26th anniversary sale.

The only newspaper space used was that employed to call attention to the intensive broadcast appeal, which ran through two days on KJBS (July 31 and Aug. 1), climaxing with a big birthday party broadcast on the afternoon of the second day over KJBS and its sister station, KQW in San Jose—50 miles away.

The blast was accompanied by widespread distribution of 250,000 copies of a 12-page sales circular. The front page of the circular was devoted to flash copy and a color reproduction of the new KJBS studio and tower, the latter highlighted with red neon-like coloring down the sides.

The first day's receipts in the sale substantially exceeded last year's opening receipts, according to Mr. Hyde, despite the fact the sales circular was eight pages smaller, no newspaper advertising was used and the costly three-month hotel strike had just closed.

"The results far exceeded our original estimates and more than vindicated our radio campaign," Mr. Hyde declared.

Spot announcements were used every half-hour on July 31 and Aug. 1. Two half-hour programs were presented on July 31—*Concert Masters*, a transcribed feature at 10:30 a. m. and *Cocktail Hour*, a transcription, at 4:30 p. m.

On Aug. 1 two quarter-hour recorded programs were presented. *Rhythm Revue* at 9:15 a. m. and *This Rhythmic Age* at 11:45 a. m. The campaign was topped off Aug. 1 with a 60-minute birthday party from 3 to 4 p. m. over KJBS and KQW.

Kellogg Football

CONTINUING the intensive sport schedule begun in Chicago last spring, the Kellogg Co., Battle Creek, Mich., has signed for sponsorship of the Northwestern home and away games this fall over WBBM. Although merchandising plans for the football games have not been completed, it is possible that they may be almost on as great a scale as the company's promotional work in conjunction with the current baseball broadcasts on WJJD, which included car cards, full page newspaper ads and billboards. in addition to presenting famous sports personalities on the broadcasts. John Harrington, regular WBBM announcer, now broadcasting the baseball games over WJJD, will announce the games. N. W. Ayer & Son Inc., Philadelphia, is agency.

ALL NEW ORLEANS PHONED BY WDSU

PERSONAL telephone calls to every residential telephone in New Orleans were resorted to by WDSU, Aug. 1 as a means of informing housewives or heads of families that the station was joining the NBC Blue Network. Denied the customary newspaper cooperation on such matters, because radio news is restricted in all local papers, Joseph H. Uhalt resorted to the telephone notification method.

One of ten Southern stations which joined NBC on Aug. 1, WDSU used many novel promotion methods to acquaint the audience with its affiliation. Flags and bunting used in decorating the main street for the Mardi Gras were ordered out by Mr. Uhalt a week in advance of the opening day. Hugh blue lettering on white banners carried the legend "Welcome to NBC Blue Network over WDSU". Street cars carried the same message and banners were placed in many stores and all windows. The new NBC "Blue Gown" [see page 47] was displayed in a large department store and special broadcasts were made from the store.

Mr. Uhalt explained he resorted to this manner of promotion after one of the local newspapers refused a special tabloid section by WDSU on the ground that its request for a small amount of news space in the 22-page section being used for pictures of WDSU and of NBC stars was in conflict with its policy.

NOW AVAILABLE...
THREE
SURE-HIT
KFYR
NEWSCASTS
MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA
FURGASON & ASTON *National Representative*

FORECAST

FOR WTMJ ADVERTISERS

An Early Rise in Listening Temperatures



Milwaukee is an up-and-stirring industrial community not addicted to late sleeping. At least 70.3% of Milwaukee's male population is at work between 7:30 and 8:00 a. m. The other 29.7% dash for desks not later than 8:30. And of the 20% of Milwaukee women who work, the great majority meet an 8 o'clock deadline. A comparative few (lucky gals!) hit the deck at 9:30.

Which proves that the use of early morning time on WTMJ is both productive and profitable. Not because Milwaukee hands turn off alarm clocks in the wee hours. But because these same hands turn on radios almost as soon as the alarm is stifled!

Researchers discovered that of the 185,514 radios in Greater Milwaukee, nearly 75,000 were in operation between 7:00 and 8:00 a. m. Between 8:00 and 8:30, the sets tuned in soared to 103,887. And from 8:30 to 9:00, the number reached the astonishing total of 109,453!

Here, certainly, is a numerical market that even top flight space buyers can't afford to laugh off! Here's a vast listener audience whose a. m. tuning habits are largely a result of WTMJ's morning program menu! Here are more ears for less money than can be bought at any other time of the day!

Action, advertisers!



WTMJ

THE *Greater* MILWAUKEE JOURNAL STATION

Edward Petry & Co., Representatives
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

SUBSCRIBERS

ALABAMA

WSGN	Birmingham
WMFO	Decatur

ARIZONA

KOY	Phoenix

ARKANSAS

KUOA	Siloam Springs
KFPW	Ft. Smith

CALIFORNIA

KPMC	Bakersfield
KIEM	Eureka
KGER	Long Beach
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara

COLORADO

KFEL	Denver
KFKA	Greeley
KGHF	Pueblo

CONNECTICUT

WTIC	Hartford
WELI	New Haven

DISTRICT OF COLUMBIA

WJSV	Washington

FLORIDA

WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach

GEORGIA

WAGA	Atlanta
WRDW	Augusta
WMAZ	Macon
WTOC	Savannah
WAYX	Waycross

IDAHO

KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston

ILLINOIS

WGN	Chicago
WJBL	Decatur
WTAX	Springfield

INDIANA

WTRC	Elkhart
WLBC	Muncie

IOWA

WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque

KANSAS

KFBI	Abilene
KVGB	Great Bend
KWBG	Hutchinson

KENTUCKY

WLAP	Lexington

LOUISIANA

WJBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport

MAINE

WCSH	Portland

MARYLAND

WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick

MASSACHUSETTS

WEEI	Boston
WCOP	Boston
WTAG	Worcester

MICHIGAN

WHDF	Calumet
WJR	Detroit

MINNESOTA

KATE	Albert Lea
WEBC	Duluth
KROC	Rochester
KSTP	St. Paul-Minneapolis

MISSISSIPPI

WAML	Laurel
WQBC	Vicksburg

MISSOURI

KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield

NEBRASKA

KFAB	Lincoln
KOIL	Omaha

NEW MEXICO

KGGM	Albuquerque
KRQA	Santa Fe

NEW YORK

WOKO	Albany
WGR-WKBW	Buffalo
WOR	New York City
WQXR	New York City
WHDL	Olean
WHAM	Rochester
WFBL	Syracuse

NORTH CAROLINA

WBIG	Greensboro
WAIR	Winston-Salem

NORTH DAKOTA

KLPM	Minot

OHIO

WJW	Akron
WHBC	Canton
WCKY	Cincinnati
WHK	Cleveland
WHKC	Columbus
WSMK	Dayton
WSPD	Toledo
WKBN	Youngstown



"SOUND PICTURE"

• Whether sustaining or sponsored—whether for local, regional or national advertising—your program is "a perfect portrait in sound" when recorded by World's modern Wide Range Vertical method. Your listeners hear the individual artists exactly as they are—music, drama and commercials as true-to-life as the most candid camera print.

Here's the picture:

1. Transcription Headquarters, with complete recording facilities, in New York, Chicago and Hollywood.

2. A thoroughly-coordinated service organization operating in close teamwork with radio stations and advertising agencies.

3. Selective Broadcasting—uniform, high-quality programs in markets of the advertiser's own unrestricted choice.

And remember—the W B S method of Vertical Recording and Reproduction is Selective Broadcasting at its best! . . . For full information, write Transcription Headquarters, 711 Fifth Avenue, New York.

Ask to see the new W B S sound motion picture "On the Air with World"—now showing at Transcription Headquarters in New York and Chicago

WORLD

BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

SUBSCRIBERS

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KDFN Casper
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ Saint John
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
3 ZB Christchurch
4 ZB Dunedin
2 ZB Wellington

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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Cycles and Kilocycles

LOTS of things run in cycles, besides radio waves. Among them is the pastime of making the broadcast medium Target No. 1 of the advertising field.

Of late there has been a deluge of pot-shotting at broadcasting, particularly from agencies. Perhaps Arthur Pryor Jr. and Ned Midgley have been as vehement as any of the critics in their suggestions to the industry, although both are known to be friendly to radio advertising.

Now the cycle seems to be going the other way, judging by the literary output of two broadcasters who contribute to this issue of BROADCASTING. Curiously, both chose dramatic literary devices to tell their stories. Walter Damm, of WTMJ, one of radio's pioneers, uses a letter-telegram exchange to implant several friendly suggestions in the skyscraper offices of metropolitan time buyers. Maurice C. Coleman, manager of WATL, Atlanta, obviously a bit skeptical of the sincerity of some agency promises, chose the fable method of telling his story, and he tops it off with an authentic premium offer with no box tops required.

Both sides, in their more candid moments, will admit that honest criticism is healthy and beneficial to all, since all are interested in the spending of the same dollars. To date the criticism has been honest and apparently is exerting a helpful influence. Here's to more and better verbal battles, and may both sides win!

Into The Discard

INTO THE discard with the impending end of Congress, will go not only the Celler and Boylan bills but possibly the proposals to investigate the broadcasting industry and its FCC regulators. This means merely a breathing spell until the next Congress, for we may expect to see the measures crop up again in one form or another next January. So far as the broadcasting industry is concerned, their revival and a thorough airing of their purposes at that time may be wholly desirable.

The Celler Bill proposes a shortwave broadcasting station to be operated by the government to combat subversive radio propaganda from abroad. The Boylan Bill proposes a $1 to $3 tax per watt on various power classifications of broadcasting stations. Both had the same origin, that is, were inspired and, in the case of the latter, written by a member of the FCC. Both are opposed by the broadcasters—the Celler Bill as an encroachment upon private operation and a needless waste of taxpayers' money since existing stations can do the same job without the onus of governmental propagandizing, and the Boylan Bill as an inequitable tax on a business that already pays its just corporate and excess profits taxes.

With regard to the Celler Bill, we doubt whether it would have survived the scrutiny of a Congressional committee despite the good intentions of its author, for he was ill-advised technically when he was informed that any single station, even using a variety of frequencies, could possibly "reach the nethermost ends of earth." As for the wattage tax bill, some sort of franchise tax may eventually be imposed on radio stations but not one that so simply and blithely fixes a rate per watt regardless of the varying values of frequencies, capacity to pay, etc. It is based on wholly misleading statements regarding "enormous profits" and on the theory, not followed in the case of either the Federal Trade or Interstate Commerce commissions, that a regulated business should directly defray the cost of regulation.

As for the investigation resolutions, we repeat what we have stated in these columns again and again: All radio will welcome a fact-finding investigation along the lines of the White Resolution, for it will air and perhaps cleanse an atmosphere clouded by misstatements, misapprehensions and suspicion. Neither a "fishing expedition" nor "headline hunt," from our observations, is contemplated in the sweepingly factual purposes set forth in the White Resolution.

Believe It or Not

RADIO learned a lesson the other day about testimonial advertising. It grew out of the battle of breakfast foods and the quest for big-name athletes to endorse them.

In baseball lore the prize "boner" story is that of the famed outfielder Snodgrass who stole second with the bases loaded during a world's series. Now radio has its counterpart of that "bloomer" and all because of testimonial advertising.

On the last Friday of last month, Lou Gehrig, stellar slugger of the New York Yankees, stepped before an NBC mike as the guest star on the Kellogg-sponsored *Believe It Or Not* program, on behalf of the Kellogg's *Huskies*. After a dramatic build-up of Gehrig's prowess as a home-run hitter and the "iron-man" of the diamond who hadn't missed a game in years, his interviewer asked him about his favorite breakfast food.

And, believe it or not, the Columbia University graduate replied: "*Wheaties.*"

Silence shattered the ether. After an eternity, the interviewer finally collected his wits and inquired whether there wasn't some other breakfast food he liked. Gehrig then admitted a deep affection for *Huskies.*

On the following Friday, with another famous athlete as guest star, ample safeguards were employed. The interviewer inquired whether he did not regard *Huskies* as the ideal breakfast food. A one-syllable answer was all that was necessary.

The RADIO BOOK SHELF

AN exceptional book on the non-technial phases of radio is *Handbook of Broadcasting* by Waldo Abbot, director of the Broadcasting Service and assistant professor of speech at Michigan U. who is also member of the Federal Radio Education Committee (McGraw Hill Book Co., New York, $3.50). Designed as a guide for teachers and students of broadcasting in planning and presenting programs as well as for those who at some time may make a radio address, the book is a pratcical treatise written by a man of practical experience in radio. The section devoted to program planning includes reprints of successful scripts and a critical analysis of production problems. Particularly informative are the chapters on the networks, local station problems, transcriptions and phases of radio reception. The section devoted to radio's legal aspects traces the historical growth of the industry and the litigation resulting from copyright and libel. Very readable and complete in bibliography, the *Handbook of Broadcasting* should be helpful to the general public and students of radio in understanding the scope of the industry.

CREDO HARRIS, who was a playwright, newspaperman and novelist before Ambassador Robert W. Bingham called him into the *Louisville Courier-Journal* office one April morning back in 1922, and told him he was to run a broadcasting station, has not let some 15 years of radio pioneering dull the point of his keen pen. In that momentous decade-and-a-half he was watched and has been a part of the development of the broadcasting industry, guiding the destinies of WHAS, Louisville. Therefore he is mechanically as well as factually equipped to turn out *Microphone Memoirs,* a collection of anecdotes that deal with the high and hot spots of interesting and exciting years [Bobbs-Merrill Co., New York, $1.75].

Taking the journalistic approach to the subject, Credo Harris fills 281 pages with as fascinating a group of tales as radio literature has ever produced. Always the human and the humorous side are featured in his account of the horse and buggy days of radio and the problems that confronted a manager who took over the job of starting and operating a broadcast station at a time when he didn't know a tube from a condensor.

We Pay Our Respects To —



JOHN RALPH LATHAM

GO OUT and find out. There, in five words, is the radio creed of John Ralph Latham, director of spot radio operations for the clients of Young & Rubicam Inc. There also is the explanation for his frequent absence from his office, for Jack Latham practices what he preaches and a good share of his time is spent in the field, visiting stations, talking with managers, salesmen, announcers, talent, learning policies and practices, talking with listeners and local business men, learning how the stations are thought of in their own home towns by audiences and advertisers.

First-hand knowledge is essential to the intelligent use of spot broadcasting, Jack believes. Speaking before the New York Advertising Club recently, he urged investigation before purchase as the only sure way of getting the best out of spot broadcasting. "Get out in the field and learn for yourselves how the stations handle their present accounts," he said. "Learn how they handle their own advertising and promotion, what they really think of their audiences and what their audiences really think of them. Don't be fooled by power and frequency. Sometimes a low-powered station or one with a poor wave-length will be so stimulated by more powerful or better located competition and will go after the audience with such vigor that it actually becomes a better buy for the advertiser."

He also believes that live-wire local stations are usually the best judge of the likes and dislikes of the listeners in their communities and in spot campaigns he advocates the purchase of local programs wherever possible. "A program that has been built by a station either as a sustaining feature or for local sponsorship is usually built to the specifications of the station's audience," he says, "and if it has a good past record in audience or sales response it will probably be equally successful for a national advertiser. And here again the only way to know what are the good local programs is by personal inspection."

This theory—perhaps conviction is a better word—of Latham's that the way to learn is through seeing and doing has kept him on the move through most of his 30 years. A native New Yorker, born Jan. 17, 1907, Jack began his migrations early, dividing his elementary education among the schools of New York, Greenwich, Conn., and Westfield, N. J. He started his secondary education at Regis High School in New York, but quit at the end of his second year to become quarter-master on the Panama-Pacific Lines. With his wanderlust momentarily satisfied, Jack returned to Greenwich and worked for six months in his father's yarn mill, from which he jumped to a job in Newark as manager of a factory engaged in making novelties for the 5-and-10 cent stores. In 1925 Jack realized that his formal education needed brushing up, so he enrolled in the Greenwich High School where he cleaned up the four-year course in one and found time on the side to win his letter at football as high point scorer of the team.

Following graduation from high school, Jack entered Lehigh University, where his extra-curricular activities included football, glee club and the stewardship of his fraternity (Psi Upsilon) house. But in 1929 the lure of boom time salaries combined with his drive for first-hand knowledge to outweigh Jack's desire for more college and he quit school to take a position with G. L. Ohrstrom Co., a firm of underwriters which was active in the public utility field. As an executive in the purchasing department Jack spent two years investigating securities, but when Tri-Utilities, a holding company in which Ohrstrom was deeply interested, collapsed in 1931, Ohrstrom failed also.

Following a short term as a section manager at Macy's, Jack went into the sound engineering business. Building and installing public address systems, operating sound trucks, recording sound on film and similar tasks gave him a valuable knowledge of the technical side of radio. Serving as monitor man and frequently doubling as an announcer, Jack handled meetings ranging from style shows and night club revues to political rallies and thereby gained an even more valuable first-hand view of the effect of the amplified human voice on an audience.

From this it was a natural step to radio and when, in 1933, after a brief interlude in manufacturing a patented card table he had invented ("We made thousands and sold dozens," is Jack's comment on this venture), he joined the merchandising and research department of Young & Rubicam, and was soon transferred to the agency's radio department. At first he spent part of his time on production but gradually concentrated more and more on time buying and for more than a year he has been in charge of this activity.

In 1934 he married Donna Brace, daughter of the publisher. As this is written the Lathams are residents of Manhattan, but by the time it appears in print that statement may no longer be true. "I know of a place in Connecticut that with just a little fixing up and remodeling . . . ." Jack says, a dreamy look coming into his eyes. His hobbies are working with his hands, building things, furniture, houses, and especially boats. Sailing is Jack's passion and during the summer he is more likely to be found at the tiller of his boat than at home.

What the future will bring no one knows, least of all Jack himself. But whatever it is radio will very probably be involved, for as Jack says, "Radio is an ideal vocation for a guy who likes to go places. The whole business moves so rapidly and changes so quickly that it's all a man can do to keep up with it."

PERSONAL NOTES

GEORGE DIEFENDERFER has resigned as manager of the Detroit office of William G. Rambeau Co., to join the sales staff of WBBM, Chicago. Bill Dooley, with the station for four years has also joined the sales staff. He had been secretary to J. Kelley Smith when the latter was sales manager of WBBM before heading Radio Sales Inc.

MORTIMER C. WATTERS, general manager of WCHS, Charleston, W. Va., and Mrs. Watters are the parents of a daughter, Mary Ellen, born Aug. 3.

ANDY POTTER, former manager of KOH, Reno, Nev., has been named assistant manager of the newly authorized KSRO, Santa Rosa, Cal., which is to be dedicated soon.

ENES CANATA, KFRC sales service manager, San Francisco, is recuperating at the Dante Hospital, San Francisco from injuries received when struck by an automobile.

M. F. WOODLING, manager of KYOS, Merced, Cal., following a month's leave of absence due to ill health, has returned to his station duties.

HENRY FRITZEN, new to radio, has been appointed account executive of KGER, Long Beach, Cal.

S. H. PATTERSON, manager of KGGC, San Francisco, recently purchased a new launch on which he has placed shortwave equipment.

RALPH WEIL, sales manager of WISN, Milwaukee, sailed July 29 on the *Quirga* for a West Indies cruise.

RICHARD O'BRIEN and Dave Caughlan have joined the sales staff of KSD, St. Louis.

MERWYN (Dixie) McCABE has rejoined KFRC, San Francisco, as account executive, after an absence of several months. He had been in ill health.

GEORGE McCAUGHNA, assistant to Edward Buckalew, CBS Pacific Coast sales promotion manager, Hollywood, has been promoted to assistant to Alan Cormack, traffic manager. He has been placed in charge of all CBS Hollywood and Los Angeles theaters and takes over the duties of Bill Anderson, transferred to the sales promotion department.

MARTIN GOSCH, for the last year radio director of Warner Bros. First National Pictures, and vice-president of Transamerican Artists Bureau, who recently resigned to handle the business affairs of several Hollywood radio artists, is now in New York to negotiate agency deals for clients, having left the West Coast Aug. 9.

R. H. STIEPOCK, vice-president of Rintoul-Stiepock Inc., New York, is the father of a boy, Robert Clarke Stiepock, born Aug. 4.

RALPH NORDBERG, former sales manager of WGY, Schenectady, has joined the NBC station sales department in New York.

ROBERT S. TAPLINGER, head of Robert S. Taplinger Inc., New York radio publicity service, is in Hollywood conferring with Pauline Swanson, West Coast manager of the organization, and with clients on fall activities.

DONALD FLAMM, president of WMCA, New York, brought back a Sicilian donkey and cart from Italy after a recent vacation there.

DONALD W. THORNBURGH, CBS Pacific Coast vice-president, Hollywood, is on his way to New York for a series of network conferences, having left the West Coast Aug. 13.

COMBS BLANFORD, staff announcer of WLBC, Muncie, Ind., has resigned to join WKBV, Richmond, Ind., as head of local sales.

PAUL WING, NBC director of children's programs, gave a talk Aug. 7 before the Wharf Theatre School, Provincetown, Mass., on "Footlights and Microphones."

GEORGIA NEFF, formerly in the publicity department of N. W. Ayer & Son Inc., New York, has joined the Hollywood CBS studios in a similar capacity.

RALPH ATLASS, head of WJJD and WIND, Chicago and Gary, left Chicago Aug. 9 for a two-week motor trip during which time he will visit Yellowstone and other national parks. Joe Kirth, formerly on the sales staff of WHBF, Rock Island, Ill., has been added to the WJJD sales staff.

Edgar "Teddy" Bill

EDGAR D. (Teddy) BILL, 19-year-old son of Edgar L. Bill, president of the Peoria Broadcasting Co. and operator of WMBD, Peoria, died July 27 at Phoenix, Ariz., after an illness of eight months. He would have been a senior this fall at Peoria High School and was almost a genius at radio engineering. He frequently aided WMBD operators.

Albert E. Short

ALBERT E. SHORT, NBC staff orchestra leader in Chicago, died Aug. 10 after a stroke of apoplexy at the age of 46. He was once a cornet soloist with Victor Herbert's orchestra. He is survived by his widow and a daughter. Interment took place Aug. 12 at Springfield, Mass.

Lew Anker

LEW ANKER, former WIP announcer, died Aug. 6 at the Mt. Sinai Hospital in New York. He had been ill for the last year. Surviving is his wife, Anice Ives, who directs the *Homemakers' Club* at WMCA, New York.

BEHIND the MIKE

LONNY WORTH, former assistant to Stan Shaw, who announces the midnight to morning *Milkman's Matinee* on WNEW, New York, has been appointed studio manager of the station. The position has been vacant for several months, since the resignation of Walter Tibbles, who is now with Biow Co. Inc. as assistant space buyer. John Flora, new to radio, succeeds Worth as assistant on the early morning program.

JACK SAYERS, in the CBS Hollywood publicity department, has announced his engagement to Gwen Steele, the wedding to take place in November.

HOWARD CHAMBERLAIN has resigned from KMA, Shenandoah, Ia., where he has been program director for the last year, to become production manager of KLZ, Denver. He was with WLS, Chicago, before going to KMA.

GENE HALLIDAY, formerly of KLO, Ogden, Utah, has been named music director of KSL, Salt Lake City. Irma Bitner has been promoted to director of public relations of KSL.

JOHN HUGHES has been added to the announcing staff of WATL, Atlanta. Chief announcer Dick Pyron has also assumed the duties of production manager. Ken Keese, for the past year the station's musical advisor, has been appointed program director.

FRED GRAYSON has been appointed head of the KNX, Hollywood, purchasing department, succeeding Roy Atchison, resigned.

ANDY POTTER, for the last year program director of KOH, Reno, Nev., has resigned to take a similar post with KSRO, new Santa Rosa, Cal., station scheduled to open the end of August.

ROY GRANDE, CBS Hollywood continuity writer, and Dorothy Lois Smith, on the staff of KOL, Seattle, in a similar capacity, will be married Aug. 26 in the latter city.

KENNETH HIGGINS, KEHE, Los Angeles, producer, and Lucille Lund, motion picture actress, will be married in that city Aug. 20.

Announcing Sleuth

CLARENCE GARNES, man-in-street announcer for KBST, Big Spring, Tex., questioned a youth from Bakersfield, Cal., who gave his name as Jimmy Lyles, formerly of Big Spring. Deputy sheriffs who were listening to the program recalled that Lyles was wanted in Fort Worth to face charges of forgery. They took him in custody a few minutes later.

BILL LAWRENCE has been assigned network producer of the CBS *Hollywood in Person* program sponsored by General Mills Inc., from Hollywood. Tom Wallace, of Baggaley, Horton & Hoyt Inc., continues as agency production head.

BOB SANDERS, for seven months on the staff of Consolidated Radio Artists Inc., has been appointed West Coast manager with headquarters in Hollywood.

EVERETT MITCHELL, NBC senior announcer in Chicago, and William E. Drips, NBC director of agriculture, were presented fishing reels recently by a Lions Club delegation from Clearwater, Fla. Mitchell won first prize in the annual Clearwater tournament with a 12 lb. 3 oz. kingfish while Drips took third with a 9 lb. 2 oz. catch. They entered the tourney last winter while in Florida for a *Farm & Home Hour* broadcast.

ROBERT W. EHRMAN, formerly professor of German at the University of Richmond, has been named continuity director of WRTD, Richmond, succeeding Bernard M. Dabney, named publicity and promotion director.

MALCOLM (Buzz) EAGLE, assistant program director and head of the artists' bureau of the old Affiliated Broadcasting System, has joined KVOD, Denver, where he will build special programs for local sponsors.

M. C. BERTSCH, formerly of KFBK, Sacramento, Cal., has joined KJBS, San Francisco.

DEAN STEWART, announcer of KGMB, Honolulu, recently made a business trip to the mainland, visiting stations in Seattle, Portland, Vancouver, San Francisco and Los Angeles.

ED CARDER, continuity writer of WLW, Cincinnati, and Thelma Horn, of Ludlow, Ky., were married late in July.

DON MARTIN, formerly of WIP, Philadelphia, has joined the announcing staff of WTAR, Norfolk, Va.

GENE KRISCHER, member of the publicity staff of KSFO, San Francisco, flew to New York on Aug. 2 to confer with CBS officials.

WARD BYRON, writer and producer on NBC San Francisco staff, resigned July 31 to join the Music Corporation of America staff in Hollywood as studio consultant in MCA's new program production unit. Under a special arrangement with NBC, Byron will continue to write the scripts for the network's *Bughouse Rhythm* programs.

HERB ALLEN, announcer at KFRC, San Francisco, and Miss Jane Kasper were married recently at Lake Tahoe, Cal.

EARL MELBY, formerly an announcer-producer of KYW, then in Chicago, has joined KMPC, Beverly Hills, Cal., announcing staff, replacing Gordon Mills, resigned.

T. ROY REID, formerly of KTUL, Tulsa, has joined the announcing staff of KSD, St. Louis.

LANE WILLIAMS has joined the announcing staff of KFAC, Los Angeles.

FOSTER GOSS has been appointed news editor of KNX, Hollywood, having resigned his city editorship of the *Los Angeles Illustrated Daily News* to take over the assignment. Nelson (Pete) Pringle, temporarily appointed news editor when John Clarke resigned some weeks ago, remains as Goss' assistant.

BILLY WELLS, formerly with WJNO, West Palm Beach, Fla., has joined the announcing staff of WQAM, Miami.

CLETE ROBERTS, formerly of KIRO and KOL, Seattle, has joined KGER, Long Beach, Cal., as news editor, the station having subscribed to the full Transradio news service effective Aug. 2. Gordon Mills formerly KMPC, Beverly Hills, Cal. announcer, has also joined the station as newscaster. Lee Wynne has been appointed publicity director, having been switched from announcing.

FRANK PERKINS, continuity writer of WJBK, Detroit, is nursing a broken jaw as a result of being struck by a hit-and-run driver recently. He is well on the road to recovery.



What Happened to Punkin or HOW UNCLE HENRY SAVED THE DAY!



IOWA NETWORK

WMT LINKED WITH EITHER KRNT OR KSO



CBS Basic
Des Moines

NBC Blue: MBS
Cedar Rapids-Waterloo

NBC Blue: MBS
Des Moines

Radio Stations of the Des Moines Register and Tribune

GENE FERGUSON of WCHS, Charleston, W. Va., who is master of ceremonies on the WCHS weekly broadcast *The Old Farm Hour*, Aug. 6 celebrated his birthday and the fourth anniversary of the program. The Friday night show is broadcast from the studio auditorium before 3,600 paid admissions.

QUIN RYAN, commentator and announcer of WGN, Chicago, departed August 13 for a trip to Sun Valley, Idaho; Lake Louise, Canada, and Alaska.

BROOKS WATSON, former police reporter of the *Peoria* (Ill.) *Star*, has joined the staff of WMBD, that city, as news editor and announcer.

JAMES BEGLEY, program manager of KYW, Philadelphia, recently swam in the Pacific and Atlantic oceans on the same day when he flew from Hollywood to Camden, N. J., at the conclusion of his vacation.

JOSEPH J. AUERHAAN has resigned as publicity director of WNYC, New York's municipally-owned station. Auerhaan has been associated with radio since 1924 and at one time was executive secretary of the Broadcast Owners Association, an organization of independent broadcasters.

EDITH BRINSON, secretary of WRVA, Richmond, has sailed for Europe aboard the *Conte di Savoia*. She also will visit Palestine and Egypt, returning from Alexandria about the first week of September.

ROBERT ST. F. HURLEIGH, formerly in theatrical and announcing work in Washington, has joined the production staff of WFBR, Baltimore.

RAY SCHNEIDER, announcer of WWSW, Pittsburgh, a second lieutenant in the reserves, served with his company during summer maneuvers during August.

REINALD WERRENRATH Jr., member of NBC's guest relations division in New York, married Elizabeth Imbrie recently.



WPG ANGLERS — Nine members of the WPG, Atlantic City, sales staff and their national representative took a day off recently to go fishing. The picture was taken as they started out. Left to right: top row, J. Fennell, W. S. Shook, J. W. Mosher; center row, Walter Doyle, Paul Von, Charles Flaherty, Sidney Bogatin; bottom, William H. Appleby, sales manager; Hibbard Ayer of Sears & Ayer, George McGinley.

ANITA DAY HUBBARD, who conducts the "Good Neighbor" column in the *San Francisco Examiner*, is presenting a quarter-hour talk over KYA, San Francisco, giving advice to the perplexed. Josephine Avis, of the program department of KYA, is writing script for a new story and music feature on the station's Saturday morning *Musical Clock* hour conducted by Bert Buzzini.

IVAN EPPINOFF has been appointed musical director of KEHE, Los Angeles, succeeding Leon Rosebrook resigned. Eppinoff came to the West Coast recently to appear in M-G-M's production of "Camille" after gaining prominence in Chicago and eastern cities as a violinist and conductor.

VIRGINIA SEEDS, head of the publicity department of WLS, Chicago, is leaving the station Aug. 15 to free lance. Miss Seeds started with *Prairie Farmer* in 1931. In addition to her publicity work, she was also managing editor of the station's magazine, *Stand By*.

CARLOS DEL PRADO has been added to the CBS Hollywood continuity staff.

GEORGE T. CASE of WIS, Columbia, S. C., married Miss Marilu Geiselman Aug. 3. Both have been in radio work for a number of years and met while working for stations in Cincinnati.

HERB CONNOR, Hollywood writer of the Don Lee network dramatic serial *House Undivided* sponsored by General Foods Inc (Satina) from KHJ, Los Angeles, has returned to the West Coast after a New York conference with sponsors on releasing the series nationally.

AUSTIN PETERSEN and Jess Oppenheimer, editor and writer respectively of last season's NBC *Packard Hour*, have been re-signed by Young & Rubicam Inc., Hollywood, as members of that shows fall season writing staff.

JOHN MURRAY, CBS Hollywood producer of *Cassandra*, Pacific Coast network dramatic serial sponsored by Sylmar Packing Corp., (olives), has returned to his studio duties after being confined to his home through illness.

Rising Radio Standards Seen in Canada by Weed

CANADIAN broadcasting is on a par with American broadcasting, according to Joseph J. Weed, president of Weed & Co., New York station representatives, who returned recently from a six-week tour of Canadian stations. Extensive equipment and rebuilding programs are going forward in many parts of the Dominion, according to Mr. Weed who said that CKY, Winnipeg, is spending $100,000 on new equipment and that CKCK, Regina, is building new studios and transmitter at great cost. The equipment, he continued, is the latest and for the most part comes from the United States.

Mr. Weed said further that in his opinion Canada leads America in the standard of its daytime programs and in its brand of radio humor. He stated that daytime programs are not treated as fillins in Canada and because of expert programming there are probably more daytime listeners proportionately in Canada than in the United States. "American comics," Mr. Weed said, "use takeoffs on vaudeville technique while Canada's radio comics use an honest-to-goodness radio technique solely devised and patterned for the edification of the home listener rather than for a visible studio audience."

NORMAN BROKENSHIRE, veteran network announcer, on Aug. 4 began a new series of thrice-weekly programs, sponsored by the *Journal of Living* and booked through MBS, on WAAB, Boston; WEAN, Providence, and WOR, Newark, originating in the latter's studios.

BLUE RIBBON



JOSEPH H. UHALT'S
WDSU
Tops Again in New Orleans



National Representatives:
JOHN BLAIR & CO.
New York · Detroit · Chicago · San Francisco

IF YOU EXPECT TO SELL
DETROIT

. . . you must reach not only the English-speaking population in Detroit area, but also the very large* foreign-language group within its borders.

WJBK broadcasts Programs in:
POLISH
GERMAN
JEWISH
UKRAINIAN
HUNGARIAN
ITALIAN
ARABIC

★755,786 Detroiters are either foreign-born or of foreign or mixed parentage.

Augment your English Program by using one or more of these foreign language programs.

WJBK

JAMES F. HOPKINS, *Manager*
ROESLER & HOWARD, *Foreign Language Representatives*

A CHICKEN IN EVERY POT!



THIS WILL BE THE BEST YEAR FOR OKLAHOMA FARMERS SINCE 1929!

• With a 68-million-dollar wheat crop (best cash crop since 1928) already in, rural Oklahoma is buying. The best cotton crop in years is now practically assured as well as bumper harvests in all other farm products. This year is the year for rural Oklahoma with yields and prices well above the 10-year average . . . and there'll be "a chicken in every pot" throughout Oklahoma this fall and winter.

WKY serves 63% of Oklahoma's million and a half rural population with a signal intensity of .5 millivolts or better. But above this ability to cover the biggest chunk of Oklahoma . . . WKY is the most frequent and welcome guest in Oklahoma homes . . . a direct route to where big buying ideas are in the making.

WKY OKLAHOMA CITY

• AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

Next?



Procter & Gamble buy 1 hr., 5 times each week, on WOR to increase coverage in the wealthiest market on earth.

WOR carried 49% more national spot campaigns during the first quarter of 1937* than any other station in the United States.

**based on an analysis made by Sales Management from figures compiled by the Publishers Information Bureau.*

Known as one of America's smartest time buyers, Procter & Gamble believe that only by using WOR, plus their national network campaign, can they hope to gain the additional coverage the world's wealthiest market demands. And to WOR goes the biggest slice of P & G's local radio appropriation. For WOR has proved (is proving) day in and day out that it is the shrewd advertiser's logical choice when he thinks of Greater New York. Advertisers vote WOR their "spot" favorite, too. In fact, 101 of them planked down cold cash for WOR campaigns during the first quarter of 1937. Or 49% more than picked any other station. And they got very good RESULTS at very little cost. Next, please?

WOR

Just a Mother

We folks at WWVA like to feel that there is a heck of a lot of sentiment in the operation of a successful broadcasting station. Experience has taught us that the feeling listeners have for "their" station means a great deal to the advertiser. And by "feeling" we refer to a thought so eloquently expressed in a recent fan letter addressed to WWVA. Among many nice comments regarding our service, the writer said "When I miss hearing your Radio Pals, I feel as lonesome as I do when I miss seeing my own boys." Then the peak in listener sentiment was so superbly expressed in this signature:

"Just a Mother to My Radio Friends"

It is such listener reactions as this that have made "The Friendly Voice from Out of the Hills of West Virginia" a top ranking performer in a big industry. A powerful claim to be sure, but your check-up is what we're after.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

New Shortwave Methods To Be Employed by GE For Foreign Broadcasts

NEW DEVELOPMENTS in shortwave broadcast technique will be employed in the operation of the 100,000 watt transmitter being installed by General Electric Co. in Schenectady under FCC authority granted last month, according to Boyd W. Bullock, assistant broadcasting manager of GE.

The new transmitter, to be used by W2XAD and W2XAF, will entail an expenditure of more than $100,000 and will be the most powerful shortwave transmitter in the world [BROADCASTING, Aug. 1].

One of the innovations is the panel antenna developed by Dr. E. F. W. Alexanderson, inventor of the famous Alexanderson alternator. With this aerial, it is claimed, it is possible to send signals in one direction on a beam so narrow that very little energy is dispersed more than 15 degrees on either side of the line of direction. Thus, it will be possible to send more than three times as strong a signal in one direction than is possible with the conventional types of shortwave antenna.

It is understood the effort will be made to concentrate the beam in the direction of South America for best possible reception there with the result that the signal trained toward that locality will have an intensity ratio of 300,000 rather than 100,000 watts. A second development to be incorporated in the transmitter is a new type of transmitting tube which, according to GE, will make practical shortwave broadcasting with much higher powers than now are being used. The new equipment will be ready for operation by the first of the year, according to Mr. Bullock.

Central Shoe Series

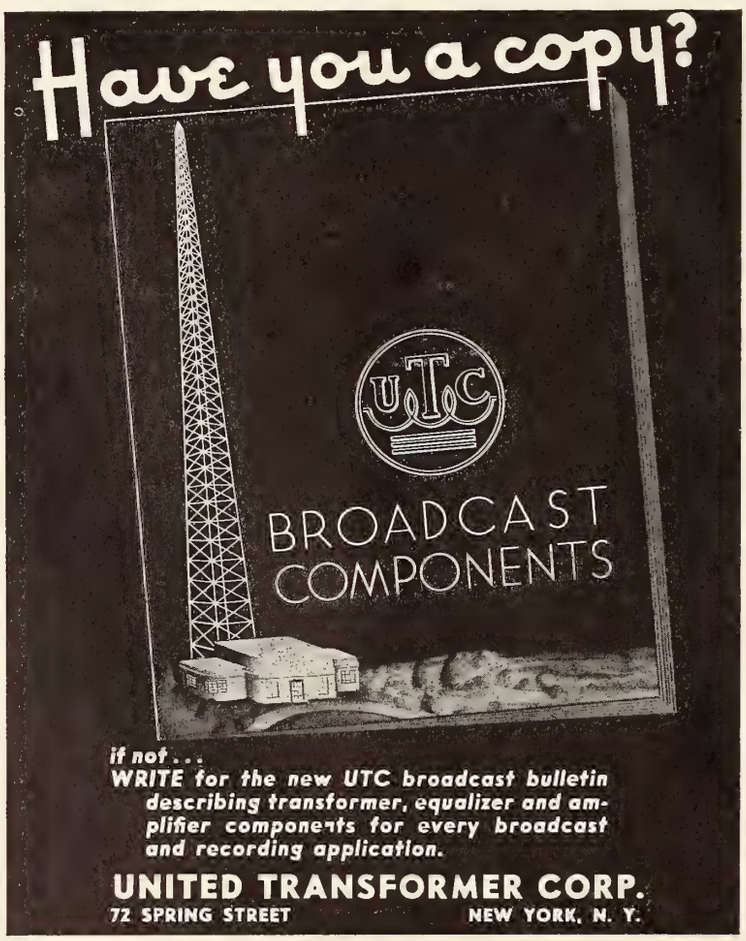
CENTRAL SHOE Co., St. Louis (women's shoes), will start a transcribed show, *Footsteps to Beauty* on 12 stations starting in October. The program will be broadcast 15 minutes once a week. The entire series was produced and transcribed by Transamerican. Kelly, Stuhlman & Zarndt, St. Louis, is agency.

TEXAS COCA COLA ON QUALITY GROUP

SUCCESS of their *Coca Cola College Night* program over WFAA, Dallas, has led the Coca Cola Bottlers of Texas to extend the series to the Texas Quality Network, starting Sept. 30, Thursdays and Saturdays, 6:30-7 p. m., until Nov. 27. The 18 broadcasts, picked up by remote control from the campuses of the various universities and colleges of Texas, will be handled by Wilson Crook Advertising Co., Dallas.

For nine weeks last fall, the shows were carried on WFAA, featuring pep rallies from the week's honor college on Friday nights with football predictions and comments by Jerry Mann, and band shows from the participating colleges on Saturday nights. A merchandising tie-in called for predictions of the outcome of the games from listeners, with cases of Coca Cola as the reward. As a mail puller the show set a record at WFAA, running 200,000 entries in seven weeks.

This year's series will again have Hal Thompson, WFAA chief announcer, at the microphone, with Benny Lee Boynton, Southwest football official, predicting the scores on the Thursday night shows.



W1XAL Extending To Latin Nations

Pan American Union to Assist Educational Broadcasts


Mr. Lemmon

EXTENSION of the broadcasts of W1XAL, international shortwave station at Boston, into the Latin American field is planned under a cooperative arrangement made between the World Wide Broadcasting Foundation, licensee of the station, and the Pan American Union at Washington. Station W1XAL is devoted entirely to educational broadcasting, working under a grant by the Rockefeller Foundation and in cooperation with Harvard, Massachusetts Institute of Technology and other institutions of higher learning. Its founder and director is Walter S. Lemmon, radio inventor who is regularly employed as head of the radiotype division of International Business Machines Corp., New York.

Purpose of the new series will be to improve knowledge of the American republics among one another. Broadcasts will be in English and Spanish, relayed to 10 cooperating stations in Central and South America for rebroadcast there. In addition, transcriptions of all programs will be made during the broadcasts and will be repeated for different time zones. Discs will also be made available to any and all stations in Latin America without cost. Some of the transcriptions will be made in the Pan American Union headquarters in Washington, where recording equipment is being installed under Mr. Lemmon's direction.

Longer Schedule

Mr. Lemmon announced that W1XAL will go on a seven to eight hour daily schedule with the beginning of the new college year. Its technical equipment is being expanded and improved, he said, with an additional series of beam antennae to focus the shortwaves toward South and Central America. Hitherto the station has concentrated on Europe, particularly Great Britain, and on domestic listeners. Its educational courses, Mr. Lemmon said, have had a regular listenership of at least 500,000.

The station uses the 6040, 11790, 15250 and 21460 kc. frequencies, directing them to various points of the globe according to season and time of day.

Dr. Louis B. Andrews, of the Harvard Observatory, who is program director of W1XAL, is due to return to Boston about Sept. 1 after a five-month study period with the British Broadcasting Corp. in London. He has been attending the BBC staff college, working on program developments and studying listener reactions to W1XAL's programs in Great Britain. Chief engineer of W1XAL is Hollis Baird.

WHEN the studio clock at KGMB, Honolulu, gets too near the straight up mark, and it looks like the *Old-Fashioned Spelling Bee* is about to run over-time, the professor always has a stopper. It's the name of one of Hawaii's smallest fish — Humuhumunukunukuapuaa!

"It seems to be better every issue, if that could be possible."

FLETCHER & ELLIS, INC.
Advertising

500 FIFTH AVENUE, NEW YORK

W YORK · CHICAGO · DETROIT · TORONTO

July 16th
19 37

Mr. Norman R. Goldman
Broadcasting Magazine
1270 Sixth Avenue
New York, N. Y.

Dear Norman:

This is just a line to tell you how much I think of BROADCASTING. It has made an enviable niche for itself in the radio field. It seems to be better every issue, if that could be possible. I trust that all of you connected with it will maintain the fine pace which you have set for yourselves. With best wishes for your continued success.

Sincerely yours,

Lawrence Holcomb
Radio Director

Lawrence Holcomb
sj



LAWRENCE HOLCOMB

Radio director, producer, writer and time-buyer, few men know radio better than Mr. Holcomb. He has served as radio head of Joseph Katz Co. and Fletcher & Ellis; continuity editor of NBC. Among his current radio accounts are Ward Baking Co. and Quaker Oats Co.

Mr. Holcomb's interest in BROADCASTING is not unique. For included in BROADCASTING's 7,000 circulation is practically every time-buyer and radio advertiser of national and regional consequence in the United States. They read each issue from cover to cover. And that's why you will want to tell your story to these buyers — through BROADCASTING.

BROADCASTING

Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Independent Federal Status for FCC Is Advocated by Sykes at Senate Hearing

RETENTION of the FCC as an independent agency was advocated Aug. 9 by Acting Chairman E. O. Sykes in testimony before the Senate Committee on Government Reorganization which has before it the Administration bill (S-2700) under which that agency would be absorbed by the Commerce Department.

A drive for enactment of the President's plan developed suddenly Aug. 10 when a special House Committee reported favorably a modified bureau merger bill but with 12 independent commissions and agencies including the FCC, specifically exempted from its provisions. Under its terms the President would have authority to consolidate and revamp all other independent agencies within a two-year period. Prompt passage by the House was predicted.

One of several witnesses representing independent agencies who opposed the President's reorganization plan, Judge Sykes delivered an analysis of the bill prepared under the direction of FCC General Counsel Hampson Gary. Responding to questions of Senator Byrd (D-Va.), opponent of the President's reorganization plan, Commissioner Sykes said that possible harmful effects upon the efficiency and responsibility of the FCC reposed in the bill's proposals that the hiring and discharging of employes be taken away from the Commission and placed under the Commerce Department.

Moreover, he intimated, separation of the administrative functioning of the FCC, which would be placed in the Commerce Department, from the quasi-judicial actions of the Commission, would tend to place the responsibility of regulation upon the FCC without giving it the staff necessary to perform the task efficiently.

"If the power to employ and the power to discharge for cause is taken away, I fear for the efficiency of the Commission," Judge Sykes said.

In the legal analysis, the FCC Law Department pointed out that under one section of the bill the executive department would be permitted to handle "routine" budgetary, personnel and supplies details for the FCC but that this section could be subjected to broader interpretation and therefore was ambiguous. It could be construed, for example, the memorandum stated, to place under an executive department such matters as appropriations estimates and appointment of personnel, which are of primary concern to the FCC.

Along with other independent agencies, the FCC had been called upon by the Senate committee to submit its views on the reorganization plan but up to Aug. 9 had failed to do so. Judge Sykes explained this was due to the sudden death last month of Chairman Prall. In its legal analysis, the FCC Law Department said that the Commission had a well-defined law under which it operated and that in its coordination of work with other departments there had never been any appreciable overlapping or duplication of effort.

Most vigorous opposition to the reorganization proposal came from Joseph B. Eastman, ICC commissioner, who termed it "dangerous and ill-advised". The bill, he declared, gave the President "a blank check" to reorganize the ICC in any way he desired and would precipitate a harmful political influence on the ICC affairs. Chairman Byrnes (D-S.C.) of the Senate Committee asserted, however, there would be ample safeguards in the measure to protect the ICC.

Chairman William A. Ayers of the Federal Trade Commission, also assailed provisions of the bill. An administration not in sympathy with the Trade Commission, for example, he said, could "hamstring" it through this power.

Other witnesses opposed the measure and praised the ICC for its notable record of impartial, non-political governmental regulation. The National Association of Railroad & Utilities Commissioners through H. Lester Hooker, chairman of the Virginia Corporation Commission, asked that the ICC, FCC, Federal Power Commission and Securities & Exchange Commission be specifically exempted from the terms of the proposed governmental reorganization legislation. He asserted the independent commissions ought to be as free of political influence and control as the courts.

With adjournment of Congress anticipated this month, little hope is held out for enactment of a reorganization program along the lines advocated by the President in a special message to Congress earlier in the session. Such legislation, however, appears to be earmarked for consideration when the new Congress convenes next January.



FOR SERVICES RENDERED—A plaque is presented to W. Carey Jennings, (right), manager of KGW-KEX, Portland, Ore., by Colonel Clarence Hotchkiss of the Veterans of Foreign Wars in recognition of the stations' meritorius services.

FUNDS ARE SOUGHT FOR HAVANA MEET

PRESIDENT ROOSEVELT on Aug. 3 sent to Congress a brief message urging approval of an appropriation of $15,000 to defray the expenses of the American delegation to the forthcoming Inter-american Radio Conference to be held in Havana beginning Nov. 1. The State Department recommended approval of the appropriation. The purpose of the conference, which will have treaty-making powers, will be to ratify the allocation plans worked out at the preliminary technical conference held in Havana last March which, along general lines, incorporate the so-called Craven-Ring allocation plan pending before the FCC as a result of the allocation hearings last fall.

The House Foreign Affairs Committee on Aug. 10 reported favorably its resolution (HJRes-476) for the $15,000 fund for the Conference.

The President's message was accompanied by a report from Secretary of State Hull, which covered the purposes of the conference. It stated that participation had been approved by the FCC last May 27. The report added that the preliminary engineering conference held in Havana last March was "highly successful." FCC Chief Engineer T. A. M. Craven headed the American delegation to the conference and was commended by the State Department for the excellent work done.

Mr. Hull pointed out that broadcasting problems dealing with the allocation of clear channels, interference, the so-called Mexican border station situation and allocation and use of high frequencies were the dominant subjects to be considered at the Nov 1 conference. Also enumerated were the 15 resolutions adopted at the conference last March.

WAVE DOESN'T COVER 121,704,128 PEOPLE!

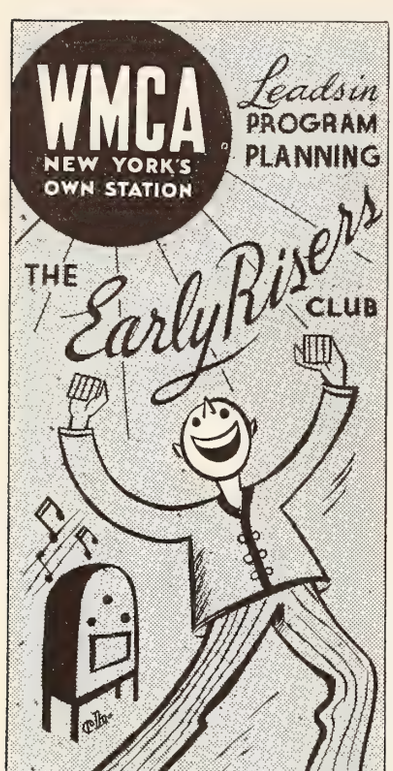
According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the *nearest* N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on *both* the Red and Blue Networks. . . . And that's a good many people, when you consider that they *really listen!*

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO


Leadership
•The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.
BLAW-KNOX COMPANY
2038 Farmers Bank Building
PITTSBURGH, PA.
• If you plan to increase the efficiency of your antennae it will pay to consult Blaw-Knox
BLAW-KNOX
VERTICAL RADIATORS



Kindergarten for Agencies

(*Continued from page 13*)

we are sending you under separate cover.

5. After the first broadcast you contact a representative number of dealers and ascertain the number of cigars sold.

6. After the program has been on twice, you contact a representative number of listeners and get an expression from them as to their opinion of the program.

7. Prior to the commencement of the program you make at least three announcements per day calling attention to this new feature. (Be sure that the name of the sponsor is mentioned each time.)

Please send us copies of all stories, etc., as well as a detailed report of the work done.

Your very truly,
Joe Doaks Agency,
By Harry Roaks.

* * *

RADIO STATION ABCD
Peanutville
July 27, 1937

Mr. Harry Roaks,
Joe Doaks Agency,
New York City.

Dear Mr. Roaks:

We are in receipt of your letter of July 22 relative to merchandising service for Smokem Cigar Co.

Were we to engage the necessary help to comply with your request, the costs involved would be greater than the profits accruing to the station on this 13-week order. We shall be happy to comply with your request and bill the work to you at actual cost.

Please understand we are duly appreciative of this business. However, we are in the broadcasting business and not in the display distributing, direct by mail, or brokerage business.

We shall do everything within our power to be of assistance to you along such lines as are within the provinces of a radio station.

Your very truly,
Radio Station ABCD,
FRANK FOAKS, *Manager.*

* * *

JULY 29, 1937
NEW YORK CITY,

RADIO STATION ABCD
PEANUTVILLE
CLIENT NOT INTERESTED IN PAYING FOR SERVICE STOP DO WHAT YOU CAN FREE OF CHARGE.

JOE DOAKS AGENCY

* * *

JOE DOAKS AGENCY
Aug. 27, 1937
New York City

Mr. Frank Foaks,
Radio Station ABCD,
Peanutville.

Dear Mr. Foaks:

Our client manufacturing the Smokem five-cent cigars reports sales in Peanutville have not been up to expectation. Unless sales pick up the client has instructed us to cancel the contract.

We realize the prestige and popularity of Radio Station ABCD but are positive that it cannot be the program's fault as it produced when tested in Walnutville. Therefore, we are at a loss to understand why the program is not producing in Peanutville.

May we suggest that you do everything in your power to contact the dealers and urge them to push this cigar.

Yours very truly,
Joe Doaks Agency,
By Harry Roaks.

* * *

RADIO STATION ABCD
Peanutville
Aug. 29, 1937

Mr. Henry Hoaks,
Our Special Representative,
New York City.

Dear Hank:

Enclosed is a copy of the letter from the agency relative to the results being produced by the *Historical Highlights* program of the Smokem Cigar Co.

To answer with "I told you so!" is useless. However, we would appreciate your taking this matter up personally with the agency. It is, of course, not surprising to us.

First, let us point out that Walnutville and Peanutville are as distinct in the composition of their population as is black from white. Peanutville is an industrial community — a workingman's town — while Walnutville is more of a white collar town. As a matter of fact, government statistics show that there is very little manufacturing there, and while wages are not much above the Peanutville average, the working day is considerably different and the general tone of the population is more inclined to the social side of life.

Here in Peanutville, when the average man gets home from work he sits down with his family at dinner some time around 5:30 and is finished by 6 o'clock. Then he spends his time reading the newspaper, talking to the family, and if it's summer, he probably goes out in the garden or to a movie (Peanutville neighborhood movies open at 5:30 and carry reduced rates from 5:30 to 7). If it's winter he either goes to the movie or to the neighbors for a game of "Schafskopf". In other words, Peanutville is a town of "gemutlichkeit".

Mr. and Mrs. Peanutville, as we have pointed out to you before, and as our surveys have proved, are not inclined during their dinner hour, nor shortly thereafter, to sit down and listen to dramatic programs or cut and dried speeches. Neither do they permit their children prior to dinner to get all excited by listening to some of the children's programs that are on the air.

Under the circumstances, it is not surprising to us that this program has not produced the expected results. As a matter of fact, we have, within the past week, had the John Boaks Research Inc. make a check of 6:15-6:30 because we more or less expected this reaction on the part of the client.

While this survey was, of course, not made on the extensive scale that our usual surveys of this nature are made, the results, we believe, are accurate enough to reflect the general conditions. An analysis of some thousand calls shows that the percentage of radio sets turned to ABCD at 6:15 to 6:30, Mondays, Wednesdays and Fridays (which is the period *Historical Highlights* has used for the last month) has dropped from 53% to 17%, while that of our competitor has gone up from 9% to 36%, and some of the other stations also show increases.

This survey also shows that on Tuesdays, Thursdays and Saturdays, at the same time (which period still carries the *Musical Roundup*), the percentage of sets tuned to ABCD has increased over that shown in the previous survey.

Under the circumstances, there can be no question that it is the program's fault and not the station's.

We again suggest that if the client wants to do a good job in Peanutville, he either take over the local program, which we had on as a sustaining feature, or better still, that he switch his program to the noon hour or early morning hour.

Cordially,
FRANK FOAKS, *Manager.*

* * *

SMOKEM CIGAR CO.
New York City
Peanutville,
Sept. 15, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.

Dear Louis:

Who in the hell ever ordered that radio program *Historical Highlights* over ABCD here in Peanutville? I have been here three days now and I can tell you positively that you will never get anywhere here with that program. I have gone up and down the streets and I have stood at factory gates, and asked men whether they heard the program, and what they thought about it. And was my face red at times!

These people here, when they turn their radio set on during the dinner hour, and when Pa tells Ma

WHAS

. . . by actual mail count

- **COVERS ALL OF KENTUCKY**

90 of INDIANA'S 92 Counties
90 of TENNESSEE'S 95 "
75 of OHIO'S 88 "
65 of ILLINOIS' 102 "

★

820 KILOCYCLES • 50,000 WATTS

Represented Nationally by
EDWARD PETRY & COMPANY

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.

what's happened at the factory or office during the day, don't want to be distracted by some dramatic program, and my dear Louis, with all due credit to the quality and educational value of this *Historical Highlights* program, the class of people who smoke cigars just is not interested.

Incidentally, while I was making these interviews, quite a number of the men criticized our company for being responsible for ABCD's having taken off their *Musical Roundup* and substituting *Historical Highlights*. It is quite evident to me, Louis, as I get deeper and deeper into talking to radio listeners, that they have a deep faith in their local station and its programs. And I can't blame them much. They take it as a part of their family life just as they do their daily newspaper. Sure, I will admit they like Rudy Vallee, Burns and Allen, Eddie Cantor and the rest who come over the networks, but you would be surprised how many listeners consider those features part of the local station.

I dropped over to call on the sales manager of ABCD this afternoon and he showed me the correspondence with the agency and the recommendation that we buy this *Musical Roundup* instead of *Historical Highligts*. Believe me, Louis, they were right, and I think you couldn't do better than to be guided by the station's advice.

I quite agree, after spending three days here, that we ought to move our program to the noon lunch hour. Station ABCD has done a swell job in building up a tremendous audience at that time, and there is hardly any place in this town at noon where they have a radio set, that it isn't turned to ABCD. That not only goes for the taverns, but you'd be surprised at the number of drug stores, restaurants, barber shops, etc., which entertain their customers with the ABCD program.

And, Louis, I can't blame the people. Who wants to sit at lunch and listen to a lot of talk—or in a barber chair, or any place else as a matter of fact? If we were selling a 10 or 15-cent cigar, I wouldn't agree with this line of reasoning. Then I would say, let's take an early evening period. But our product is more limited to the wage earner and the fellows who are earning over $50 or $60 a week, in my opinion, won't be very much interested in our product. So why not let's confine our advertising largely to those who are our major market.

I am leaving here tonight, and will be at my desk day after tomorrow.

Sincerely,
Smokem Cigar Co.,
GEO. COAKS, *Sales Manager.*

* * *

RADIO STATION ABCD
PEANUTVILLE

AGENCY CANCELLING SMOKEM CIGAR COMPANY PROGRAM EFFECTIVE IMMEDIATELY ASKING FOR YOUR RECOMMENDATIONS FOR SUBSTITUTE PROGRAM AND TIME.

H. HOAKS
YOUR SPECIAL
REPRESENTATIVE

PEANUTVILLE,
Sept. 19, 1937

H. HOAKS
OUR SPECIAL
REPRESENTATIVE
NEW YORK CITY

SUGGEST TWELVE FIFTEEN AT NOON MUSICAL ROUNDUP WHICH HAS BEEN ON AIR FOR SEVERAL YEARS AND HAS BUILT UP LARGE FOLLOWING.
STATION ABCD

* * *

YOUR SPECIAL
REPRESENTATIVE
New York City
Sept. 21, 1937

Mr. Frank Foaks, Manager,
Radio Station ABCD,
Peanutville.
Dear Frank:

The Joe Doaks Agency has decided to experiment with local programs. They are following your suggestion. This puts the burden of proof directly on you.

We have no doubt from past experience that this change will be for the best. However, if it hadn't been for the Smokem Cigar Co.'s Sales Manager having personally visited Peanutville, we doubt whether this contract would have been reinstated.

Cordially,
Your Special Representative,
HENRY HOAKS.

* * *

"SMOKEM" CIGAR COMPANY
New York City
Peanutville, Dec. 1, 1937

Mr. Louis Loaks,
Advertising Manager,
Smokem Cigar Co.,
New York City.
Dear Louis:

Well, it worked, Louis. No matter where you go now the men in this town know about Smokems. Not only do they know about them, but you can usually see one or two sticking out of their breast pocket and one out of the corner of their mouths.

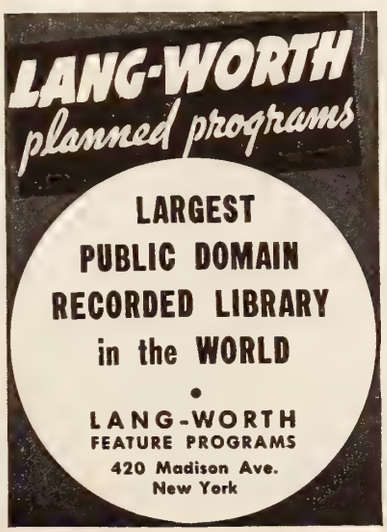
Sales here, as office records will show, have been phenomenal. I couldn't believe it, and that's why I stopped off here on my way back to the office—to do some checking. Thanks for your cooperation in this experiment in using local programs. I hope we can do the same in every one of our communities.

Yours for more and more local programs,

Smokem Cigar Co.,
GEO. COAKS, *Sales Manager.*

KELA are the call letters assigned for the new 500-watt station on 1440 kc. which the FCC has authorized for construction in Centralia, Wash. [BROADCASTING, July 15].







ON VACATION — Jerry Danzig refused to let a vacation trip to Hollywood interrupt the *Let's Visit* programs he and his partner Dave Driscoll broadcast each Monday evening on MBS, taking their microphone into the homes of interesting New Yorkers, even though he and Dave were some 3,000 miles apart. Danzig, holding the microphone, is seen interviewing Anita Louise of the movies, with the aid of John Conte, KHJ announcer (right), while Paul Dudley, writer, listens in through the headset and George Fischer, Mutual's Hollywood gossip reporter, looks on.

Music Code Conference

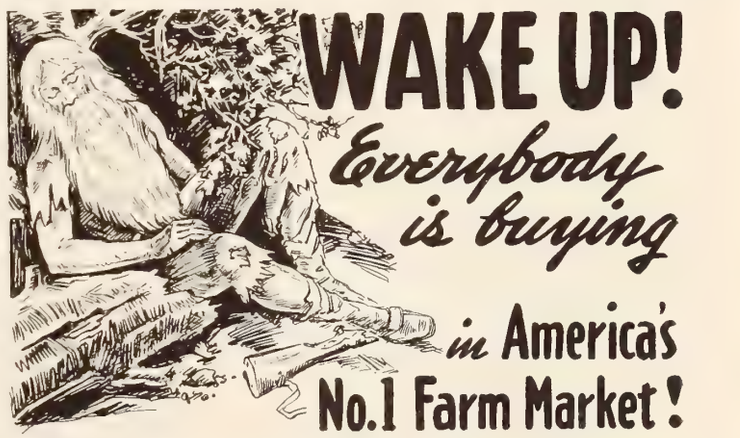
HOLDING of a trade practice conference for the music publishing industry in early October was authorized Aug. 3 by the Federal Trade Commission, according to Judge George McCorkle, in charge of trade practice conferences. The NAB, it is understood, may ask permission to participate in the conference on behalf of the industry. Among problems to be taken up are song plugging and bribery.

IBS Names Montgomery


Mr. Montgomery

E. F. MONTGOMERY, regional sales manager of WMT, Waterloo, Ia., on Aug. 4 was appointed national sales manager of the Iowa Broadcasting System. He was formerly commercial manager of KOIL, Council Bluffs, and has been associated in the past with the commercial departments of KSTP, St. Paul, and WCCO in Minneapolis, and John Blair & Co.





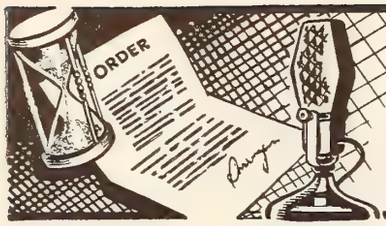
FARMERS IN IOWA, Nebraska, Missouri and Kansas have just harvested the biggest small grain crop in years! A history-making corn crop is assured! Farm products reach new high prices almost daily! The Mid-West is WEALTHY and SPENDING FREELY.

Now is the time for YOU to share in this harvest of SALES and PROFITS! Cash in on the confidence and loyal following that Earl May and KMA have built up during the past twelve years. Reach and SELL the 520,500 farm and small town homes served by this powerful regional station.

We know this market and these people *intimately!* We're boosting sales for ALL of our advertisers . . . every day. Let us do the same for YOU!

The Earl May Station KMA Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

Westinghouse Elec. & Mfg. Co., Mansfield, O., 10 *sp*, thru Fuller & Smith & Ross Inc., Cleveland.
Bosco Co., New York, 78 *sa*, thru Kenyon & Eckhardt Inc., N. Y.
International Harvester Co., Chicago, 26 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.
Refrigeration & Air Conditioning Sales Training Corp., Youngstown, 13 *sp*, thru National Classified Adv. Youngstown.
Oshkosh Overall Co., Oshkosh, Wis., 78 *t*, thru Ruthrauff & Ryan Inc., Chicago.
Pittsburgh Coal Co., Pittsburgh, 33 *sp*, thru Walker & Downing, Pittsburgh.
Calgon Inc., Pittsburgh, 26 *sp*, thru Walker & Downing, Pittsburgh.
Ward Baking Co., New York, 195 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Atlantic Refining Co., Philadelphia, 8 *sp*, thru N. W. Ayer & Son Inc., N. Y.

WOR, Newark

Sherwin-Williams Co. Newark, (paints), 1 *sp* and 2 *sa* weekly, thru T. J. Maloney Inc., N. Y.
Saratoga Association for the Improvement of the Breed of Horses, New York, weekly *sp*, thru Leighton & Nelson, Schenectady.
Philco Radio & Television Co., New York (radios and tubes), weekly *t*, thru Sternfield Godley Inc., N. Y.
Lamont Corliss & Co., New York (Nestle's Ever Ready Cocoa), 5 weekly *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Skol Co., New York (sun tan oil), 3 weekly *sp*, thru Peck Adv. Agency Inc., N. Y.
Standard Brands Inc., New York (Royal desserts), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.

WGN, Chicago

General Motors Sales Corp. (Cadillac Motor Car Division), Chicago (Chicago Cadillac dealers), weekly *sp*, thru George H. Hartman Co., Chicago.
Gruen Watch Co., Cincinnati (watches), weekly *sp*, thru deGarmo Corp. ,N. Y.
MacFadden Publications Inc., New York (magazine), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

KFI, Los Angeles

Gardner Nursery Co., Osage, Iowa (plants), 5 weekly *t*, 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Block Drug Co., Brooklyn (Omega Oil), 5 weekly *sa*, thru Husband & Thomas Inc., N. Y.
Dodge Bros. Corp., Detroit (trucks), 9 *sa*, thru Ruthrauff & Ryan Inc., Detroit.

WFMD, Frederick, Md.

Schmidt Baking Co., Baltimore, 3 daily *sa*, direct.
American Oil Co., Baltimore (Amoco), 4 weekly *sa*, thru Joseph Katz Co., Baltimore.

WOAI, San Antonio

Refrigeration & Air Conditioning Institute, Chicago, weekly *t*, thru Critchfield & Co., Chicago.

KFRC, San Francisco

Ironized Yeast Co., Atlanta (yeast), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Roma Wine Co., San Francisco (wines), 3 weekly *sp*, thru James Houlihan Inc., San Francisco.
Rainier Brewing Co., San Francisco (beer and ale), 7 weekly *sa*, thru Lord & Thomas, San Francisco.
Richardson & Robbins Co., New York (canned chicken), 21 weekly *sa*, thru Charles Hoyt Co., New York.
General Foods Sales Co., New York (Certo), 10 weekly *sa*, thru Benton & Bowles Inc., N. Y.
Dodge Brothers Corp., New York (autos), weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte

Schlitz Brewing Co., Milwaukee, 6 weekly *ta*, thru McJunkin Adv. Agency, Chicago.
General Electric Supply Corp., Richmond, 3 weekly *sp*, direct.
American Memorial Co., Atlanta, 2 weekly *sa*, thru Groves-Keen Inc., Atlanta.
Chatham Mfg. Co., Winston-Salem, N. C. (clothing), 3 weekly *sp*, thru Cahn, Miller & Nyburg Inc., Baltimore.

KGO, San Francisco

Procter & Gamble Co., Cincinnati Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
H. P. Garin Co., San Francisco (Fenugreek — Spring cover crop), 3 weekly *sa*, direct.
Petri Cigar Co. Inc., San Francisco (cigars), weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

KVOR, Colorado Springs

Kerr Dry Goods Co., Oklahoma City, 2 weekly *sp*, direct.
Derby Oil Co., Wichita, 7 weekly *sp*, thru Potts-Turnbull Co. Inc., Kansas City.
Storz Brewing Co., Omaha, 4 weekly *sa*, thru Buchanan-Thomas Adv. Co., Omaha.

WBZ-WBZA, Boston-Springfield

Florence Stove Co., Gardner, Mass. (ranges), 11 *t*, thru William B. Remington Inc., Springfield, Mass.
Sun-Rayed Co., Frankfort, Ind. (tomato juice), 26 *sa*, thru Caldwell-Baker Co., Indianapolis.

WFAA, Dallas

Idaho Fruit & Veg. Adv. Com., Boise (potatoes), 100 *sa* (renewal), thru Botsford, Constantine & Gardner Inc., Portland.
Purina Mills Inc., St. Louis (Startena), 3 weekly *t* (one year), thru Gardner Adv. Co., St. Louis.
Gillette Rubber Co., Eau Claire, Wis. (tires), weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Chamberlains Laboratories, Des Moines. (cosmetics), 156 *ta*, thru Coolidge Adv. Co., Des Moines.
Walker's Austex Chile Co., Austin, 130 *sa*, thru Wilson Crook Adv. Co., Dallas.
Simmons Co., Chicago (beds), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Histeen Corp., Chicago (Histeen), 26 *sa*, thru Ruthrauff & Ryan Inc., Chicago.
National Bellas Hess, Kansas City, 156 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WJJD, Chicago

Sof-Wash Products Co., Chicago (hard water softener), daily *sa*, thru Schwimmer & Scott, Chicago.
Kent & Lane, Leroy, N. Y. (Orangeine powders), 15 weekly *sa*, thru Hughes, Wolff & Co., Rochester, N. Y.
Gardner Nursery Co., Osage, Iowa, 6 weekly *sa*, thru Northwestern Radio Adv. Co. Inc., Seattle.
Knox Co., Los Angeles (Cystex), weekly *t*, thru Dillon & Kirk, Kansas City.
Western Union Telegraph Co., Chicago, daily ex. Sun. *sa*, direct.

KNX, Hollywood

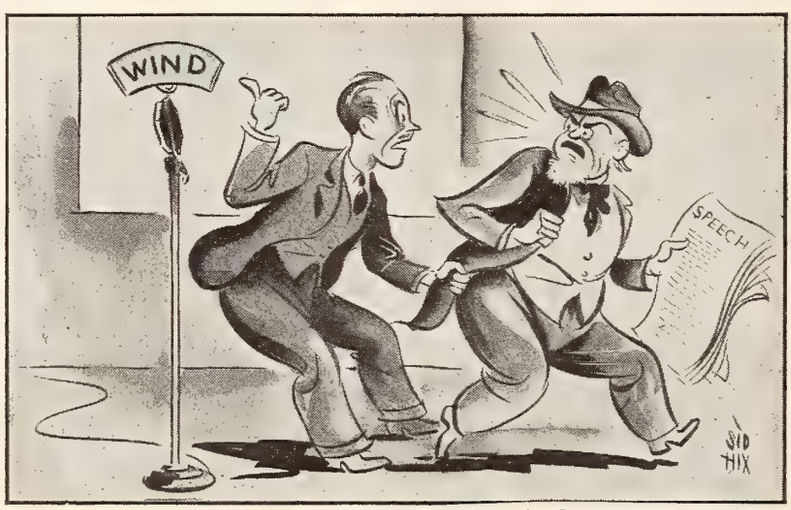
International Harvester Co., Chicago (tractors), weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

WDAY, Fargo, N. D.

Stott Briquet Co., St. Paul, 2 daily *sa*, thru Erwin Wasey & Co., St. Paul.
International Harvester Co., Chicago (twine), daily *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WHK, Cleveland

Simmons Co., Chicago (mattresses), 6 weekly *sa*, thru J. Walter Thompson Co., N. Y.



Drawn for BROADCASTING by Sid Hix

"Honest, Senator, Nobody's Trying to Be Funny . . . WIND Are Our Call Letters."

Snell Says Democrats Solicited Radio Stations

A CHARGE that the Democratic National Committee, in its sale of the 1936 national convention book, had solicited every radio station in the country to contribute $250 "with the threat implied that the stations licenses would be revoked", was presented to the House Rules Committee Aug. 12 by Rep. Bertrand H. Snell, the Republican leader, in his demand that a Congressional investigation be made of the sale of the publication. Each book bore the signature of President Roosevelt. The charge was based on a letter from a Chicago business man dated June 15, 1937, Rep. Snell told the Committee.

Representative Snell proposed to the Committee that it "inquire directly of Mr. Farley (the Democratic National Committee Chairman and Postmaster General) whether any such solicitation, direct or indirect, was made of the radio broadcasting stations." The Committee later rejected the Snell proposal.

MCA Hollywood Expansion

MUSIC Corporation of America has augmented its Los Angeles radio personnel with the transfer of Harold Hackett from the New York office and addition of Ward Byron, formerly of San Francisco NBC production staff. W. H. Stein, executive vice-president, has also been transferred from New York to the West Coast and has taken over the motion picture department. Taft Schreiber's position as MCA coast manager is not affected by the additions. MCA is now erecting its own studio-office building in Beverly Hills, Cal., which will be ready for use the end of the year and will house the enlarged activities of the organization.

Wrigley's Western Spots

WILLIAM WRIGLEY Jr. Co., Chicago (gum) has started one-minute announcements on the six Pacific Coast group stations broadcasting its *Scattergood Baines* shows. The local announcements immediately precede the network program, and in addition to paying tribute to the local dealers, a tribute to the city and other local touches are interwoven in the announcements. Stations are KNX, KOIN, KSFO, KOL, KVI, KFPY. Neisser-Meyerhoff Inc., Chicago, has the account.

Packard Resumes Sept. 7

THE *Packard Hour*, Tuesday evening NBC program sponsored by Packard Motor Car Co., Detroit, will start its fall season on Sept. 7, when the current line-up of talent is replaced by a new cast featuring Lanny Ross, Charles Butterworth, Florence George, Don Wilson and Raymond Paige's orchestra. Program is placed through Young & Rubicam Inc., N. Y.

Lever's Extra Period

LEVER BROS. Co., Cambridge, Mass., which on Sept. 8 will resume the *Al Jolson* series for Rinso and Lifebuoy on CBS, Tuesdays, 8:30-9 p. m., has also reserved an additional Tuesday evening half-hour on the same network for an additional program to begin Oct. 5 in the interests of an unspecified product. Ruthrauff & Ryan Inc., is the agency.

RADIO ADVERTISERS

HOUSE OF HATHAWAY BAKERIES, Boston (New England bakeries), has renewed one-minute radio programs dramatizing historical highlights of that section of the country, for a 22-week period on eight stations. The programs, broadcast six times weekly or thrice daily, are on WBZ, WEEI, WPRO, WJR, WMAS, WIBX, WFBL and WORC. W. E. Long Co., Chicago, is the agency.

THE Association of National Advertisers will hold its annual convention Oct. 27-30 at the Homestead, Hot Springs, Va. A portion of the session will be open to invited guests.

BUDGET FINANCE PLAN Corp., Hollywood (finance company), which has confined its advertising entirely to newspapers, for the first time is using radio, having started Aug. 2, for 52 weeks, using a quarter-hour of United Press news on KECA, Los Angeles, five nights weekly. Block & Co. Inc., Los Angeles, is the agency.

J. W. McCORMACK REALTY Co., Chicago, has renewed its contract with Homer Griffith, *The Friendly Philosopher*, for a fall and winter schedule over Chicago stations to begin early in September. In addition to his broadcasts, Mr. Griffith also has been appointed director of sales and publicity for the realty firm.

EASY WASHING MACHINE Corp., Syracuse, N. Y., announces the appointment of Morton Gilde as general sales manager.

CANADA PACKERS Ltd., Toronto (Shur-Gain concentrates) has expanded its radio series now on CFRB, Toronto, to include CKNX, Wingham, Ont. The series consists of thrice-weekly livestock reports.

IN CONFORMITY with a newly-inaugurated nationwide policy the Pacific Coast League baseball games played at Seals Stadium, San Francisco, heretofore sponsored exclusively by General Mills Inc. for *Wheaties* are now being broadcast under split sponsorship. The B. F. Goodrich Rubber Co., of Akron, is now alternating with General Mills on KYA.

UNION PACIFIC Railroad, buying time for the third time in less than a year on KSL, Salt Lake City, contracted for two one-hour periods Aug. 14 and 15 for remotes covering the rodeo from its famous Sun Valley Lodge in Southern Idaho, to be handled by Announcer Wally Sandack and Chief Engineer Eugene Pack.

DURHAM GAS Co., Durham, N. C., is sponsoring a new women's program called *Magic Chef* on WDNC, offering recipes and kitchen advice and giving away cookbooks to housewives who write in.

GILLETTE RUBBER Co., Eau Claire, Wis., on Aug. 27 starts a series of weekly quarter-hours on WHO, Des Moines. Cramer-Krasselt Co., Milwaukee, is agency.

New Kellogg MBS Plays

KELLOGG Co., Battle Creek, Mich., will supplement its quarter-hour broadcasts of Ireene Wicker as the *Kellogg Singing Lady* on NBC-Blue, Monday through Thursday afternoons, with a Sunday series of half-hour musical plays, written and performed by Miss Wicker with the assistance of a dramatic cast, a chorus and a small orchestra, to be broadcast on an MBS network beginning Oct. 3. The broadcasts, which are similar to those put on by Miss Wicker last spring on Friday afternoons, are produced for a juvenile audience in the interest of Kellogg's Corn Flakes, and are placed through N. W. Ayer & Son Inc., Philadelphia.



NBC BLUE GOWN — First fashion to be inspired by radio is the Blue Network Gown, modeled here by Margaret Brill, NBC harpist, which was shown first in the South in connection with the addition of 10 southern stations to the Blue Network. Made of the brilliant national blue cotton net, cross-barred in gold, with a corselet bodice and a voluminous skirt measuring 25 yards around the hem, the gown was featured in store windows and displayed at society balls under the sponsorship of the stations. Beauty contests, essay contests and similar promotions were used by the various stations to publicize the dress and their new network affiliations. The gown was designed by Margaret Montague of Lenora Ormsby Inc.

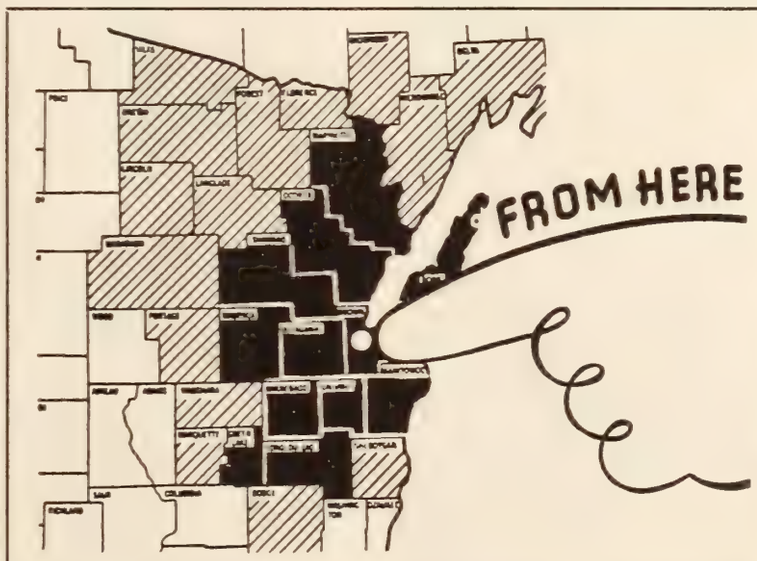
Gen. Hugh Johnson Joins Radio Columnists Ranks

SECOND of the noted syndicated columnists to be signed for radio during the last few weeks is General Hugh S. Johnson, former NRA administrator, now writing a column occasionally critical of New Deal policies. Gen. Johnson on Sept. 27 will begin a series of four weekly commentaries on the day's news on NBC-Blue under the sponsorship of Grove Laboratories, St. Louis (Grove's Bromo Quinine). He will be heard Mondays and Thursdays, 8-8:15 p. m. (EST) and Tuesdays and Wednesdays, 10-10:15 p. m. (EST), broadcasting from New York, Chicago or Washington. Agency is Stack-Goble Inc., Chicago.

Signed last month for a similar series was Dorothy Thompson, wife of Sinclair Lewis, novelist, and a former European newspaper correspondent, who on Aug. 6 started *People in the News* on NBC-Red, Fridays, 10:45-11 p. m. (EDST), sponsored by Pall Mall cigarettes. Agency is Compton Adv. Inc., New York.

Radio and Insurance

LIFE ADVERTISERS Assn., holding its annual convention at Old Point Comfort, Va., Sept. 21-23, has scheduled a 45-minute round table discussion of the use of radio in life insurance promotion which will be conducted by Ed M. Kirby, sales promotion manager of the National Life & Accident Insurance Co., operator of WSM, Nashville. Mr. Kirby plans to secure several figures from the broadcasting industry as speakers.



THIS SUMMER WTAQ LISTENING AUDIENCE INCLUDES PEOPLE FROM ALL OVER THE U. S.

In addition to over half a million people in our primary area, thousands come here to spend their vacations on our lakes and at resorts. Write or wire for details.

FULL TIME CBS STATION

WTAQ

GREEN BAY • WISCONSIN

James A. Wagner, *Man.-Director*
Small & Brewer, National Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago

TESTED PROGRAMS

•

Formula Radio Selling

•

Precision Coverage

•

These and other safeguards for your expenditures in radio advertising are now available. Demand them.

•

"KMBC Tested Programs" gives the whole story . . . . Ask for it!

A KMBC TESTED PROGRAM

KMBC

OF KANSAS CITY

The Program Building and Testing Station

•

Free & Peters, National Reps.

News Editors to Meet

THE Association of Radio News Editors and Writers is planning to hold its first annual convention at the Sherman Hotel, Chicago, Sept. 10-12. A program is being formulated by the program committee, consisting of Jack Harris, WSM, Nashville; Beckley Smith, WJAS, Pittsburgh; Al Hollender, WJJD-WIND, Chicago, and Ken McClure, WOAI, San Antonio. Outstanding speakers from the broadcasting and newspaper industries will be invited to speak. John Van Cronkhite is the current president.

TO REACH BIRMINGHAM
"HOME FOLKS"
YOU NEED
WSGN

Selected NBC programs PLUS exclusive local features . . . news, sports, music and drama . . . backed by more than 40 columns weekly of display and editorial publicity, keep Birmingham "home-folks" tuned steadily to WSGN. Write for facts!

THE NEWS AGE-HERALD STATION
in
Birmingham
1310 KC.

AFFILIATED WITH N.B.C. BLUE NETWORK

Agencies

MYRON KIRK, radio director of Ruthrauff & Ryan Inc., New York, arrived in Hollywood Aug. 9 for a series of conferences with Edmund (Tiny) Ruffner, West Coast manager, on fall production of the CBS *Al Jolson* show sponsored by Lever Bros. (Rinso-Lifebuoy) and *Joe Penner* program sponsored by R. B. Davis Co. (Cocomalt).

C. P. McASSEY, who resigned in July as commercial manager of WCFL, Chicago, has joined Schwimmer & Scott, Chicago, as account executive.

ERNST. G. HERMANN having joined the Los Angeles agency of Leonard W. Block & Staff, the firm has changed its name to Block & Co. Inc., and moved to larger offices at 1010 South Olive street. Hermann formerly with the Harrison Press, London, is agency secretary and in charge of production. Leonard W. Block, president, remains in charge of sales.

ED GARDNER, J. Walter Thompson Co., New York script writer, has been transferred to Hollywood to write for various network programs produced by the agency.

JACK VAN NOSTRAND has returned to the Young & Rubicam Inc., Hollywood production staff after several weeks in New York where he produced *Town Hall Tonight*, sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana toothpaste).

CHARLES M. PRITZKER, former advertising manager of the Gillette Safety Razor Co., Boston, has joined Maxon Inc., Detroit, as vice-president. He has been succeeded at Gillette by Craig Smith, formerly with Ruthrauff & Ryan Inc., New York.

Orr Joins Stack-Goble



Mr. Orr

WYNTHROP ORR on Aug. 15 left the Chicago NBC studios as producer to become radio director of Stack-Goble Adv. Agency, Chicago, succeeding Bess Johnson who recently resigned to join the radio staff of Lord & Thomas, Chicago.

Mr. Orr is a veteran of radio and is a prolific writer, having written 1500 original radio dramas in the 11 years he has been in the business. At one time a legitimate stage actor, he spent his first five radio years in Canada and was at one time assistant manager of CFCF, Montreal. In 1931 he came to this country and for the last six years has been with WJR, Detroit, WLS, Chicago and WCCO, Minneapolis, leaving the latter station to join NBC-Chicago the early part of this year. He has produced, among other shows, the Alka-Seltzer *National Barn Dance* on NBC, General Mills' *Gloria Dale* show on WCCO, and more recently the *Story of Mary Marlin* for Procter & Gamble Co.

GERTRUDE BERG, author of *The Goldbergs*, dramatic serial to be sponsored by Procter & Gamble Co., over the NBC Red network from Hollywood starting Sept. 13, is in New York conferring with Leonard T. Bush, vice-president of Compton Adv. Inc., and executive in charge of that account. Mrs. Berg, who makes her home in Hollywood, is scheduled to return to the West Coast the end of August to start rehearsals.

DARWIN H. CLARK Adv. Agency, Los Angeles, has enlarged its offices in the Spring Arcade Bldg., and also added Karl A. Lott to the staff as publicity director. He was formerly with the Pacific Coast edition of *Wall Street Journal*, that city.

BBDO, has established West Coast offices at 515 Taft Bldg., Hollywood. Jack Smalley, formerly with Fawcett Publications Inc., that city, has been appointed manager.

JACK HASTY, Hollywood producer of McCann-Erickson Inc., has been transferred to New York to produce two transcontinental shows for the agency this fall.

WALTER McCREERY, account executive of Allied Adv. Agencies Inc., Los Angeles, has been elected vice-president in charge of sales. Russell R. Rust continues as president.

MIKE STIVER, Australian manager of J. Walter Thompson Co., arrived in Hollywood Aug. 9 for two weeks during which time he will survey radio advertising, confer with agency executives and buy transcriptions for clients. Thomas Luckenbill, general production supervisor of J. Walter Thompson Co., New York, is also in Hollywood checking up on Pacific Coast radio programs and vacationing.

LOUIS BROCKWAY, New York executive of Young & Rubicam Inc., in charge of the Jello and other General Foods Corp. accounts, is to arrive in Hollywood Aug. 16 to discuss plans for that organization's fall network programs to emanate from the West Coast. Accompanying him will be several General Foods Corp. executives.

ANDREW CONE ADV. AGENCY, New York, has moved to 400 Madison Ave.

HUGO HAMMER, formerly of Walton B. Crane & Associates, Los Angeles packaging concern, has joined M. M. Dozier Adv. Agency, Whittier, Cal., as production manager.

Reps

BRANHAM Co., newspaper and station representatives, announced Aug. 6 that on Sept. 1 it will take over national representation of KWKH, Shreveport, La. Branham will continue to represent KTBS, Shreveport, which is under the same management.

FORREST JOHNSON, of the sales staff of Van Cronkhite Associates Inc., Chicago, has been appointed director of the firm's foreign language station representative division, succeeding George Roesler, resigned. Sam Knott, formerly with United Press and later divisional manager of Transradio, has been appointed managing editor of the VCA newsroom.

WCFL, Chicago, has appointed Erwin, Wasey & Co., Chicago, as special promotion counsel. Holland E. Engle, radio director of the agency, will be account executive supervising production and program activities for the station.

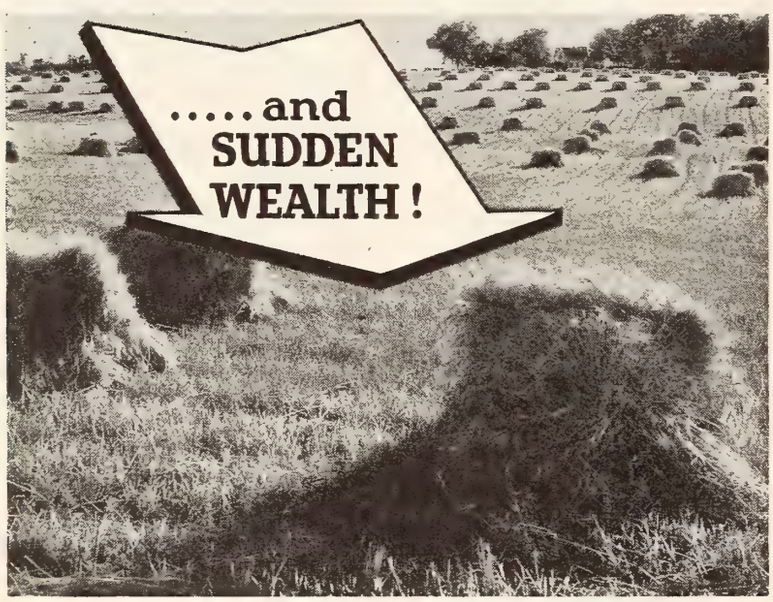
GILBERT M. HUTCHINSON, formerly with WCPO, Cincinnati, has joined the Chicago sales staff of William G. Rambeau.

WIL, St. Louis, has named Small & Brewer as national representatives.

WPA Study Shows Radio Indispensable in Homes

A RADIO set is an indispensable part of the household of the average unskilled working man, according to a survey of costs of living in 59 representative cities made by the Works Progress Administration.

The study, released Aug. 1, disclosed that in the salary bracket ranging from $1,130 to $1,450 per year covered in the 59-city survey, practically all of the families have "a small radio but no automobile." These average families read a daily newspaper, go to the movies once a week and enjoy other simple leisure time activities.



WOW listeners will spend it!

Sudden wealth has swept down on the "market basket of the nation." Millions of dollars are rolling into the rich middlewestern grain country known as Nebriowa*. Crop money gratifies yearlong desires. It is spent for a multitude of purposes, by thousands of smart-buying farmers. Capitalize on this sudden wealth. Reach the spenders FIRST—through their favorite radio station, WOW.

*NEBRIOWA—the immensely wealthy trade territory of eastern NEBRaska, western IOWA and portions of Kansas, Missouri, Minnesota and South Dakota. Its business capital is Omaha. Its radio capital is WOW!

WOW
Omaha, Nebraska
590 Kc. 5,000 Watts
John Gillin, Jr., *Mgr.*
JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Sovereign Camp of the Woodmen of the World

ON THE N. B. C. RED NETWORK

"WE ALWAYS PLAY SAFE!"



About the best compliment we've received in a long time was not intended as a "T-L." Said a prominent Chicago agency executive: "When I'm making up a list of stations for a new client I always include WGES because I know that if the others fail WGES will produce enough to insure my own batting average." That's another reason WGES is FIRST with Chicago accounts!

WGES
"In the Heart of Chicago"
MANAGEMENT GENE T. DYER

KFPY—Spokane
KGIR—Butte
KXL—Portland
Serving 80% of the people of the Pacific Northwest

George Bijur Organizes Advertising-Sales Agency



Mr. Bijur

FOLLOWING his return early in August from a six-month survey of European advertising and marketing techniques, George Bijur, who resigned early this year as vice-president of Fletcher & Ellis and who formerly was advertising and sales promotion director of CBS, on Aug. 9 announced the establishment of George Bijur Inc., new advertising and sales promotion agency with offices at 9 Rockefeller Plaza, New York. The agency will begin operating Aug. 20.

Mr. Bijur visited eight countries and 23 cities in Europe and spoke before business conventions in Paris and Vienna. During his trip he studied histories of recent successes in European advertising campaigns, including radio. Although only 36, Mr. Bijur has been in the advertising field 15 years. He formerly was advertising director of Weber & Heilbroner, Brokaw Bros. and Bonwit Teller, New York, and director of publicity for L. Bamberger & Co., Newark. In the agency field he was a group head at Erwin, Wasey & Co., where he created and wrote campaigns for Log Cabin Syrup, Maxwell House Coffee, Baker's Chocolate, Primrose House Beauty Creams, Barbasol, Whiz Anti-Freeze, Philco Radios, etc.

Political Network

A STATEWIDE network of five Virginia stations was used during the first week in August by candidates for state, county and local offices. Included in the network were WRVA, Richmond; WDBJ, Roanoke; WGH, Newport News; WBTM, Danville, and WPHR, Petersburg. Candidates were invited to submit data for biographical sketches which were presented during the last few days of the campaign so that each was given a morning, afternoon and evening audience in the feature *Meet Your Candidates*. No charge was made for this broadcast but campaign speeches were billed at regular rates.

Ballou Joins Aerogram

DAVID S. BALLOU, formerly of Standard Radio, and afterward manager of KPDN, Pampa, Tex., has joined the Aerogram Corporation, Hollywood, it was announced Aug. 8. The new transcription organization is headed by G. Curtis Bird and Gordon d'A Soule and recently completed new studios at 1611 Cosmo Street. It has started production on two series of quarter hour children's programs.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

TRANSCRIPTIONS

IRVING FOGEL Radio Productions, Hollywood transcription and production concern, has sold 260 quarter hour transcriptions of *The In-Laws*, dramatic serial, to Pepsodent Co., Chicago (toothpaste), for distribution in Australia starting Oct. 1, with option for New Zealand. Deal was handled by Frank F. Moor of Conquest Alliance Co. Inc., Chicago. Series is heard in live talent on 10 Don Lee stations under sponsorship of Purex Corp. Ltd. (bleaching fluid), being placed thru Lord & Thomas, Los Angeles agency, which also services the Pepsodent Co. account.

WBS announces the following subscriptions to its library service: WHBC, Canton, O.; KGER, Long Beach, Cal.; WAGA, Atlanta, Ga.; KGFI, Corpus Christi, Tex.; WRDW, Augusta, Me.; WTOC, Savannah, Ga.; WAYX, Waycross, Ga.

FREDERICK C. DAHLQUIST, president of American Radio Features, Los Angeles transcription and radio production concern, and producer of the weekly NBC *Thrills* sponsored by Union Oil Co., from Hollywood, is on a six-weeks business trip to Chicago, New York and Washington, having left the west coast Aug. 5. Ed Lindsay, newly appointed sales director, is spending the entire month of August in the Chicago area contacting agencies.

C. P. MacGREGOR, Hollywood transcription concern, has sold 104 quarter-hour episodes of *House of Peter MacGregor*, dramatic serial, to Chemo-Ray Eye Institute, Oakland, Cal., for twice weekly placement on KFRC, San Francisco, through Rufus Rhoades & Co., that city.

ABBOTT RADIO PRODUCTIONS, Hollywood transcription and production concern, has moved to larger quarters at 1585 Cross-Roads-Of-The-World, and will confine activities to production work only, according to Miss Jesse G. Abbott, manager.

THE *New Sunday Players*, dramatized biblical transcriptions, as announced by Mertens & Price Inc., Los Angeles, have been sold to Hawaiian Electric Co., Honolulu, 52 weeks on KGU; First Federal Savings & Loan Association, Shreveport, 52 weeks on KTBS; Michigan Trust Co., Grand Rapids, 52 weeks on WOOD; Woodlawn Cemetery, Detroit, 52 weeks on WXYZ; Burpee-Wood, Rockford, Ill., 52 weeks on WROK. Agnes White, KFI, Los Angeles, home economic expert and producer of the Mertens & Price *Radio Kitchen*, is on a six-week tour inaugurating the series on Midwest and Eastern stations.

WEBC

Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

James Leaves Fogel



Mr. James

WILLIAM M. JAMES, for several months manager of Irving Fogel Adv. Agency, Hollywood has resigned to become affiliated with Lockwood-Shackelford Co., Los Angeles agency, as account executive. James, who is well known in Pacific Coast radio and advertising, was formerly on the sales staff of KHJ, Los Angeles, and prior to that a member of the commercial department of Associated Cinema Studios, Hollywood transcription concern. For more than a year he was on the staff of KMPC, Beverly Hills, Cal., as writer, producer and announcer.

★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!



THIS IS US, RUNNING THE GAMUT!

Never in the entire show business has any outfit planned more intensively or worked harder for well-rounded entertainment than we do here at WDAY . . . gaiety, tragedy, suspense, comedy-relief—every trick of showmanship is used to give our audiences "what it takes".

The result is an audience that would follow us even if we went out the window. May we send you the proof?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Plans for New WOMI

RCA equipment has been ordered, but otherwise plans for the new WOMI, Owensboro, Ky., are still indefinite and the station may not go on the air until sometime in October or November, according to Lawrence W. Hager, publisher of the *Owensboro Messenger* and *Inquirer*, which secured the construction permit last June 15. Manager of the station, Mr. Hager reported, will be Lyell Ludwig. Chief engineer will be Jack Starks, formerly with WAVE, Louisville. The rest of the staff has not yet been selected. The station will operate with 100 watts on 1500 kc.

CANADIAN Broadcasting Corp. has ruled against any liquor advertising on the radio, but permits privately-owned stations to accept wine and beer accounts if they do not contravene provincial or local laws.

WMIN

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost

Saint Paul Minneapolis

WMIN

St. Paul, Minnesota

WJBO, Now With NBC, Using New Transmiter



Mr. Manship

INSTALLING a completely new transmitting plant in record-breaking time, WJBO, Baton Rouge, La., on July 30 took the air as a regional station with 500 watts power in lieu of its former 100 watts local assignment. On Aug. 1, the station joined the NBC Blue Network, having been one of the 10 Southern outlets to become affiliated with NBC on that date.

Under the direction of Charles P. Manship Jr., president of the station, installation of a new Western Electric transmitter, a 485-foot Truscon vertical radiator and a new transmitter house was begun July 6. The work was completed on July 30, at which time the switch-over from 1420 kc. with 100 watts to 1120 kc. with 500 watts took place. The station is affiliated with the *State Times* and *Morning Advocate*, Baton Rouge newspapers.

Walker's Austex Returns

WALKER'S AUSTEX CHILE Co., Austin, Tex., (chile), has returned to radio with a series of 130 station break announcements on WFAA, Dallas, starting Sept. 1 which will be divided into a fall series of 65, with the remaining 65 scheduled for the spring of 1938. Agency is Wilson Crook Adv. Co., Dallas.

An Aid to Baseball

DOES radio cut into baseball attendance? An emphatic "No" is registered by WNEW, New York, and Earl Harper, its ace sports announcer who broadcasts games of the Newark team of the International League. Once a year Harper asks his listeners too show their appreciation of the broadcasts by attending a *Radio Appreciation Night*. The paid turnout the night of Aug. 3 in Ruppert Stadium totaled 17,816, and the crowd was treated to a 45-minute vaudeville show staged by WNEW talent before the game. Last year's show brought out less than 10,000. The best previous attendance for the Newark Club for a daytime double-header was slightly over 20,000.

CIO UNION PLANS WEST COAST DRIVE

WITH KFVD, Los Angeles, the first station to recognize Los Angeles Local 15, American Radio Telegraphists Association, as exclusive bargaining representative for announcers and technicians, the union now is making plans to carry its CIO membership drive into Hollywood and other parts of Southern California.

KFVD agreement was negotiated on July 27 with J. F. Burke Jr., manager, by Ernest V. Roberts, CIO organizer and approved by C. H. Jordan, CIO leader. Union, which will act as a sole bargaining agent for the 15 employes of the station claims that announcers, technicians and office workers are organized 100%. No attempt will be made to negotiate on questions of wages and working conditions until J. F. Burke Sr., owner of the station, returns from his world tour on Sept. 1.

ARTA is negotiating with KMTR, Hollywood, for recognition and Roberts said at least nine other stations in the Los Angeles area will be the objective of the drive. There are 17 stations in the Los Angeles area. KFAC is reported to be 100% organized and KGFJ, 99%.

Los Angeles Musicians Prepared to Strike if Disc Impasse Develops

FOLLOWING the ultimatum handed down by the American Federation of Musicians on July 30, Southern California radio executives remained noncommittal on issues involved in the complaint of musicians. They declined to enter the controversy on the basis that their representatives are negotiating with executives of AFM, but expressed the hope that a satisfactory compromise would be reached and the threatened general musicians' strike be avoided.

Los Angeles Musicians' Mutual Protective Association continued its action in warning members not to sign further contracts until the entire problem of transcriptions and records has been solved. Jack B. Tenny, vice-president of the association, and a member of the California State Assembly, said his organization would make no further move until advised of results of the Sept. 16 meeting in New York, but he predicted that the delay simply means a postponement of the strike threat deadline.

"Broadcasting stations are building up vast libraries of phonograph records and electrical transcriptions which can be used over and over," he said. "Every time a musician participates in the production of canned music, he is working himself out of future employment. The local union, third largest craft organization in the world, stands ready to participate in a strike if necessary to curtail the commercial use of transcriptions and records." Los Angeles Local has 5,000 members.

Meanwhile transcription plants in Southern California hit a new low in production these past few weeks. Air checks and dramatic productions remain the only consistent activities, with the latter being cut to a minimum. Production of several large programs for sponsors has been stopped temporarily waiting the outcome of the New York meeting.

Parker Signs Friedman

BENNY FRIEDMAN, former University of Michigan football player and now coach at City College of New York, has been signed by Parker Watch Co. for a weekly series to start Sept. 12 over a special hookup of WOR, Newark, and WGN, Chicago, signed by MBS. New angle of the series will be his post-mortems on Sunday mornings, 11:30-11:45. It will be titled *Sunday Morning Quarterback* and is placed by de Garmo Corp., New York.

THE SCRIPT LIBRARY, New York, has opened a department for the preparation of sales promotion material. Each promotion plan of booklets, give-aways, cards, window displays and special continuities will be an integral part of the script program for which it is planned. A separate service, the material may or may not be purchased by the stations buying scripts.

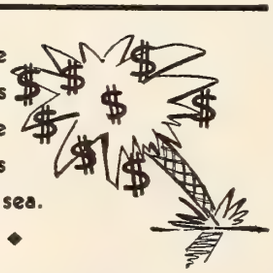
In the SPOTLIGHT of "SOUND" PROSPERITY

The business condition map of the United States, as shown in "Nation's Business", of July 1, 1937, spotlights the entire primary coverage area of Radio Station KFH, in WHITE. Here is YOUR rich harvest market.

KFH CBS WICHITA • KANSAS •

National Representative EDWARD PETRY AND CO.

Covers the Islands like the waters cover the sea.



KHBC

HILO, HAWAII

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager

SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL

Representatives:

CONQUEST ALLIANCE COMPANY

NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Standard Radio

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

McFarlane Blasts Radio Once More

Advises Control of Rates and Investigation of Industry

A RECESS investigation of "this whole communications mess" through enactment of the so-called Connery resolution (HRes-92) was advocated in the House Aug. 10 by Rep. McFarlane (D-Tex.) in his second attack within a month against alleged "radio monopoly".

Concluding a speech in which he levelled charges of monopoly against NBC, CBS, RCA and other groups in the industry, Mr. McFarlane criticized both the Rules Committee and the House Ways & Means Committee for failure to act upon the Connery Resolution and the Boylan Bill (HR-6640) proposing a franchise tax on a wattage basis for stations. He urged rate regulation in radio and asserted that remedial legislation could be offered at the next session if the special investigating committee proposed in the Connery measure functioned during the recess.

No Word of Defense

During his address, Mr. McFarlane was interrupted by several members of the House, each of whom supported his views. There was no voice raised in defense of radio during the debate.

Rep. Wigglesworth (R-Mass.) supported Mr. McFarlane's demand that an investigation be undertaken, pointing out that for more than a year he had advocated such action and that the Rules Committee had failed to report out a rule whereby the Connery resolution could be taken up on the floor.

Injected into the discussion also was the newspaper ownership issue. Rep. Leavy (D-Wash.) inquired whether the speaker had given consideration to the "abuse that is generally recognized of large metropolitan papers of the country acquiring radio stations and then hook in with the great radio chains and thus controlling channels of news through radio as well as through the press." The Texas Congressman replied that in his original remarks of July 19 he had brought out that some 200 newspapers own the "largest radio stations in America".

Rep. Wearin (D-Ia.) interposed that he has had pending for several months a bill proposing divorcement of newspapers from radio station ownership and vice versa but that he had been unable to get the bill out of committee. In the ensuing discussion in which Rep. Martin (D-Col.) participated, Mr. McFarlane held that the big newspapers control radio and that the newspapers in turn are controlled by "the same crowd that controls almost everything that is worthwhile—the banking interests of Wall Street".

"The fact is," interjected Mr. Martin, "that the big newspapers of the country are nothing but the loudspeakers and the cash registers of big business."

In his prepared address, Mr. McFarlane discussed lengthily the CBS ownership structure and its profits based on its investment. Control of RCA, he charged, constituted a "Wall Street directory".

The Texas Congressman, among other things, said the "radio trust has a complete monopoly of the 40 clear channels"; that 93% of all broadcast power is in the hands of "this monopoly"; that trafficking in "radio frequencies" has proven a "flourishing racket", and that FCC officials have admitted "the present existence of the radio monopoly and its racketeering practices and are either unwilling or unable to protect the public and enforce the law."



NEW MEXICO—Station operators meet in Albuquerque to form the New Mexico Broadcasters Association. Here they are gathered before the downtown "sales slip contest" display of KGGM; left to right: John C. Sweeney, national sales manager, KGGM; Charles Alsup, KICA, Clovis; Mike Hollander, manager, KGGM, elected president; Jack Hawkins, manager, KLAH, Carlsbad, named vice-president; W. E. Whitmore, manager, KGFL, Roswell; L. Laurence Martin, manager, KRQA, Santa Fe, secretary-treasurer.

Sail for Europe

SEVERAL figures prominent in American radio, headed by David Sarnoff, president of RCA, sailed for Europe on the *Normandie* Aug. 4. In addition to Mr. Sarnoff, others on the boat included Hugh J. Brennan, president of WJAS and KQV, Pittsburgh; Abe Schecter, director of special events of NBC; Howard Claney, NBC announcer, and Loyd A. Briggs, European manager, RCA Communications Inc.

CBS will broadcast an important football game each Saturday of the coming fall, with the Ohio State-Texas Christian game on Sept. 25, and the Nebraska-Minnesota game on Oct. 2 already scheduled. Ted Husing will broadcast the play-by-play descriptions from the fields.

Iraci From Rome

JOHN IRACI, president of International Broadcasting Corp. and general manager of WOV and WBIL, New York, and WRAX and WPEN, Philadelphia, extended goodwill greetings from Rome on Aug. 5, his talk being short-waved from L2RO and rebroadcast by WBIL and WPEN. Mr. Iraci, who is touring European capitals investigating continental radio technique and appraising foreign talent, spoke at the invitation of officials of the Italian station. The rebroadcast was arranged on three hours' notice.

MBS Grid Schedule

TEN of the fall's outstanding midwestern football contests will be broadcast over a Mutual network as a sustaining feature. Quin Ryan, manager of WGN, Chicago, and a noted sports announcer, will describe the games for the coast-to-coast MBS audience. The schedule follows: Oct. 2, Iowa State at Northwestern; Oct. 9, Notre Dame at Illinois; Oct. 16, Purdue at Northwestern; Oct. 23, Navy at Notre Dame; Oct. 30, Michigan at Illinois; Nov. 6, Illinois at Northwestern; Nov. 13, Army at Notre Dame and Northwestern at Minnesota; Nov. 20, Notre Dame at Northwestern; Nov. 27, Southern California at Notre Dame.

KWK

makes good in its own Home Town*

*"PROFITS" for you

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

FRIENDS AND DIVIDENDS

WSOC has earned its enviable popularity. Every listener is a friend . . . every friend a supporter . . . every supporter a nice ripe prospect for your product. You can depend on WSOC's friends to pay YOU dividends! Let's get together!

WSOC Charlotte, N.C. an NBC Affiliate

WABY

ALBANY, N.Y.

CAPITAL COVERING OF THE CAPITAL DISTRICT

WABY, Blue Network outlet in this rich trading area for the NBC, produces results.

TELL YOUR STORY

In The Heart of "The State That Has Everything."

Harold E. Smith, *General Manager*

STATION W•A•B•Y--ALBANY, N. Y.

Purely PROGRAMS

Ghost Stories

HIS identity and whereabouts a mystery even to the station personnel, *The Ghost Reporter* began his series Aug. 9 on WINS, New York. Picked up from a remote point known only to station engineers, the "ghost" gives the inside stories on personalities in the limelight and discusses civic welfare.

* * *

Noon Novelties

WEDNESDAY is Stuntday on the noon *Midday- Merry - Go - Round*, WNOX, Knoxville. Cast of entertainers, headed by Lowell Blanchard as M. C. and *Swingsters* jam band, steps out of character and puts on a special show such as "school days" minstrel shows, and courtroom scenes.

Educational Series

MUTUAL-DON LEE on Aug. 16 starts *Radio University* on 11 stations. The feature will be conducted by Dr. Seth Maker, who has just concluded a series of broadcasts over KYA, San Francisco. Dr. Maker successfully tried his Radio University in the Pacific Northwest some months ago, some 20,000 young people applying for the course, which was given over the air. The number was too large to handle, but Dr. Maker's *Radio University* gave diplomas to upward of 5,000 persons. The new series will be conducted along the same lines, with the audience taking an active part in the day-today sessions. On Monday, Wednesday and Friday the program will be presented under the sponsorship of the Parker Dental System. The Tuesday and Thursday programs will be sustaining features. Time of broadcasts will be 1:30-1:45 p. m. Stations to release the feature will be KFRC, KHJ, KDB, KGB, KFXM, KPMC, KDON, KGDM, KVOE, KXO and KQW.

* * *

Six Shooter Serial

THE hard-ridin', fast-shootin' atmosphere of the old West is created in a new NBC-Blue dramatic serial titled *Gun Smoke Law*, concerning the adventures of rangers.

Radio Telepathy

RECENTLY conducting a telepathy test over WBBM which brought a sudden flood of mail, Tod Hunter, one of the station's newscasters, is planning to conduct another. After telling the audience of the results of a recent investigation into telepathy, he invited listeners to join him in a private test of his own. His announcer, Dan Hancock, held the five top cards of a suit in his hand and then showed two cards to Hunter giving him ten seconds to concentrate on each. Hunter then asked his audience to try and intercept his thought wave and name the cards chosen. So many replies came in that Hunter had to postpone announcement of the results till a later broadcast. The newcasts are sponsored by Penn Tobacco.

* * *

Incredible Happenings

A NEW program *Lights & Shadows*, devoted to the sometimes incredible stories of romance, pathos and tragedies in the lives of people has been inaugurated over WTCN, Minneapolis. Dealing with unusual events and the abstract phenomena of life, the program dramatizes, half in poetry and half in prose, strange and fantastic stories. The show, which runs for a quarter-hour every Sunday night, is written by Robert Greer of St. Paul, and all of the characters in the dramatizations are portrayed by Charles Irving, assistant production manager of WTCN.

* * *

Cops and Drivers

A UNIFORMED traffic officer acts as broadcaster on the safety programs of WGRC, New Albany, Ind., which has been cooperating in the Louisville safety drive. The officer stops motorists and pedestrians on a busy street and asks them questions about driving and crossing. The program, *Your Inquiring Traffic Policeman*, was conceived by Bob McIntosh and Sammy Silverstein, of WGRC, and is credited by Capt. Estel Hack, traffic superintendent of Louisville, with aiding materially in reducing fatal accidents.



ON MOWDOCK — Charles Irving, special events announcer of WTCN, Minneapolis, hopped aboard the elephant Mowdock when the circus came to town and interviewed Tosca Cannestrellis aerial artist. Then he rode around the big top, broadcasting an elephant-eye account of the proceedings.

* * *

Questions With a Price

PRIZES for Man-on-Street broadcasts seem to be the order of the day. One variation is suggested by WBTM, Danville, Va., which offers a gift of furniture to the listener sending in the best weekly question. Schewel Furniture Co., that city, is sponsor. WBTM puts the name of everyone who mails a question into a hat and gives a weekly cash award to the person whose name is drawn, providing the listener writes WBTM within 24 hours and says he heard his name called.

* * *

Who Are You?

THE current craze for character analysis is the basis of *Ask Yourself Another*, a new feature on the Friday evening program of swing music by Tommy Dorsey's orchestra, sponsored on NBC-Blue by Brown & Williamson Tobacco Co. for Kool and Raleigh cigarettes. Five persons each week will answer a set of ten questions prepared by a prominent psychologist. Each question appears innocent in itself, but the combined score is said to be a true test of character.

* * *

Towns Full of Talent

DAILY matinee variety program from 2-3 p. m. is broadcast on WHBR, Rock Island, Ill., with the specific intent of home town talent public service. The programs under the direction of Forest Cooke are divided into 15-minute periods of foreign language broadcasts, spelling bees, juvenile acts, civic features and fishermen's forums. Newscasters for the foreign language presentations are readily recruited from the local churches and newspapers, according to WHBF.

* * *

Clearing House for Pets

THE dogs get a radio break in Hawaii with *The Pet Exchange of the Air* on KGMB, Honolulu. The program offers to find homes for small pets. Each broadcast announces available animals for those wanting pets and also puts out an appeal for pets. The balance is about even with a slight edge on the side of dogs and cats.

U. S. Naval Air Training Station boosts Pensacola market with $5,000,000 annual payroll.



WCOA

PENSACOLA • FLORIDA

A CBS AFFILIATE

National Representative

JOHN H. PERRY ASSOCIATES

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

CHOICE SPOTS WILL BE SCARCE

On WDBJ This Fall

Although several desirable periods are still available, present inquiries indicate that it will not be long before WDBJ's best hours will be taken. Act now. Don't let delay deprive you of a good spot in WDBJ's excellent coverage of the rich Roanoke and Southwest Virginia markets.

Representatives

CHICAGO — Sears & Ayer

NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

The Best SPOT!



WQDM 1000 WATTS

ST. ALBANS VERMONT

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Heaven's Pennies

THE sidewalk interviewer of KGMB, Honolulu, known as the man in the green shoes", is giving away 'pennies from heaven' in response to the ancient adage, 'A penny for your thoughts'. KGMB broadcasts three times weekly from the Bata shoe store, interviewing passers-by and giving away brand new pennies to everyone willing to think out-loud on the air. At the halfway point on the 15-minute program, a fanfare bursts forth and the question and answer stunt changes hands, the public taking over the show and the announcer digging up the answers. Five questions are permitted and if the announcer gets stumped on three of the five, the interrogator gets a pair of shoes free. So far the score is about even.

* * *

Beauty and the Cop

COPS and pretty girls make excellent announcers, according to WHBF, Rock Island, Ill. A local cop motions drivers to the curb and interviews them during the *Cop on the Street* series with a free washing job given by the Firestone dealer who sponsors the program. Bette Leins interviews people who have parked for curb service in front of Harvey's ice cream stores, sponsor in a series titled *Harvey's Honey Gal.* The cop scares folks into talking and a pretty girl can make anyone talk, says WHBF.

* * *

Northland Lumberjacks

NOW IN it's tenth week, *Northland Lumberjacks* on WINS, New York, serial of lumber camp life, has rapidly become one of the station's most popular programs. Starting as a weekly feature, *Northland Lumberjacks* is now presented three mornings a week. Salone Ellis, author, appeals to the feminine audience by introducing romance and thrills into the atmosphere of the tall timber country.

* * *

Your Nose Notes

HOW Beethoven mixed up his overtures, why the flute was originally played through the nose, the musical associations of animals and other *Musical Oddities* will be described and illustrated in a new series of that title on WQXR, New York, conducted on Wednesday afternoons by Alma Lubin, music commentator and lecturer.

* * *

The Negro Hour

FOR THE 100,000 negroes living in and near Cleveland, WGAR has inaugurated a Sunday morning series called the *Negro Hour.* Prominent negro artists appear on the programs which are directed by local clergymen. Each program has an average mail pull of 650 letters with 35% of them coming from other than negro listeners.

* * *

Praise de Lawd!

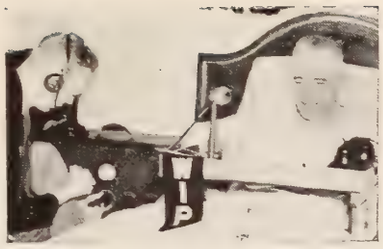
AN ALL-NEGRO community sing is broadcast Tuesday evenings on WPTF, Raleigh, N. C., from a recently completed negro recreational center with hundreds of rich, untrained voices singing spirituals and folk songs.

Farm Income up 31%

It will pay you to schedule

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate



FROM BED—Stoney McLinn, sports director of WIP, Philadelphia, can't let a little thing like a dislocated hip interfere with his broadcasts. Laid up for five weeks at least, he resumed his program from his bedroom after two days in the hospital. The injury was received when he slipped in the bathtub. Engineer Willard Botts is at the controls.

* * *

Local Information

MUCH information is disseminated through the *Neighborhood Hour* of WIL, St. Louis. This program is allotted 30 minutes on a six-a-week basis and is strictly sustaining. Announcements and speakers from various civic, church, charitable, club and fraternal organizations use this time to keep the St. Louis metropolitan area posted on the activities within their bodies.

* * *

Tall Corn Derby

IOWA Broadcasting System broadcast the Tall Corn Derby staged July 31, with Governor Krasehel of Iowa and Gov. LaFollette of Wisconsin submitting tallest corn from their states. The event was arranged by Arthur J. Smith, IBS special events man. Iowa won with a 16½-foot stalk, over three feet taller than the Wisconsin entry.

* * *

Soldier's Viewpoint

GEN. PEPPINO GARIBALDI, grandson of the famous Italian patriot, gives a five-minute soldier's viewpoint on world events during each broadcast of the *Tango Cabaret,* Sunday afternoon Italian program on WOV, New York, which is sponsored by P. Lorillard Co., New York, for Old Gold cigarettes. Lennen & Mitchell Inc., New York, placed the account.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Martha Deane Honored

MARY MARGARET McBRIDE (Martha Deane of WOR) was selected as the winner of the 1937 award of the Wall Paper Institute in recognition of her distinguished service in stimulating better decoration of American homes and was presented with the award by G. Fred Beaudry, Institute president, during her broadcast Aug. 10, when she was guest of honor at the Wall Paper Style Show at the Waldorf-Astoria, New York. The Institute also honored another radio star, Jessica Dragonette, by selecting her as the model and inspiration for a new form of wall decoration especially designed for radio and music lovers. The paper was designed by Emile Erickson, who sketched Miss Dragonette as Thais, Pink Lady and Rio Rita, roles she had chosen as her favorites from the countless characters she has portrayed before the microphone.

KVOX Starts Oct. 1

WESTERN ELECTRIC transmitter and speech input apparatus and a 179-foot Blaw-Knox tower have been ordered for the new KVOX, Moorhead, Minn., authorized for construction last year by the FCC to operate with 100 watts on 1310 kc. Delay in securing a transmitter site has held up construction and Manny Marget, formerly program director of KXBY, Kansas City, who will be its manager, reports that Oct. 1 has been set as the tentative starting date. Owner of the station will be the Herbst Department Store of Fargo, N. D.

Humble Grid Plans

HUMBLE OIL & REFINING Co., Houston (gas & oil), for the third consecutive year will sponsor play-by-play broadcasts of the Southwest Conference football games on Texas Quality Network (WFAA, WBAP, WOAI, KPRC). The sportscasts will be handled by Kern Tips, manager of KPRC, Houston; Cy Leland of WBAP, Fort Worth; Hal Thompson and Bill Hightower of WFAA, Dallas. Franke-Wilkinson-Schiwetz Inc., Houston, has the account.

MOTION picture rights for Phillips H. Lord's *Gang Busters* program, heard on CBS every Wednesday night for more than a year, have been purchased by Metro-Goldwyn-Mayer and a full-length feature picture will be released within a year.

NORFOLK - VIRGINIA

National Representative - EDWARD PETRY & CO.

WTAR

VIRGINIA'S OLDEST BROADCASTER

Reminds me of the Carolina Combination



Major R. E. Zultz

WIS AND WPTF—the Carolina Combination, offers a double value by intensely covering the rich cotton-tobacco sections of the two Carolinas for one low rate. Try it for double results.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

WPTF RALEIGH, N. C. 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate.

SALUTE TO TRAIN
Six Stations Will Honor L&N Limited

THE Pan American, crack passenger train of the Louisville & Nashville Railroad, on Aug. 14 celebrates its fifth anniversary as a "radio performer", with six stations along the route saluting the train in a special anniversary program. The actual sound of the train as it speeds over the rails has been broadcast over WSM for the last five years by means of a special microphone pickup at the WSM antenna 12 miles from Nashville.

Besides WSM, WHAS, Louisville, WSGN, Birmingham, WCKY, Cincinnati, WWL, New Orleans, and WSFA, Montgomery, are collaborating in the anniversary program, as the train arrives in the respective cities. Jack DeWitt, WSM chief engineer, and Aaron Shelton, of the station's staff, have constructed a special shortwave station aboard a coach on the Pan American and broadcasts will be made via shortwave to the stations all along the Pan American run from Cincinnati to the Gulf Coast and New Orleans. Lee Coulson, WHAS station manager, and Harry Stone, WSM manager, and Jack Harris, WSM special events announcer, also will participate in the ceremonies.

EXACTLY 11,301 visitors were shown through the studios of WHK-WJAY, Cleveland, during July, coming largely in response to regular announcements inviting heat-harassed Clevelanders to "visit our healthful, air-cooled studios any time between 9 a. m. and 9 p. m."

in the CONTROL ROOM

ERIC PALMER Jr., well-known amateur radio operator and author of *Riding the Airwaves*, has joined the engineering staff of WQXR, New York. Youngest operator ever licensed in New York, he received his amateur license at the age of 15 and a year later was chief radio operator for the Calvao Expedition to Brazil.

MINOR WILSON, for the last two years chief engineer of WCBS, Chicago, has joined the NBC Chicago engineering staff, and will be replaced at WCBS by his former assistant, Don Burichter. Wilson came to WCBS from KPRC, Houston, and XER, Mexico.

JAMES P. BUCHANAN Jr., FCC broadcast engineer, and Mrs. Buchanan on July 30 became the parents of a daughter, born in Washington.

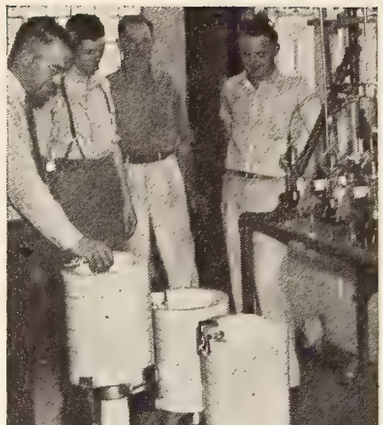
RALPH NULSEN, chief engineer of WQAM, Miami, has designed a complete two-way communication mobile unit car.

ALFRED J. WIES, NBC field engineer, is the father of a baby girl born recently.

MEL NOE, formerly in the engineering department of KHJ, Los Angeles, has joined the technical staff of KNX, Hollywood.

FLOYD CATON, formerly on the production staff of KVOR, Colorado Springs, has joined the Hollywood NBC sound effects department.

MALCOLM A. SEARS, formerly on the technical staff of KJBS, San Francisco, and prior to that engineer of WDAF, Kansas City, and also radio school instructor in that city, has joined KYOS, Merced, Cal., engineering department.



ENGINEERS—Of WMBD, Peoria, Ill., examine tube-coolers in front rectifier rack while installing new 5,000-watt Western Electric transmitter, expected to go into operation Sept. 15. Left to right are Chief Engineer Ted Giles and Engineers Bob Connor, Bert Giles and Harry McCormick.

LYNEE C. SMEBY, supervising engineer of WXYZ, Detroit, will be married Aug. 28 to Miss Evelyn True, daughter of Harold True, news commentator of WXYZ and the Michigan Network.

GLEN KOEHLER, professor of electrical engineering at the University of Wisconsin, has been named consulting engineer of WHA, Madison, and WLBL, Stevens Point, state-owned stations.

GEORGE M. PATTERSON has been appointed chief engineer of KASA, Elk City, Okla., and George F. Fenter has been named as his assistant.

WILLIAM SLATER, former engineer of American Airways, has joined the technical staff of WGAR, Cleveland.

JOHN M. VAN HORN, graduate of the Van Buren (Ark.) High School and reputed to be one of the comedian Bob Burns' many relatives from that community, has joined KFRO, Longview, Tex., as a relief operator. He formerly was with KXBY, Kansas City, and KFPW, Fort Smith, Ark. John McDonald is acting chief engineer of KFRO while Chief Engineer Edward Bumpas is attending National Guard camp at Palacious, Tex.

BOB HARNACK has been appointed chief sound effects man of KEHE, Los Angeles.

J. ALFRED WIES, NBC field engineer in New York, is the father of a baby boy.

Course of Legislation For Control Over Radio Outlined at The Hague

TENDENCIES now manifest in actual or proposed legislation involving the future regulation and conduct of the broadcasting industry in the United States were described by Louis G. Caldwell, Washington radio attorney, in a report to the Second International Congress on Comparative Law at The Hague, Holland, Aug. 4-10.

In a lengthy prepared discussion of "Legal Restrictions on the Contents of Broadcast Programs in the United States," Mr. Caldwell reviewed the history of broadcasting jurisprudence from the inception of the law. The legislative outlook, he said, was based upon bills introduced, pressure being brought and demands being made for more or different regulation. Some of the projects, he said, are receiving serious consideration while others, such as government ownership, are not regarded as "serious possibilities in the immediate future".

Among demands being made he included: Government ownership; allocation of facilities for exclusive purposes of education and discussion of public issues on a non-commercial basis; outright or increased censorship of programs; investigation of alleged tendencies toward monopoly, directed primarily at the network companies, their ownership of stations and their contractual relations with others; divorcing of newspaper and station ownership and for prohibition, increased restrictions on, or regulation of particular types of programs and advertising, as illustrated by statutes recently enacted or bills introduced in states and in Congress.

FCC Names Owen

C. L. OWEN, inspector at the Atlanta office of the FCC, on Aug. 1 took over temporary duties in the Broadcast Section of the FCC Engineering Department as successor to George C. Davis, engineer assigned to broadcast hearing work who has resigned to enter a consulting practice in Washington with E. C. Page, radio engineer. Mr. Owen has been an inspector in Atlanta since 1931, and prior to that was on the engineering staff of WSB, Atlanta. He is a native of Springfield, Mo.



MODEL D-104 • MODEL K-2 • MODEL D-2

ASTATIC

CRYSTAL MICROPHONES WITH TWO NEW FEATURES

A quality microphone for every purpose—NOW equipped with special Astatic Plug and Socket Connector which permits instant interchange of microphones on same cable or use of several lengths of cable on same microphone. PLUS new Astatic Spring Cable Protector which prevents cable breakage at mounting.

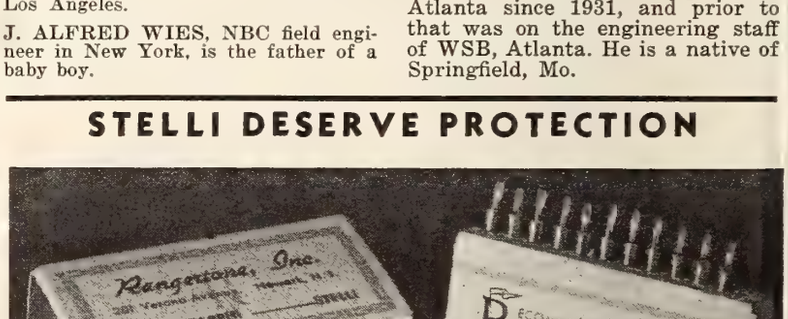
Model D-104 is the "Speech Range" type, the favorite of the amateurs; Model K-2 is the dual unit, dual diaphragm non-directional studio type; Model D-2 is especially adapted for Public Address work.

Licensed under Brush Development Company Patents, Astatic Pending

ASTATIC MICROPHONE LABORATORY, INC.
Dept. BR, Youngstown, Ohio, U. S. A.
Pioneer Manufacturers of Quality Crystal Devices

WRITE FOR FURTHER DETAILS

STELLI DESERVE PROTECTION



New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.
Max Kerr, E. Lansing, Mich.: "The best recordings I have ever made using your STELLI."
WBNS, Columbus, Ohio: "After recording six fifteen minute transcriptions, the noise level is still lower than competitive needles when new."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

EQUIPMENT

MAJ. EDWIN H. ARMSTRONG, Columbia University professor and inventor, has placed an order for a 600-foot tower with the American Bridge Co., Pittsburgh, to be erected on the Palisades of New Jersey for experiments in connection with his short-wave "frequency modulation" developments.

KOTN, Pine Bluff, Ark., has completed erection of a new vertical antenna atop the Simmons National Bank Bldg., an 11-story structure. The vertical antenna now towers more than 300 feet above street level, and is by far the tallest structure in southeast Arkansas. The antenna is fed by a concentric transmission line. New equipment includes complete antenna tuning and coupling devices. J. R. Whitworth, chief engineer, had charge of installation and moving of transmitting and studio equipment.

AEROVOX Corp., Brooklyn, manufacturers of transmitting condensers and other condenser equipment has issued a 15th anniversary edition of its annual radio parts catalog. The booklet is 32 pages in color.

WJEJ, Hagerstown, Md., began operating from its new transmitter house, located just outside of the city limits, using a new vertical antenna, on Aug. 5. The transmitter house and tower were designed and built by Grover C. Grilley, general manager of the station. Installation of equipment was under the supervision of G. Harold Brewer, chief engineer. Construction has started on a building to house new studios for WJEJ. Station offices and studios will use the entire second floor, and are to be completed by Dec. 15.

KXRO, Aberdeen, Wash., on July 25 dedicated its new 250-watt transmitter and plant. A new Western Electric transmitter and an 189 ft. Blaw-Knox vertical radiator were placed in operation.

KSFO, San Francisco, and KQW, San Jose, Cal., have installed Western Electric 40A program amplifiers.



HANDY — KPQ, Wenatchee, Wash., has a convenient workroom in its transmitter house, with turntables, transmitter and panel within easy reach of the operator. The station distributed a souvenir 12-page newspaper on the occasion of its dedication June 27.

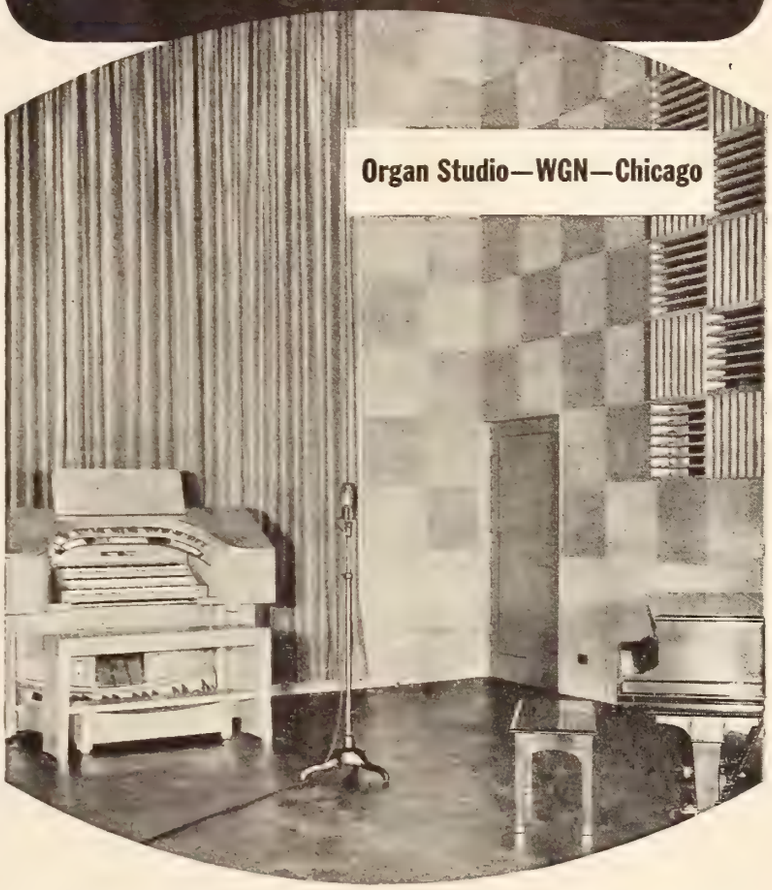
THE new 5,000-watt transmitter of KOIL, Omaha, goes into operation this month, along with its 310-foot Truscon radiator, about two miles east of the South Omaha Bridge. Dedicatory celebration is planned for the week of Sept. 13 with General Manager John Henry, Bob Cunningham, Paul Hamman and R. Bruce Wallace in charge of arrangements.

THE Western Electric 71-A 1000-watt amplifier formerly used by KRKD, Los Angeles, has been sold to the Central Broadcasting Corp., Centralia, Wash., now building a new 500-watt station in that city on 1440 kc. Amplification unit was used by KRKD before it built its present 2,500-watt transmitter, according to Willis O. Freitag, chief engineer.

UNITED ELECTRONICS Co., Newark, has issued a new catalogue covering some 34 models of electronic tubes designed for all types of transmitting equipment.

AN RCA 100-H transmitter with complete studio layout has been ordered from Camden for the new KARM, Fresno, Cal., 100 watter on 1310 kc.

AGAIN...
Modern Studio Design
by JOHNS-MANVILLE



TYPICAL of Johns-Manville's service to modern broadcasting is the design of this organ studio at WGN, Chicago. Here, the predominance of low-frequency sounds not only raised a problem in reproduction, but also the question of effectively confining these sounds within the studio itself.

Studio design by Johns-Manville solved this problem, as it has solved many another for leading stations throughout the country. Stations that have found that better broadcasting quality can be created and permanently protected against faulty acoustical conditions by designing and building their studios in accordance with the present-day sound-control methods developed by Johns-Manville. For information, write Johns-Manville, 22 East 40th Street, New York City.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE



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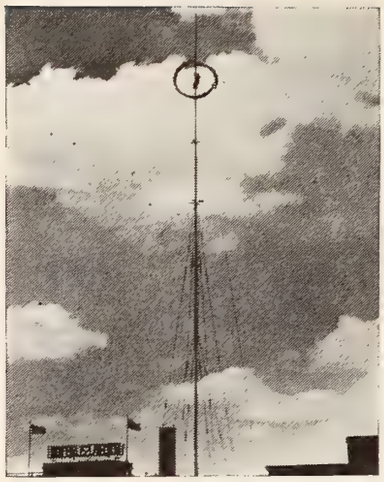
Situations Wanted

NEWSCASTER: Experienced reporter-desk man, now employed, seeks post where he can combine "radio voice" and writing talent doing news-casts. Recent college graduate, personable, neat. Knows how to "write for the ear" and understands the value of human interest. Has had microphone experience and training. Single, will go anywhere. Box 740 BROADCASTING.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.



NO WONDER—KSD, St. Louis, spent three months hunting someone willing to paint its directional reflector tower, rising some 300 feet above street level. The steeple jack had to swing back and forth until he gained impetus to carry him above each protruding strut.

Bermuda Beams

WBAL, Baltimore, and WJZ, New York, are checked by the navigator of the Pan American airship *Bermuda Clipper* for radio bearings on the New York to Bermuda runs, according to an article titled "Five Hours to Bermuda" featured in the Aug. 7 issue of *Saturday Evening Post.*

New Home of KRE

KRE, Berkeley, Cal., recently dedicated its new transmitter which is located on the mud flats along the eastern shore of San Francisco Bay. The transmitter is a new high-frequency 310-B Western Electric, equipped with the latest WE speech apparatus and six miles of ground wire were laid in the salt water near the tower to increase its efficiency. The 190-foot Blaw-Knox vertical radiator is shunt excited, the first on the Pacific Coast to employ this recent development in broadcast engineering, according to KRE. The transmitter house is of modern California architecture and is air conditioned, while the control room is sound-proofed so that programs may originate in it.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance Forms close 25th and 10th of month preceding issues.

Help Wanted

Announcer, Program Manager, with experience, someone interested in chance of advancement. Station located in the Northwest. Box 744, BROADCASTING.

Situations Wanted

Wish permanent selling connection on small city station. Seven years inside and outside experience. Box 747, BROADCASTING.

Radio Operator desires position. Experience at 50 kilowatt RCA boadcast transmitter. References furnished. Box 748, BROADCASTING.

Announcer, third year. Specialty: news. Training: journalism, law. A competent addition to any staff. Box 750, BROADCASTING.

Station Manager available September 1. Ten years' practical experience in Broadcasting with background of Advertising and publishing. Seasoned Executive who can create and sell as well as direct. Some major city preferred. Box 742, BROADCASTING.

Broadcast Engineer, 10 years' experience, desires change. Permanency necessary; age 35; married; will locate anywhere U. S. A. Studio and transmitter operation, maintenance and administration. 1st Phone and 1st Telegraph License since 1926. Box 743, BROADCASTING.

Creative salesman with excellent record selling the "tough ones" desires position on sales staff in large city, or position as sales manager in fair-sized city, anywhere. Will create sales ideas for salesmen and get out and scratch for them to help them increase their volume. In reply please state complete details. Box 746, BROADCASTING.

Situations Wanted (Cont'd)

Chief Engineer 500 watt station desires change in location. Education, three years university, seven years well rounded experience, both telephone and telegraph licenses, age 32. Box 749, BROADCASTING.

Announcer: 9 years network and local experience, last four years chief announcer eastern station, handle all phases sport broadcasting and newscasting, pleasing voice and mike personality. Travel anywhere. Available late September. Now Engaged. Box 751, BROADCASTING.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

For Sale Station

FOR SALE: 1,000 Watt Station, located in good market. Station now making money. Box 745, BROADCASTING.

Wanted To Buy

Wanted modulation monitor. Quote price and condition. Radio Station WHEF, Jackson, Mississippi.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Studio Notes

WTAQ and WHBY, Green Bay, Wis., on Aug. 15 and 16 will dedicate new studios atop the Bellin Building, with appropriate programming and "open house" festivities. Penthouse studios have been completely redecorated, new control equipment and fixtures installed, along with new offices for the commercial, program and press departments.

NEW STUDIOS of KTSA, San Antonio, now being constructed in the Gunter Hotel at a cost of about $20,000, will be ready for occupancy Sept. 15. Station staff, headed by Manager H. C. Burke, is planning a gala opening. Chief Engineer William C. Edgerton drew plans and is supervising the construction.

STAFF of WRBL, Columbus, Ga., recently received bonus checks ranging from $15 to $50 depending on the salary and length of service of the recipient. Similar midsummer bonus was paid a few weeks ago to employes at WATL, Atlanta. Both stations are owned by J. W. Woodruff.

DURING the Aug. 3 broadcast of *Skyways Reporter*, an interview program originating at the Newark airport and aired on WAAT, Jersey City, N. J., Miss Ann Margaret Becker, a stewardess of American Airlines who had received her commercial radio operators license that day, handled the remote set-up with ease and efficiency, according to Art Beadle, the program's regular engineer. Wilderotters department store, Newark, sponsors the *Skyways Reporter*.

WBTM, Danville, Va., and KGER, Long Beach, Cal., recently installed Transradio teletype service and are airing newscasts every hour throughout the day and evening.

AMATEUR photography hobby has invaded the studios of KHJ, Los Angeles, with staff members organizing a Candid Camera Club. Members include Willett Brown, assistant manager; Charles Bulotti Jr., operations chief; Bob Murray, chief technician; Dick Webster, sales promoter; James Bloodworth, continuity editor; Glen Turner, technician; Bob Wheeler, transcription supervisor; and James Burton, announcer.

GRANT POLLACK, NBC announcer in San Francisco, presided at a special pickup from the *Golden Bear*, whose captain, E. N. Olsen, and crew saved several hundred lives during the recent volcanic eruption in New Guinea. The broadcast was heard over NBC stations on July 23.

WHO, Des Moines, has signed a long-term contract for Transradio news service, receiving the full leased teletype trunk wire service recently extended through Central Iowa by Transradio. WHO was the third 50,000-watt outlet signed by Transradio within six weeks, others being WLS, Chicago, and WCAU, Philadelphia.

WLBC, Muncie, Ind., had a demonstration booth at the 85th annual Eastern Indiana-Muncie Fair, and presented programs from this studio. All news programs originated from the grounds and Transradio news and its preparation were featured in the display.

WIL, St. Louis, gives temperature and humidity readings every hour on the hour.

700 Miles From Home

KERR DRY GOODS Co., Oklahoma City department store, is following its customers into the mountain resorts of Colorado by sponsoring a program titled *News From Home* on KVOR, Colorado Springs, more than 700 miles away. The twice-weekly quarter-hour series features transcribed music by former Oklahomans now active in radio as well as Oklahoma City social and sports news. It is heard at 10 a. m. Sundays and 10:15 a. m. Wednesdays. Only commercial is suggestion that vacationers can use their Kerr charge accounts and personal shopper.

SIX broadcasts over WCKY, Cincinnati, will be sponsored by the Cincinnati Cake & Specialty Co. from the Pure Food & Health Exposition, to be held at the Cincinnati Zoo Aug. 24-Sept. 6. The programs will feature interviews with housewives attending the exposition's cooking school. Mary Jane, WCKY girl commentator, and Frank Zwygart, announcer, will conduct the interviews. WCKY has exclusive broadcast rights at the show which is held under auspices of the Cincinnati Retail Grocers and Meat Dealers Association.

WGAR, Cleveland, recently broadcast a five-hour show to raise money and furnish transportation so that children might attend Orphan's Day at the Great Lakes Exposition, Aug. 16. The results of the broadcast under the direction of Sid Andorn were transportation for 4,600 children and $1,000 in cash.

WHO, Des Moines, is broadcasting a Sunday morning series titled *Your Hymns and Mine*, a public service program under auspices of the Iowa Christian Endeavor Union and consisting of hymns selected from hymnals of all churches.

WFBR, Baltimore, will broadcast the Chesapeake Bay Fishing Fair Assn. contest from the middle of the bay Sept. 18-19. Expert fishermen from all over the country are expected to participate, according to WFBR.

IMPROVEMENTS are being made to a former residence at Worcester, Mass., being used as the new studios of WORC. The station made its first broadcast from the new studios early this month, and plans to hold formal opening late in August, according to Ted Hill, manager.

BEGINNING August 16 the 45-minute women's program conducted by Martha Deane on WOR, Newark, will drop the Saturday broadcasts and will change the time of the Monday-through-Friday periods from 2-to-2:45 p. m. to 3-3:45 p. m. The programs are cooperatively sponsored by a maximum of 12 participating advertisers, each of whom has been included three times weekly. Under the new schedule each advertiser will receive three commercial messages one week and two the next.

SPONSORED on WSAN, Allentown, Pa., is *Accent on Safety*, presenting Edgar P. Paulsen, giving a course on the subject at Muhlenberg College. All phases of the safety subject are discussed, winding up with a one-minute transcribed message from the State Highway Safety Patrol. The series is being transcribed by Lopez Recording Co. for use at other stations.

KPRC, Houston, Tex., announced Aug. 4 that Kenneth A. Millican had concluded 1,500 broadcasts of daily talks on security trading under sponsorship of Sterling & Baker, local brokers and investment counsellors.



TOWARD
TOWERING RESULTS

The Big Brother of The Oregonian stations, takes pleasure in announcing the completion of the new 625 foot vertical antenna.

Greater power and increased coverage and reception—tops in a booming market.

OREGONIAN STATIONS BRING RESULTS!

KGW OREGONIAN KEX

The Radio Stations of The Oregonian
KGW-KEX
are represented nationally by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

PREFERRED in WICHITA and its TRADE TERRITORY
K-A-N-S
WICHITA, KANSAS

May all your presentations be RADIO EVENTS
Radio Events

Stations who cry that they can't afford to produce live shows will have something to think about when the final A. F. of M. set-up is released.

Besides they never really had a leg to stand on because The Script Library has always had twosomes, really thrilling presentations that required two men or a man and a woman and which frequently cost only a royalty **of less than a $1.00 a fifteen minute episode.**

There is, for instance, the light comedy "OH, JENKINS" with a $25.00 royalty for twenty-six fifteen minute episodes.

Then there's "LOVE IS A WORD", a two character romance which is also available at a royalty of twenty-six fifteen minute episodes for $25.00.

For mystery fans there's "MURDER IN THE 400" with thrills in every one of its twenty-six episodes and still with only two characters — at $25.00 the series.

There are also stations that have been crying for a daily strip "across the boards". Our answer to them (with only two characters) is "The Road to Nowhere" in which a typical English intelligence officer meets a typical Broadway chorus girl in India and they start trouble but not for the audience who really grow to love Guy and Sadie. As a daily feature (six times a week) it costs only $5.00 per week. Add the cost of two actors and a production man and you have a package, correctly priced, that will sell for your sponsor.

By the way, thirty-two broadcast series were sold last week because station production men had copies of THE SCRIPT LIBRARY CATALOGUE in their files. If you haven't—why not write for it today? The cost to you is just 00000.

Out of the six hundred and fifty stations in the U. S. A., over four hundred and fifty are on our mailing list —by request. They receive news of the Script Library material, TREND pages and gobs of facts and a few fancies about where broadcasting is going and why. Since it only requires "the asking" to be placed on our mailing list, why not ask.

When it comes to making program cooperation available, the writer, who general manages (*as far as it's possible to manage Joe Koehler and Georgia Backus*) most of the activities of The Script Library, has never been known as a No girl. If you'd like an example of SERVICE just tell her what you want and watch things happen. . . .

Broadcasting's greatest season is ahead and already The Script Library's business is 200% ahead of the same time last year—You can't give service for five years without someone realizing it. That someone today is exactly 235 stations—AIN'T that a someone.

This is Genevieve Pace, who cut her vacation short in order that some station managers might have theirs.

Genevieve Pace

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

Institute Will Consider Radio and Public Opinion

THE PART broadcasting plays in developing public opinion in the United States will be debated during the 1937 Williamstown Institute of Human Relations at Williams College, Williamstown, Mass., Aug. 29 - Sept. 3. Dr. Franklin Dunham, of NBC, Sterling Fisher, of CBS, and James M. Gillis, editor of the *Catholic World*, are among those who will speak on radio at the morning forum Sept. 3, over which Harry A. Garfield, president - emeritus of Williams College, will preside. Some of the proceedings will be broadcast via the networks.

Theme of the conference will be, "Public Opinion in a Democracy". The Institute will have two specific aims: "To consider the motion picture, the press, the radio and other agencies by which American public opinion is shaped, from the point of view of their relation to ethics and religion;" and "to suggest how these agencies of public opinion may promote more wholesome human relations in the United States, consistent with the New World tradition of religious liberty, civil freedom and human rights for all culture groups in our population."

AFTER battling storms, Ken Griffin, of NBC's San Francisco studios, and Director Blair Walliser, co-owners of the 10-meter sloop *Revenge*, won the coveted Mackinac Racing Division Cup last month. The *Revenge* finished the gruelling 331-mile run in 75:24:51. The Mackinac race is the longest fresh water sailing race in the world.



Joe Louis a Sponsor

JOE LOUIS, heavyweight champion, is sponsor of a commercial program which advertises his "Brown Bomber Chicken Shack", Detroit restaurant. Fifteen minutes known as *Brown Bomber Shambles*, featuring hot transcribed tunes, are broadcast every morning at 2:15 a. m. during the *Night Owl* stretch over WJBK, 24-hour station.

WNBF Joins N. Y. Net

WNBF, Binghamton, N. Y., will join the New York Broadcasting System on Sept. 7, as the seventh station in this intrastate network. The station operates on 1500 kc. with 250 watts day and 100 watts nights and is a supplementary outlet of CBS. Other stations in the network include WINS, New York key station; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo.

Barth Leaves WSYR

HOWARD C. BARTH, veteran manager and secretary of WSYR, Syracuse, has resigned and has sold his interest in the corporation. He left in July for an extended vacation in the Gaspe Peninsula of Canada and the Adirondacks and made no announcement of his future plans. Owners of WSYR, who are believed to have taken over the Barth interests, are Col. Harry Wilder and his father, Mark S. Wilder.

Kaltenborn in Spain

H. V. KALTENBORN, CBS news commentator who won the Headliners Club radio citation for his reporting of the Spanish war from the battlefront last year, is back in Spain gathering material for more broadcasts. After touring rebel Spain, he was due to go to Paris to broadcast back to CBS on Aug. 15. He then returns to loyalist Spain and will broadcast his observations on that sector on Aug. 29.

Radio Helps Piano Sales

WITH piano shipments for the first half of the year up 34% over 1936 and amounting to 49,595 units, the National Piano Manufacturers Association was told at its recent convention in New York that radio has been a boon rather than a deterrent to piano sales. Broadcasting has developed a new national appreciation developed the nation's appreciation of music which has been reflected in increased sales of musical instruments, it was added.

Better Speech to Return

BETTER SPEECH INSTITUTE of America, Chicago (correct speech booklets), plans to return to the air in September using a quarter-hour program on NBC-Red network on Sundays. Dramatized plays showing the effectiveness of good speech may be used again this year. Auspitz & Lee, Chicago, is the agency.

CBS Starts Work In San Francisco

New $350,000 Plant Will Be Ready in Early November

CONSTRUCTION of the CBS new northern California headquarters and studios in the historic Palace Hotel in downtown San Francisco was started early in August. Although the site had been picked and publicly announced a number of weeks ago by Donald W. Thornburgh, CBS vice - president in charge of Pacific Coast operations, the 89-day hotel strike in San Francisco held up the start of the actual construction work. The strike was settled and hotels again opened just before the start of August.

Bliss & Fairweather, San Francisco architects have drawn plans, with William Lescaze, designer of the new KNX building in Hollywood, as consultant. The project will include two stories to accommodate the elaborate housing of CBS and KSFO. Five broadcasting studios, each with its own control room, are planned. Two main studios will have extraordinarily high ceilings for proper acoustics and each includes an observers' balcony. The plans call for entirely new construction work for the entire project, directly above the Gold Ballroom of the hotel. From the lobby of the hotel itself swinging doors will lead directly to a smaller lobby with an entrance on a rear street and a special elevator to the Columbia reception room.

Special Facilities

Besides the studios, included on the first floor will be the executive offices, a special program planning department and announcers' lounge. The second floor will contain the music library, traffic, publicity and news departments, a transcription library, engineering department and two client rooms. Air conditioning and ventilation equipment independent of the hotel plant will be installed on this floor also.

All the technical installation will be under the supervision of James Middlebrooks, CBS construction engineer, who also directed the erection of the new KSFO transmitter at Islais Creek, San Francisco. The new studios are expected to be ready for occupancy by Nov. 1. Mr. Thornburgh said that the estimated cost of the plant will be about $350.000.

Meanwhile, the new 5 kw. WE transmitter, transmitter house and Truscon radiator for KSFO, CBS outlet in San Francisco, have been completed at Islais Creek. During the construction of the transmitter KSFO broadcast a number of special programs from the site, to create public interest in the forthcoming new station facilities. Manager Phil Lasky stated that he planned to use car cards and space in the daily newspapers to promote the dedication, scheduled for this month.

H. Z. Zane, construction engineer, went to San Francisco from New York to supervise the work on the towers for the new setup. As a result of the CBS future move into the Palace Hotel, NBC loses its remotes from the hostelry. The CBS outlet already is picking up the music of Paul Pendarvis from the Rose Room.







YACHT COVERAGE—The major networks used all forms of conveyance and communication to bring the America's Cup races off Newport to a listening world. At left is an NBC crew at Brenton Pt. Coast Guard station (back to front) A. E. Jackson and H. T. Ashworth, field engineers; Max Jacobson, eastern field supervisor; J. H. Hartley, asst. director special events; Arthur Feldman, director special events, Boston. In center is the MBS-WOR crew, with Cameron King and Dave Driscoll at left and four engineers, Ed Franke, George Frazee, Shirley Davis, Samuel Morse. Driscoll fell overboard three minutes before one of his broadcasts. At right Ted Husing (above) and Sydney Bergere, engineer, are feeding CBS from the radio shack on the Coast Guard cutter *Tahoe*. Elaborate shortwave setups were arranged for the races.

NAB Report on SESAC Repertory Indicates List Falls Below Claims

CULMINATING several months of intensive research, the NAB on Aug. 18 will release to its membership a detailed report analyzing the copyright repertory of the Society of European Stage Authors & Composers Inc. (SESAC), designed to portray to its membership the scope of the works held by the organization so as to permit stations to gauge their needs for the catalogs.

Resulting from complaints from many stations that they have been paying SESAC royalties for an "unknown quantity" because it had never divulged its actual repertory, the analysis was undertaken by James W. Baldwin, NAB managing director, and his copyright staff after SESAC had declined to supply the information requested and had displayed "a lack of cooperation in supplying to the members necessary information."

The voluminous report, together with some 400 pages of exhibits, tended to show that SESAC is not the important entity in the copyrighted musical field it has claimed to be in negotiating performance contracts with stations, some 400 of which are said to be paying SESAC royalties. As far back as January, 1936, the report brought out, NAB endeavored to obtain from SESAC a list of musical compositions it owns and controls, and when it was not furnished the NAB undertook a search of the files of the Library of Congress to ascertain precisely what compositions were involved, based on a SESAC brochure date June 1, 1936, in which it named the catalogs it was authorized to license without going into the actual numbers involved.

The brochure contained the names of 76 publishers or organizations but duplications in the items reduced the number to 52. In addition, 17 publishers were eliminated by SESAC's own admission and broadcasters who entered into license agreements with SESAC as of that time apparently acquired the right to perform musical selections of 35 publishers or organizations, instead of 76, the report states.

On Jan. 1, 1937, SESAC distributed a new brochure which added and deleted certain firms and showed the total number of publishers and organizations as 62 as of April 1, 1937. "We find, on examination of the musical copyright entries in the Library of Congress," said the NAB report, "that a total of approximately 5,500 unexpired musical copyright entries are credited to these 62 publishers or organizations." Of these 62, said the report, 13 were not credited with any musical entries, three had not been credited with any musical copy entries during the last ten years, and 35 had been credited with a total of less than 50 entries each during the last ten years. The remaining 11 publishers as of April 1, 1937, had entries totalling about 3,500 numbers.

In detail, the report covered conflicts in connection with claims made by SESAC on exclusive rights to perform numbers with the rights of ASCAP. The disclosure, the report stated, emphasized the "urgent need for remedial copyright legislation."

Chapter by chapter, the report covered the individual catalogs claimed by SESAC, and designed to show by title, name of author, composer and publisher, all of the musical selections which the NAB could find credited to those publishers in the musical copyright entries of the Library of Congress of April 1. "These data should enable the broadcasters to evaluate the need for the music in all these catalogs with the possible exception of the Spanish catalogs," said the report.

Sherwin-Williams Spots

SHERWIN-WILLIAMS Co., Cleveland, will start a spot campaign for its paints early in September, using participating programs on schedules varying from one to six times weekly on the Yankee Network, the Iowa Network and a network on the Pacific Coast. Individual stations signed are WOR, WFIL, WBEN, WGY, KDKA, WFBR, WBT, WJAX, WLS, WGAR, WJR, WFBM, WCCO, KMOX, KMBC, WFAA, WCKY, WSB, WTMJ, KPRC. Programs were placed through T. J. Maloney Inc., New York.

FRATELLI BRANCA & Co. Inc., New York (bitters) is sponsoring a weekly sports review in Italian on WBIL, New York, and WPEN, Philadelphia, featuring Leandro Forno. Series is titled *La Rassegna Sportiva*.

TODAY'S CHILDREN

RADIO'S MOST POPULAR DAYTIME PROGRAM

WRITTEN BY IRNA PHILLIPS — PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR. — HUTCHINSON ADVERTISING COMPANY

N. B. C. RED NETWORK — MONDAY THROUGH FRIDAY

10:45—11:00 A. M., E. D. S. T.

WKZO KALAMAZOO

★

"The Nation's Perfect Test Market"

WKZO Modern Radio Kitchen

Now In Its 21st Successful Week

MARY MARTIN, expert Home Economist, on the air six times a week — supplemented by merchandising men contacting retail outlets, installing store displays and creating increased distribution for sponsors.

Write for information.

Representatives: Wilson-Robertson Co.
Chicago—New York—Kansas City

WFIL's New Studios

THE NEW $200,000 studio plant of WFIL, Philadelphia, will be opened for broadcasting Sept. 1, according to Donald Withycomb, general manager. Located on the 18th (top) floor of the Widener Bldg., in the heart of mid-town Philadelphia, the new plant is now nearly completed. WFIL's present quarters in the Strawbridge & Clothier Store will be closed at the end of August and all personnel and equipment moved to the new location. Formal dedication of the studios will be deferred until decorative work is finished, probably late in October. Plant was designed by Horace Trumbauer, with the collaboration of Frank V. Becker, WFIL chief engineer.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Conferences Seek Music Solution

(*Continued from Page 11*)

eral musical strike, and none of us wants that to happen. We are exerting all the pressure we can to make our member stations appreciate the necessity for action on their part, and if the non-network stations will take the same point of view we believe that a solution can be peaceably worked out."

Danger of Blacklist

The networks are also very much concerned about the possibility of some of their stations refusing to hire a number of musicians satisfactory to the union and being put on the AFM unfair list. In such cases the networks would be forbidden by the union from feeding any musical programs to these blacklisted stations, under threat of losing their own union musicians, who will not be permitted to work for any one serving a blacklisted station.

This same situation applies to the transcription and record manufacturers. On Aug. 10 a letter was sent by NAB to all stations, over the signatures of Advertisers Recording Service Inc., Atlas Radio Corp., E. V. Brinckerhoff & Co. Inc., Jean V. Grombach Inc., Lang-Worth Feature Programs, MacGregor & Sollie, NBC Transcription Service, RCA Mfg. Co. Inc., Transamerican Broadcasting & Television Corp., WOR Recording Service and World Broadcasting System.

Pointing out that the demands of the AFM on transcription makers mean that they "cannot make transcriptions using AFM musicians for use at any radio station which fails to employ a number of AFM musicians satisfactory to the AFM" and that "an attempt is to be made to require the makers of transcriptions to be licensed by the AFM" the letter continues:

The AFM is attempting to achieve its end of requiring radio stations to employ additional musicians by threatening to place restrictions on the network companies by refusing to permit the transmission of music made by its members except to radio stations employing musicians, and on the phonograph record and electrical transcription makers rather than by local negotiation through the locals of the AFM in the territory served by the radio stations. We have urged the AFM to treat this situation locally because the problem of each radio station is a local problem which should be decided on its own merits, but they have declined to deal on a local basis with the individual stations. We have no way of knowing what number of musicians the AFM intends to require to be employed.

As transcription makers we are vitally interested in this problem and are anxious to do what we can to assist you in its solution. However, *you* are the most directly concerned as the employment of the additional musicians demanded by the AFM must be by the broadcasting stations. . . . We believe that broadcasters will find it useful to confer with the transcription makers whose products they use, with such network companies as the stations may be affiliated, with the NAB and with officers of the AFM.

Licensing Plan

One prominent transcription maker told BROADCASTING that there is little that this group can do until the broadcasters have come to some agreement with the union and then, he said "we will have to decide whether to refuse to furnish transcriptions to stations not licensed by the union or to try to continue to serve them without the aid of AFM musicians." He pointed out that in saying that transcriptions have contributed to unemployment of musicians the AFM officials quite evidently did not understand that advertisers using musical transcriptions were competing with network programs for audience attention and that in most cities live orchestras of the same excellence could not be obtained and even if they could the advertisers could not afford to hire individual orchestras in each city.

"If the present users of transcriptions are forced to turn to other means of advertising they will not hire local musicians," he stated, "but will use local news or sports programs, or script shows, or will leave radio and go back to newspaper advertising, from which most of the transcription business has been taken." He also said the situation was having a bad effect on the transcription business for fall as many advertisers were holding up their recording awaiting the outcome and that if they were forced to delay much longer they would be forced to use some other means of advertising.

The phonograph record manufacturers present a different aspect of the situation, which is outlined in the industry letter to all stations of Aug. 5 as follows:

The AFM complained that the present uncontrolled use of phonograph records by broadcasters has been a principal factor in deterring the employment of musicians by broadcasters. Phonograph record manufacturers, therefore, were told that they would not be able to employ union musicians for the manufacture of records unless some plan was devised for the elimination or control of the playing of phonograph records by broadcasters. The phonograph record companies have, accordingly, submitted a tentative plan (a) whereby broadcasting stations which are "licensed" or declared to be on the fair list by reason of the hiring of a satisfactory number of musicians, will be permitted to play phonograph records, and (b) whereby the phonograph record companies will endeavor to prevent stations not so "licensed" from performing the records made by such manufacturers.

As part of this program, we are advised that the phonograph record companies will soon adopt a new label and envelope for their records which will set forth that the records are manufactured and distributed pursuant to a patent license and on agreement with the original purchaser that they may not be used or resold save for ordinary use in the home. It is reasonable to assume that this procedure will be the subject matter of litigation. In any event, the AFM may attempt to withhold the services of union musicians, whether live talent, or through the medium of transcriptions, network or remote control, from stations which make unapproved use of phonograph records. The phonograph record companies, intend, we are informed, simultaneously with this campaign, to attempt to put into effect a plan which they inform us they have long contemplated—namely, licensing broadcasting stations to play phonograph records.

Property Right

Milton Diamond, counsel for Decca Records Inc. and member of a committee of representatives of Decca, RCA-Victor and American Record Co. which will meet with the AFM sub-committee to attempt to work out a settlement before Sept. 16, told BROADCASTING that the makers of phonograph records had long held they have a property right in the records they make that is being violated when these records are broadcast.

He said that the courts had recognized this right when the record companies were allowed to intervene in suits brought by artists whose records had been broadcast against the broadcasting stations. These suits are still in the courts, he said, and the record makers hope to have their rights upheld by definite rulings, after which they, too, will license stations to broadcast records.

Whether these licenses will be on a per piece basis or whether they will follow the ASCAP plan of an annual fee has not been decided, he said. He stated that the recorders will of course not license any stations not licensed by AFM, as to do so would cost them the use of union musicians, but added that in the meantime any station broadcasting records, whether licensed by AFM or not, would be considered as an infringer on the rights of the recorders.

Querying a number of independent stations in New York BROADCASTING found the consensus was that they are now employing as many musicians as is economically feasible and are not greatly worried, believing the AFM will not force them to employ more men

WSAI

THE CINCINNATI MARKET
. . . in Radio Language that's WSAI

A potential audience of more than one million listeners in the rich industrial Cincinnati area.

These WSAI listeners are your buyers . . . and WSAI is the Cincinnati Buy.

Robert G. Jennings, in charge of Sales and Programs, Cincinnati
New York and Chicago Offices: Transamerican Broadcasting & Television Corporation
J. Ralph Corbett, Inc.

- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

THE CROSLEY RADIO CORPORATION

than they can afford or seriously affect their program schedule by depriving them of the right to broadcast recordings and transcriptions.

Officials at AFM headquarters said that while the subcommittee will continue to meet with broadcasters and others no decisions would be made until the resumption of executive sessions in September. Queried about the amount of unemployment among musicians they replied that of the 125,000 AFM members many had other occupations and that it was impossible to say how many were actually out of work. But they did state very definitely that regardless of the amount of unemployment they felt the broadcasting industry should employ more than 800 staff musicians, which is the total number today. This does not include, of course, the many thousands of musicians engaged for special programs by sponsors or stations, but only the regularly employed musicians on station payrolls.

Asked how many men they thought the broadcasters should employ they said that was a question for the broadcasters to answer and that when they heard the answer they would then decide whether it was satisfactory to them. Pending the September meetings the AFM has postponed its Aug. 15 deadline with the motion picture people, from whom the union is trying to get a contract forbidding the dubbing or re-recording from film to film or disc to film, meaning that each picture production would require an original orchestral background. Similarly the discussions with ASCAP regarding an affiliation of the two groups, possibly with ASCAP becoming an AFL union, have been temporarily discontinued.

Audit Group Committee Of NAB Is Reappointed

REAPPOINTMENT of the NAB "committee of five" which functions as part of the Joint Committee on Radio Research representing equally the NAB, American Association of Advertising Agencies, and Association of National Advertisers, was announced Aug. 12 by John Elmer, NAB president, and operator of WCBM, Baltimore.

The group includes Arthur Church, KMBC, Kansas City, chairman; Roy O. Witmer, NBC sales vice-president; H. K. Boice, CBS sales vice-president; J. O. Maland, vice-president, WHO, Des Moines, and James W. Baldwin, NAB managing director.

Last year the NAB committee included seven men, five of whom served on the Joint Committee on Radio Research. Mr. Elmer decided to curtail the membership to five for both purposes during the ensuing year. The Joint Committee has been functioning for the last two years toward the goal of adapting standardized methods of auditing station audience and coverage data.

Campana's Second Show

CAMPANA Corp., Batavia, Ill., sponsoring *First Nighter* on NBC-Red Friday evenings for Italian Balm, will add an unnamed network program on Monday evenings, 8:30-9, on NBC-Blue, late in September. Aubrey, Moore & Wallace Inc., Chicago, is agency.

AFM Recording, Transcription Demands

Demands upon phonograph recording companies and electrical transcription companies by American Federation of Musicians:

1. Explain the evil of circumventing of employment opportunities of musicians by reason of the uncontrolled use of recording for profit.

2. There is no objection against recordings for home use or in their use for any purpose outside of the United States and Canada. However, records may be used in music machines such as are commonly found in candy stores, railroad stations, billiard parlors, etc. They cannot be used in places where otherwise musicians could be employed or where it has the tendency to destroy employment opportunities of musicians.

Manufacturers of phonograph records or electrical transcriptions may make such for audition purposes or for their own record, but such phonograph records or electrical transcriptions must not be commercially used, and the American Federation of Musicians must be advised in each instance when made as is the case with other records.

3. Members of AFM will not in future make records which are to be used for profit unless musicians are employed in the place or establishment where so used. This includes radio, hotels, restaurants, cafes or any other place whatsoever where the use of records has the result of destroying employment opportunities of members.

If recording companies are requested by a sponsor to make recordings for which the sponsor furnishes his own musicians, then such recording companies obligate themselves to do so only on condition that it be done in accordance with their own understanding with the AFM, the recordings are only to be used where members of the AFM are employed.

Industrial recordings are permitted only on condition that they are not to be used as public recordings but are used solely for the purpose of acquainting with their contents the employes of the industry for which the recordings are made or prospective buyers of the products of such industry. However, they are not to be used at any place or at any time to which the general public is invited.

4. The Federation is ready and willing to permit their use in such places or for such purposes as radio if it comes to some agreement with the employers using such records as the number of musicians to be employed.

5. The dubbing or re-recording of records will not be agreed to by the Federation. However, manufacturers may submit to the AFM cases wherein, in their opinion, exceptions should be made, with the understanding that the decision of the Federation shall be final.

6. Members of the AFM will only make records under contracts containing these stipulations.

7. The AFM insists that it must be advised of all records made and for what purpose they are to be used (this to appear on the record) with the understanding that records should not be placed at the disposal of an employer where it has the tendency to destroy employment opportunities or the developing of such.

8. Records henceforth made by each corporation must have a registered number to be filed with the Federation. Before such record is used anywhere for any purpose whatsoever, a clearance permission must be secured from the AFM.

Recording companies agree to furnish the AFM with their catalogue of recordings already made and advise them from week to week of new recordings made, it being understood that the recordings are not to be used or released before the Federation is so advised. If necessary for the immediate release of such recordings, the Federation to be immediately so advised. This also includes industrial recordings.

Manufacturers of recordings when making report to the AFM of recordings made by them, must also send copy of the script of the recordings so that the AFM may at all times be advised of what these recordings contain.

Manufacturers of recordings shall at all times, when a request is made upon them by the Federation, to furnish to the Federation a copy of any record made by them inclusive of those pressed in Canada.

9. Requests by employers that musicians should assign all their rights for the use of the master records to recording companies will be considered by the Federation as an attempt to circumscribe the employment opportunities of other members of the Federation and the Federation will not agree to such assignments.

10. Members of the Federation will not render any services at any place where records of any kind are used whether they are new or library records unless some agreement exists with the employer using the records that musicians be also employed in addition thereto.

11. The making of any records by running a line through radio corporation studios or any other place for any other than legitimate purposes, that is, purposes in contradiction with these rules is not agreed to by the Federation.

12. The making of records taken from the air with or without the knowledge of the musicians is not agreed to by the Federation.

13. All recording companies to be licensed by the AFM, the license to contain the stipulations under which members of the Federation will make records.

14. Nothing herein must be so construed to rob an individual member of his property right that he may have or may acquire in any of his recordings.

15. In no jurisdiction of any local of the AFM can members play for an employer in contradiction of any of the above rules.

16. All contracts to be valid must be approved by the International Executive Board of the AFM, the president or any authority designated for that purpose by the Federation.

General Foods Session

GENERAL FOODS Inc., major radio advertiser, held a three-day conclave in Hollywood starting Aug. 13, with its main executive personnel, including Clarence Francis, president, assembling for a roundtable on merchandising plans. Intimations are that the company, which spent more than $2,000,000 on advertising the first six months of this year, a substantial portion of which went to radio, will expand broadcast originations from Hollywood. Conferring with the General Foods Inc. executives were Young & Rubicam Inc., and Benton & Bowles Inc., advertising counsel. Both agencies represent General Foods in radio production in Hollywood and the East. Meetings started Aug. 13.

1ST IN LOCAL ACCOUNTS

Local advertisers can study listening habits at first hand and pick the station with the largest audience. In Providence, WPRO leads.

CHERRY & WEBB BROADCASTING CO.

Providence, R. I.

Representative:
PAUL H. RAYMER COMPANY

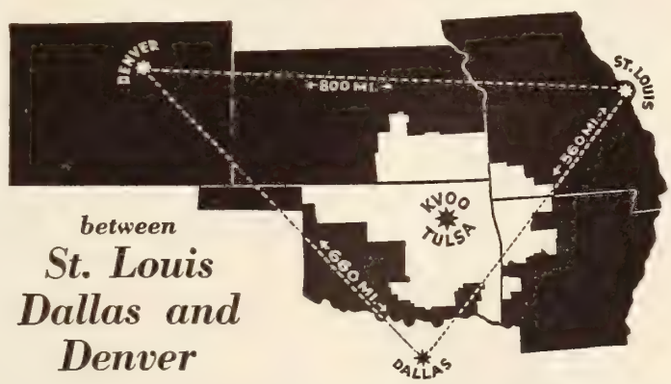
1ST IN PROVIDENCE

WPRO

630 KC. 1000 W. DAY 500 W. NIGHT

BASIC COLUMBIA

THE MOST POWERFUL STATION



between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

IT MUST BE GOOD!

Listener preference in Hartford is indicated by the fact that local advertisers choose WDRC, and return again and again! They KNOW they can depend upon WDRC for Results!

Basic Network Station of the Columbia Broadcasting System

NORTHWEST'S LEADING RADIO STATION
KSTP
25,000 WATTS
OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK
MINNEAPOLIS
SAINT PAUL

Senate Radio Investigation Foreseen

(*Continued from Page 9*)

tive appointees, meeting the "business executive" qualifications, it is understood, had been offered the chairmanship, but each refused for undisclosed reasons. The chairmanship appointee would fill out Mr. Prall's unexpired term of five years, while the other vacancy—that created by the retirement June 30 of Dr. Irvin Stewart, Telegraph Division chairman — is for seven years.

The death this month of Associate Justice J. A. Van Orsdel of the U. S. District Court for the District of Columbia, the radio appellate body, gave rise to renewed speculation regarding the possible transfer of Acting Chairman E. O. Sykes to that court. He was considered for it several times in the past. A former Mississippi Supreme Court justice, Judge Sykes is regarded as especially qualified for that bench, particularly since it is the FCC appellate court prescribed in the law.

New Names Mentioned

Many new names have been added to the list of prospective appointees to the FCC, and most of the old ones remain. Foremost among those considered initially for the Stewart vacancy and also for the chairmanship are Comdr. T. A. M. Craven, FCC chief engineer; Hampson Gary, FCC general counsel, and Carl I. Wheat, FCC telephone rate counsel.

New names which have been advanced are those of Ewin L. Davis, member of the Federal Trade Commission, who as a former Congressman from Tennessee was one of the framers of the Radio Act of 1927; Smith W. Brookhart, former Iowa Senator; W. W. Howes of South Dakota, First Assistant Postmaster General; Rep. Ramspeck (D., Ga.), a member of the House Merchant Marine Committee which until three years ago was charged with radio legislation; William E. Dodd, Ambassador to Germany; Judge Hall Lusk, of Portland, Ore.; Willard Bliss, general organizer of the American Radio Telegraphists Association, who has CIO endorsement and whose name was substituted for that of Hoyt S. Haddock, former ARTA president; Capt. S. C. Hooper, USN, former director of Naval Communications, and Comdr. C. R. Clark, retired Naval Communications officer on the Pacific coast, a native of Plattsburgh, N. Y.

One of the "big business" executives reported under consideration was John D. Biggers, president of Libbey-Owens-Ford Glass Co., of Toledo, but it was learned authoritatively that he had not been proferred the post, and that even if the offer should be made his business commitments are such that he would not be in a position to accept. Breckinridge Long, former Ambassador to Italy, and former Assistant Secretary of State, is another understood to have been offered one of the posts, which he declined.

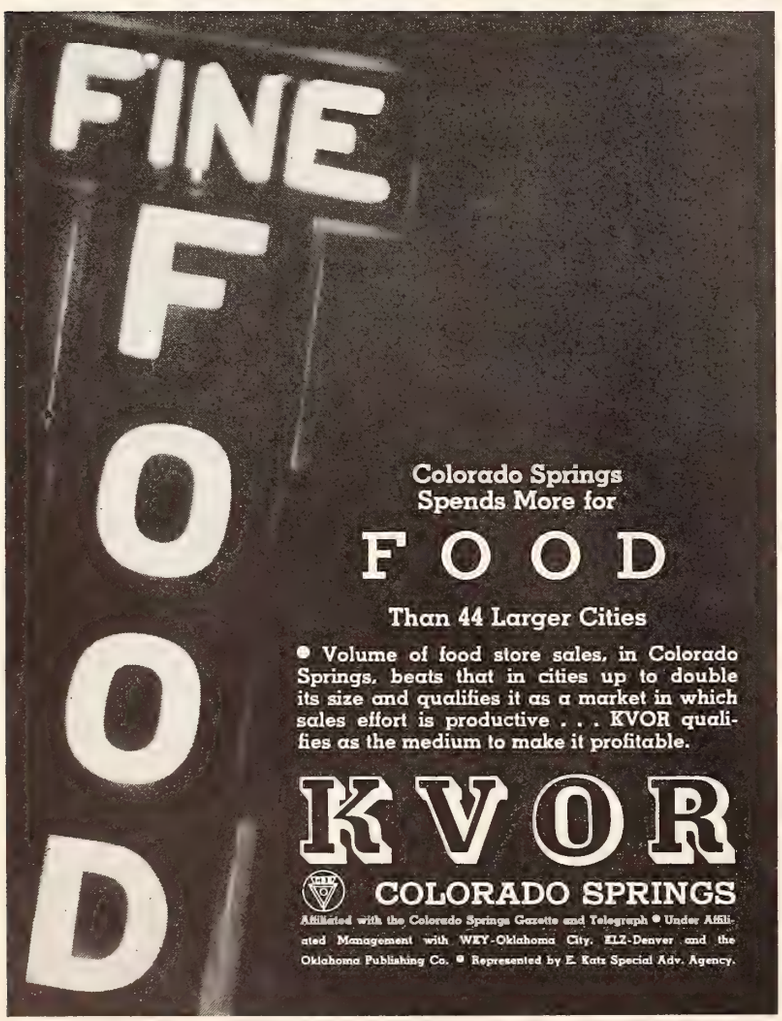
WCBD Ready to Start With Entire New Plant

WCBD, Chicago, will start its new 5,000-watt Western Electric transmitter and 410-foot Truscon self-supporting radiator on Aug. 16. The station has been using the facilities of WMBI, with which it shares time, since its $60,000 fire April 2. The new transmitter is located just north of Elmhurst, Ill., at the old WMAQ site.

Studies and offices of the three Chicago stations managed by Gene T. Dyer, formerly in different locations, have all been moved into the Madison-Western Bank Bldg., 2400 W. Madison St. in the heart of Chicago. Modernized offices and studios have been built for the three stations—WSBC, WGES and WCBD, which had studios and transmitter at Waukegan and Zion, Ill.

New Equipment Firm

BRAINARD - WALDER Corp., Hollywood manufacturers of communication, transmitter and recording equipment will change its name to General Communication Products Corp. and move to larger quarters at 6245 Lexington Ave., that city, within the next 30 days. S. A. Sollie, formerly of MacGregor & Sollie, Hollywood transcription concern, and Harold H. Hanseth, formerly co-owner of KIEM, Eureka, Cal., have joined the organization which is headed by W. E. Brainard, president, and Robert B. Walder, formerly president and general manager of Techna Corp., San Francisco equipment manufacturers.



Payne Resumes Probe of Crosley

(*Continued from Page 9*)

McFarlane (D-Tex.). In the latter address the superpower operation of WLW was criticized. No direct mention was made of the recent retention by Crosley of Charles Michelson, publicity director of the Democratic National Committee as public relations counsellor.

Concluding, the Payne letter said that it was in the nature of a formal notification that the Commissioner would expect to receive answers to the questions propounded by Sept. 13, 1937. Questions asked covered balance sheets showing current assets, investments, fixed assets, intangible assets and related financial data; profit and loss statement showing gross broadcasting revenues, deductions for various expenses, and taxes; net operating revenue, and other income data; dividends declared; broadcast hours sold; broadcasting time devoted to advertising of Crosley products and the value of the time; amounts charged for time; whether rates have been increased since the granting of the experimental license and the amount of increase. The data was requested for each calendar year since the Commission granted the experimental power and for the last full calendar year.

AGENCIES AND STATIONS
Try
---wood---
IDEAS!
"They've clicked successfully For 15 Years."
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

JOHN McPHERRIN, sales manager of Bauer & Black, Chicago (cosmetics), is in Hollywood conferring with Frank W. Purkett, vice-president and general manager of Associated Cinema Studios, on the May Robson transcription series *Lady of Millions*, cutting of which started Aug. 1. Series, through Blackett-Sample-Hummert Inc., Chicago agency, will be placed nationally.

HECKER PRODUCTS Corp., New York (Silver Dust) is planning a network series using Beatrice Fairfax in an afternoon program dramatizing heart problems. Personality charts will be given listeners. BBDO, New York, is agency.

NEWS
is your best bet
TRANSRADIO

ATLANTIC TRAINS GRID ANNOUNCERS

ATLANTIC REFINING Co., Philadelphia, will broadcast at least 158 football games between major Eastern and Midwestern colleges this autumn, using some 60 announcers on 64 stations. The change in rulings of the networks, which this year permit Atlantic's use of NBC and CBS stations, has allowed the inclusion of almost every 50,000-watt station in its territory.

Announcers for these broadcasts are selected by a unique method developed by Joseph R. Rollins, Atlantic's advertising manager, and Les Quailey, former analyst and assistant to Ted Husing who now has charge of the Atlantic announcers. Candidates are given charts for the first quarter of a football game, from which they broadcast, naming the players and describing the action.

More than 150 candidates were auditioned before the 60 announcers, analysts and color men were finally picked. A general get-together of all announcers to be used will be held in Philadelphia within the next week, when Quailey will train the men in calling plays so that the listener can understand exactly what is happening. No announcements will be made during actual play. The account is handled by N. W. Ayer & Son Inc., Philadelphia.

Decatur Newspaper Deal

NEGOTIATIONS have been completed for the sale of 49% interest in WJBL, Decatur, Ill., to the Decatur Newspapers Inc., publishers of the *Decatur Herald* and *Review*. The station, owned chiefly by Charles R. Cook, operates with 100 watts on 1200 kc. It has applied for a shift to 1310 kc., asking for the facilities of WBOW, Terre Haute, if that station's application for a wave shift is granted. WJBL now shares time with WJBC, Bloomington, Ill.

Stewart-Warner Spots

LOCAL dealers of Stewart-Warner Corp., Chicago, handling the firm's radio sets, will use local announcements before and after its CBS broadcasts Mondays, 7 p. m. (CDST). The network program usually promotes Alemite (lubrication) but the Aug. 23 and 30 broadcasts and succeeding alternate broadcasts will be devoted to radio sets, and spot announcements will be placed only for these broadcasts. Hays MacFarland & Co., Chicago, is agency.

Color Film Spots

DUFAY COLOR FILM Co., New York, using 12 announcements daily on WHN, New York, for color film, expects to use spots in the Florida resort region next winter. The new campaign on KFWB, Hollywood, will be continued. William H. Rankin Co., New York, is agency.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

Late Personal Notes

GEORGE J. TROPP, formerly in the script department of the Office of Education, has been retained by Hood Educational Broadcasts Inc., 142 E. 32nd St., New York, as program production manager. Mr. Tropp, also assisting in the Radio Workshop of New York University, organized, wrote, and directed the *Safety Musketeers* and has collaborated in the production of many other successful educational programs.

ELEANOR FULLER, formerly with KXBY, Kansas City, and one of the three women in America to possess a radio operator's license, is now secretary to H. R. Makelim, recently appointed sales manager of WIND, Gary, who also comes from KXBY. Miss Fuller wrote and produced two daily experimental television programs broadcast by the Kansas City station.

H. A. KRAMER, formerly in the copy department of Batten, Barton, Durstine & Osborne, Chicago, has been appointed space buyer, succeeding Joseph C. Lieb. Mr. Lieb will act as contact for several of the agency's accounts. Henry Klein is radio director of the agency.

WHYTHE WALKER, veteran WBBM salesman who recently joined the WIND sales staff, is the father of an 8-pound baby girl. Walker is one of the applicants for a new station in Evanston, Ill.

ARTHUR W. STOWE will be the name of the new Chicago program production firm announced in the July 15 BROADCASTING as Stowe-A-Gram Productions Inc. Mr. Stowe has already produced a quarter-hour program, *The Affairs of Mrs. Forbes*, and has signed two new writers, Laura Standish and Craig Lawrence.

HARRY KOPF, of the Chicago NBC network sales department, and Charles Phelps, of the New York NBC sales staff, are currently touring Europe.

MAYNARD MARQUARDT, manager of WCFL, Chicago, was married to Louise Litten, Chicago radio actress, Aug. 5. The bride is a teacher of script writing at Mundelein College. The couple plan to go to Mexico for a four-week honeymoon in November or December.

SERGIO ROJAS has joined the Latin-American department of British American Productions Inc., New York, as continuity writer and translator. The firm has also formed a stock company to be used in both musical and dramatic script shows for broadcasting in English-speaking countries.

ALOIS HAVRILLA, 1936 diction award winner, leaves NBC Aug. 31 to free lance.

EDWIN CURTIN, NBC news editor, is the father of a baby boy born Aug. 12.

For . . .

the world's most modern INDEPENDENT radio station in the heart of the world's most typical rural and urban population, consult

WROK
ROCKFORD, ILL.
1410 K. C. 500-1,000 WATTS

Goodwin Joins Esty

BILL GOODWIN, for three years CBS Hollywood announcer-producer and contact on *Lux Radio Theater* and *Hollywood Hotel*, has resigned to join William Esty & Co. Inc., that city, as assistant to Savington Crampton, producer in charge. He will assist Crampton on CBS *Oakie College* sponsored by R. J. Reynolds Tobacco Co. (Camels), to be resumed Sept. 28. Larry Holcombe, on the Coast several weeks, will return to New York to handle the Benny Goodman end of the *Oakie College* program which will be piped from the East. George Corey continues on the Hollywood continuity staff.

Wallis Armstrong Shift

CONCENTRATION of its production activities in Hollywood will be effected by F. Wallis Armstrong Co., agency producing the CBS *Hollywood Hotel* and *Ken Murray* programs, both sponsored by Campbell Soup Co., with transfer of headquarters to larger offices in the Equitable Bldg. Aug. 16. Diana Bourbon continues in charge as West Coast manager, with Fred Ibbett heading the *Hollywood Hotel* program as producer. It is understood he has a three-year contract.

Chrysler Pro Grid

CHRYSLER Corp., Detroit, for the second successive year will sponsor eight broadcasts of the Sunday professional football games of the New York Giants on WOR, Newark, for Dodge cars. The first on Oct. 3 from Philadelphia and the others from the Polo Grounds in New York. Stan Lomax, will give play-by-play descriptions. Ruthrauff & Ryan Inc., New York, is agency.

"This is . . .
WBNS
COLUMBUS, OHIO
"This is
Our
Representative . . .
JOHN BLAIR & CO.
"Ask John . . . he knows"

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R
"CLEVELAND'S FRIENDLY STATION"
John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Repr's*

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 30 TO AUGUST 13 INCLUSIVE

Decisions . . .

JULY 30

(Supplement to July 30 decisions published in Aug. 1 issue)

APPLICATIONS GRANTED:

KGU, Honolulu—License for CP as mod.

WMBG, Richmond — License for CP as mod.

KPQ, Wenatchee, Wash. — License for CP.

KROC, Rochester, Minn. — License for CP.

WMBS, Uniontown, Pa.—License for CP.

APPLICATIONS DENIED—WTFI, Athens, Ga., auth. operate former trans. unl. 1310 kc 100 w 250 w D pending action on applic.; NEW, Meno Schoenback, Woodward, Okla., applic. CP 1500 kc 100 w 100 w LS unl., heretofore set for hearing, denied as in default.

APPLICATIONS DISMISSED—WGCM, Mississippi City, applic. extension permit 1120 kc 500 w unl. spec., heretofore set for hearing; KMPC, Beverly Hills, Cal.; NEW, State Brdcstg. Corp., New Orleans; WSAZ, Huntington, W. Va.

MISCELLANEOUS — WJBW, New Orleans, granted leave file appearance applic. renewal, appearance accepted and motion So. Brdcstg. Corp. to deny applic. for renewal in default denied; motion So. Brdcstg. Corp. to deny as in default applic. of Chas. C. Carlson for CP granted and reply of Carlson dismissed; WBAA, Lafayette, Ind., extension time comply Rule 131; KFYR, Bismarck, N. D., granted auth. suspend CP move station locally pending agreement with Bureau of Air Commerce and Eng. Dept. as to site; Continental Radio Co., Toledo, denied pet. reopen hearing on applic. WALR, Zanesville, for CP move and denied motion to reconsider and grant Continental applic. CP new station at Toledo; remanded for further hearing applic. WSBT, South Bend, for reconsid. & grant or further hearing on applic. CP change 1360 kc 500 w Sh. to 1010 kc 1 kw ltd. directional; WEDC, Chicago, granted mod. license re hours.

AUGUST 10

(Subject to Ratification)

APPLICATIONS GRANTED:

KGDY, Huron, S. D.—Extension temp. auth. remain silent to rebuild trans.

WPEN, Philadelphia—Granted extension temp. auth. 1 kw N to counteract interference from CMX; WWJ and KPRC, same.

KSTP, St. Paul—License for CP 1460 kc 10 kw 25 kw D unl.

WJIM, Lansing, Mich.—License for CP.

WHLB, Virginia, Minn.—License for CP.

WTAR, Norfolk, Va.—License for CP.

WOKO, Albany—CP new equipment.

Examiners' Reports . . .

WEAN, Providence, R. I.—Examiner Bramhall recommended (I-472) that applic. increase D to 5 kw be granted.

NEW, Roberts MacNab Co., Bozeman, Mont., Gallatin Radio Forum, Bozeman—Examiner Dalberg recommended (I-473) that application Roberts-MacNab Co. for CP 1420 kc 100 w 250 w LS unl. be granted; that applic. Gallatin Radio Forum CP 250 w D be denied.

NEW, J. K. Patrick & Co., Athens, Ga.—Examiner Hill recommended (I-474) that applic. CP 1310 kc. 100 w 250 w LS unl. be granted.

NEW, Press-Union Pub. Co., Atlantic City—Examiner Bramhall recommended (I-475) that applic. CP 1200 kc 100 w 250 w LS unl. be granted.

KWTN, Waterown, S. D.; KGDY, Huron, S. D.—Examiner Berry recommended (I-471) that applic. KWTN CP change 1210 kc 100 w unl. to 1340 kc. 250 w 500 w LS unl. (facilities KGDY) be denied; that applic. KGDY CP change 1340 kc 250 w D to 1210 kc 100 w 250 w LS unl. (facilities KWTN) be denied; that applic. Dr. Finn Koren, obert J. Dean and M. W. Plowman for auth. transfer control to Greater Kampeska adio Corp. be granted.

Applications . . .

AUGUST 1

WFBR, Baltimore—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D directional.

NEW, Times Printing Co., Chattanooga—CP 1120 kc 500 w 1 kw unl. directional.

KVOL, Lafayette, Ind.—CP vert. antenna, increase D to 250 w, move trans.

AUGUST 3

NEW, Auburn Pub. Co., Auburn, N. Y.—CP 1210 kc 100 w 250 w D unl. (facilities WMBO).

WAGA, Atlanta — License for CP increase power, move trans., studio, etc.

WJBO, Baton Rouge, La.—License for CP as mod. change power, etc.

WISN, Milwaukee—CP move aux. trans.

AUGUST 4

WGAR, Cleveland—CP change equip.

WIND, Gary, Ind. — License for CP change directional antenna.

KGLO, Mason City, Ia.—License for CP as mod. increase power.

KOL, Seattle—Mod. license 1270 to 1040 kc, increase D to 5 kw, amended to 1020 kc.

AUGUST 7

WTHT, Hartford, Conn. — License for CP change hours.

WCHS, Charleston, W. Va. — CP new antenna, increase power, amended to directional N, new trans., move trans.

NEW, Santo Sottile, Charleston, S. C.—CP 1200 kc 100 w 250 w D unl.

NEW, J. T. Griffin, Fort Smith, Ark.—CP 880 kc 1 kw D.

KFRO, Longview, Tex.—Auth. transfer control to James R. Curtis.

KSTP, St. Paul—Exp. auth. facsimile station.

KGDM, Stockton, Cal.—CP new trans., change antenna, increase 1 to 5 kw, change 1100 to 1150 kc, D to ltd., move trans.

AUGUST 9

NEW, Platt & Platt Inc., Poughkeepsie, N. Y.—CP 1310 kc 100 w 250 w D unl., amended to 1000 kc 1 kw ltd. to LS at WHO.

NEW, Cadillac Brdcstg. Corp., Detroit—CP 1140 kc 500 w D.

WIP, Philadelphia—License for CP new trans., antenna, move trans.

NEW, Valley Pub. Co., Harlingen, Tex.—CP 1200 kc 100 w 250 w D unl.

KOCA, Kilgore, Tex.—License for CP change equip., increase power.

WLBL, Stevens Pt., Wis.—Mod. license 2 kw to 1 kw D spec., amended to 1 kw 2½ kw D spec.

AUGUST 12

WIBX, Utica, N. Y.—License for CP as mod.

WGAN, Portland, Ore.—Auth. transfer control to Lloyd C. Greene and Wm. N. Campbelll.

WBNX—New York—CP new trans., directional, increase 1 to 5 kw etc., amended to 1 kw 5 kw D.

KOMA, Oklahoma City—CP new trans., increase 5 to 10 kw.

WLAK, Lakeland, Fla—CP increase D to 250 w.

WDWS, Champaign, Ill.—CP increase 100 w D to 100 w 250 w D unl.

NEW, Wm. F. Huffman, Wisconsin Rapids, Wis.—CP 580 kc 250 w unl. directional N.

KLBM, La Grande, Ore.—Mod. CP change trans., antenna, studio sites.

KLAH, Carlsbad, N. M.—Vol. assign. license to Jack W. Hawkins & Barney Hubbs.

AUGUST 13

WOMI, Owensboro, Ky.—Mod. CP etc. be amended to omit increase in power.

WSJS, Winston-Salem, N. C.—CP new trans., directional, change 1310 to 900 kc, increase 100 w to 1 kw 5 kw D, move trans.

NEW, Broward Brdcstg. Co., Ft. Lauderdale, Fla.—CP 1370 kc 100 w 250 w D unl.

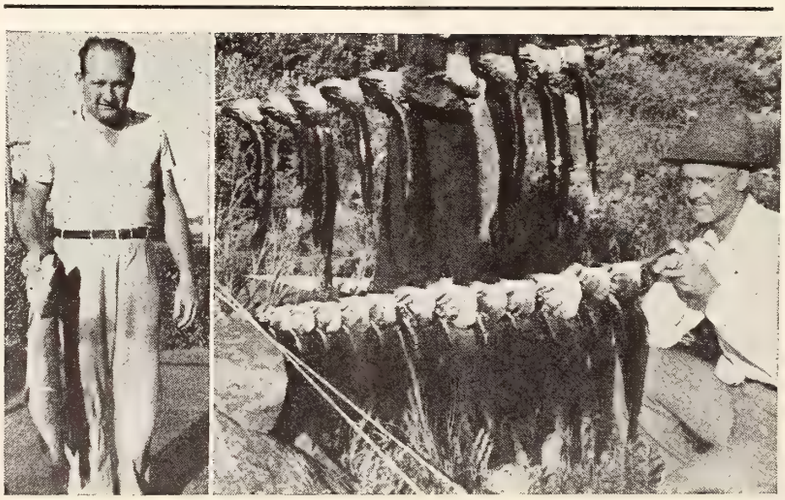
WJBL, Decatur, Ill.—CP vert. antenna, change 1200 to 1310 kc. Sh.-WJBC to unl., move trans., seeks WBOW facilities if WBOW applic. is granted.

Tallest Antennas

RISING 828 feet, the newly-installed antenna of KHQ, Spokane, is said by its operators to be one of the tallest in the United States, broadcasting with 5,000 watts days and 1,000 nights on 590 kc. Originally designed for 803 feet, it was extended another 25 feet to provide for shortwave and eventual television broadcasting. The tower was ordered from Bethlehem Steel Co. Tallest American vertical radiator is that of WSM, Nashville, rising 878 feet, while WLW at Cincinnati is 831.

Education Conference

WITH a wider list of educational groups sponsoring it, the Second National Conference on Educational Broadcasting will be held in the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to its executive secretary, C. S. Marsh, 744 Jackson Place, Washington. The American system of broadcasting, an evaluation of broadcasting from the point of view of the listener, educational broadcasting and the future of radio have been selected as the topics of discussion. Dr. George F. Zook, president of the American Council on Education, will act as conference chairman.



SUMMER FISHING—Is swell up in the north country, report these broadcasters. At left is Ray C. Jenkins, general sales manager of KSTP, St. Paul, with a 16 lb. northern pike which he caught, along with three more weighing slightly less, on Lake Vermillion out of Ely, Minn. At right, kneeling, is E. L. Gove with a string of large-mouthed black bass caught during his July vacation on Moon River in the Muskoga Lake District. Gove is chief engineer of WHK-WJAY, Cleveland.

ARTA Votes to Change Its Name; Member on FCC Urged at Meeting

A REQUEST that Willard Bliss, general organizer of their union, be appointed to fill one of the existing vacancies on the FCC, was sent to President Roosevelt by the delegates at the third annual convention of the American Radio Telegraphists' Association, held in the Hotel Edison, New York, beginning Aug. 2 and expected to conclude on Aug. 15. At the same session the delegates also voted to change the name of their union to the American Communications Association, as more fitting for an organization which in the past two years has grown from a small organization of maritime radio operators to a CIO affiliate with jurisdiction over the entire communications field.

In the broadcast division, Harold Katan, ACA organizer in this field, urged that all organization activities be concentrated on New York and New England territory with "a large number of stations in a small geographical area, generally improved business conditions and low salaries being paid to workers."

Artist Federation Board Will Hold First Session

NATIONAL board of the newly-formed American Federation of Radio Artists will hold its first meeting Aug. 16, to elect officers and apply for a charter from the Associated Actors & Artists of America, parent body under whom the AFRA will operate as an AFL union. The 45 members of the board have been approved by the Screen Actors' Guild, Actors' Equity Association, American Federation of Actors and American Guild of Musical Artists, sponsoring the new union, which was formed last month when Equity surrendered its radio activity to the AAAA. The board was also approved by the radio locals that Equity had formed in New York and Los Angeles, whose members, numbering about 700, will now become the charter members of AFRA.

While members of the AFRA governing board have not been announced it is assumed they include actors and actresses in both stage and radio and who have been active in Equity as well. Members were chosen in three groups, 15 for one-year terms, 15 for two and 15 for three.

Officers selected Aug. 16 will serve until the first AFRA convention, tentatively set for November, 1938. This new group will proceed with organization of radio talent begun by Equity and with plans for the demands they will make of broadcasters as soon as they are strong enough to ask for recognition as the bargaining agency for all radio entertainers. When Equity surrendered its control over radio to this new body it did not include the television rights.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

STANDARD BRANDS Inc., New York, on Sept. 22 will start a show for unannounced product on 32 NBC-Blue stations, Wed., 8:30-9 p. m. Agency: J. Walter Thompson, N. Y.

MUSTEROLE Co., Cleveland (Musterole and Zemo), on Oct. 4 starts *Carson Robison and His Buckaroos* on 38 NBC-Blue stations, Mon., Wed., Fri., 4-4:15 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

H. FENDRICH Inc., Evansville, Ind. (La Fendrich cigars), on Sept. 8 starts *Smoke Dreams* on 15 NBC-Red stations, Sun. 1:30-2 p. m. Agency: Ruthrauff & Ryan Inc., Chicago.

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Oct. 17 starts on 10 NBC-Blue stations, Sun., 4:15-5 p. m. Agency: Clements Co., Philadelphia.

C. F. MUELLER Co., Jersey City (macaroni products), on Sept. 13 starts *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt Inc., N. Y.

RALSTON PURINA Co., St. Louis (Rye-Krisp), on Sept. 26 starts *Marion Talley* on 35 NBC-Red stations, Sun., 5-5:30 p. m. Agency: Gardner Adv. Co., St. Louis.

RALSTON PURINA Co., St. Louis (hot cereals), on Sept. 27 starts *Tom Mix Straight Shooters* on 23 NBC-Blue stations, Mon. thru Fri., 5:45-6 p. m. Agency: Gardner Adv. Co., St. Louis.

GENERAL MILLS Inc., Minneapolis (Wheaties), starts *Jack Armstrong, All American Boy* for another season on 15 NBC-Red stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

SHERWIN-WILLIAMS Co., Cleveland (paints), on Oct. 3 starts *Metropolitan Opera Auditions of the Air* on 57 NBC-Blue stations, Sun., 5-5:30 p. m. Agency: Cecil, Warwick & Legler Inc., N. Y.

CAMPANA SALES Corp., Batavia, Ill. (Campana's Italian Balm), on Sept. 20 starts variety show on 32 NBC-Blue stations, Mon., 8:30-9 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), on Aug. 6 started *Dorothy Thompson*, political commentator, on 30 NBC-Red stations, Fri., 10:45-11 p. m. Agency: Compton Adv. Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Lysol), on Oct. 4 starts *Dr. Dafoe* on 22 CBS stations, Mon., Wed., Fri., 4:45-5 p. m. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Pebeco), on Oct. 4 starts *Follow the Moon* on 22 CBS stations, Mon. thru Fri., 5-5:15 p. m. Agency: Lennen & Mitchell Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey & Almond Cream), on Oct. 4 starts *Life of Mary Southern* on 22 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. Agency: William Esty & Co. Inc., N. Y.

LEHN & FINK PRODUCTS Co., New York (Hind's Honey & Almond Cream), on Oct. 4 starts *Life of Mary Southern* on 2 stations of WLW Line (WLW, WHN), Mon. thru Fri., 4:15-4:30 p. m. Agency: William Esty & Co. Inc., N. Y.

JOHN H. WOODBURY Co., Cincinnati (facial soap), on Oct. 3 starts *Tyrone Power* in dramatic series on 51 NBC-Blue stations, Sun., 9-9:30 p. m. (repeat 11:30). Agency: Lennon & Mitchell Inc., N. Y.

PAYSON PUB. Co. Inc., New York (*Commentator Magazine*), on Sept. 19 starts a half-hour Sunday program on 13 MBS stations. Agency: Cecil, Warwick & Legler Inc. N. Y.

COCA COLA BOTTLERS OF TEXAS, Dallas, on Sept. 30 starts *Coca Cola College Night* on Texas Quality Network, Thursdays and Saturdays, 6:30-7 p. m., running until Nov. 27 and featuring football predictions and remote pickups of college rallies. Agency: Crook Adv. Co., Dallas.

TILLAMOOK County Creamery Assn., Tillamook, Ore. (cheese) on Sept. 17 starts program on 5 NBC-Pacific Red stations, Fri., 10 a. m. (PST). Agency: Botsford, Constantine & Gardner Inc., Portland.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on Oct. 24 starts program on 32 Mutual stations, Sun., 4:30-5 p. m. (EST). Agency: Kelly, Stuhlman & Zahrndt Inc., St. Louis.

GENERAL FOODS Corp., New York (Swansdown Flour and Calumet Baking Powder), on Sept. 30 starts *Kate Smith* on 75 CBS stations, Thurs., 8-9 p. m. (repeat 11:15 p. m.). Agency: Young & Rubicam Inc., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lux), on Sept. 13 starts *Lux Radio Theater* on its third year on 56 CBS stations, Mon. 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

FOSTER CANNING Co. Inc., Brooklyn (Dr. Olding Pet Ration), on Aug. 18 begins 13 weekly participations in the *Gretchen McMullen Household* program, on 15 Yankee stations. Agency: Nathan Feist Agency, N. Y.

KELLOGG Co., Battle Creek, Mich. (corn flakes), on Oct. 3 starts *The Singing Lady* on 3 MBS stations (WOR, WGN, WLW), Sun., 5-5:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros. silverware), on Oct. 3 starts *Silver Theater* on 44 CBS stations, Sun., 5-5:30 p. m. Agency: Young & Rubicam Inc., N. Y.

GROVE LABORATORIES Inc., St. Louis (Bromo Quinine), on Sept. 27 starts *General Hugh S. Johnson* on 23 NBC-Blue stations, Mon., Thurs., 8-8:15 p. m. and Tues., Wed. 10-10:15 p. m., EDST. Agency: Stack-Goble Adv. Agency, Chicago.

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes), on Sept. 28 starts *Grand Central Station* on 23 NBC-Blue station, Tues., 9:30-10 p. m. for 52 weeks. Agency: Lambert & Feasley Inc., New York.

CUMMER PRODUCTS Co., Bedford, Ohio (Energine cleaning fluid), on Oct. 24 starts *Radio Newsreel* on 23 NBC-Red stations, Sun., 3-3:30 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

STERLING PRODUCTS Inc., New York (California Syrup of Figs), on Sept. 27 starts for 13 weeks transcribed series on 10 Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KXO, KVOE, KQW), Mon. thru Fri., 2:45-3 p. m. (PST). Agency: Thompson-Koch Co., Cincinnati.

HECKER PRODUCTS Corp., New York, on Sept. 7, starts 260 15-minute programs, five times weekly, *Daily Information Bureau*, on 8 Colonial stations. Agency: Erwin Wasey & Co., N. Y.

AMERICAN BIRD PRODUCTS Inc., Chicago, on Oct. 10 starts *Canary Chorus* on 10 Mutual stations, Sun., 11:45-noon.

Renewal Accounts

GENERAL MOTORS Corp., Detroit (automobiles), on Oct. 3 resumes *General Motors Concerts* on a coast-to-coast NBC Blue network, Sun., 8-9 p. m. Agency: Campbell-Ewald Co. of New York Inc., N. Y.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Oct. 3 renews *Joe Penner* on 45 CBS stations, Sun., 6-6:30 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

MacFADDEN PUBLICATIONS Inc., New York *True Story* magazine), on Sept. 3 renews *True Story Court of Human Relations* for 52 weeks on 20 NBC-Red stations, Fri., 9:30-10 p. m. Agency: Arthur Kudner Inc., N. Y.

HORLICK'S MALTED MILK Corp., Racine (malted milk), on Aug. 30 renews *Lum and Abner* for 52 weeks on 7 NBC-Blue eastern stations, Mon. thru. Fri., 7:30-7:45 p. m., and on 9 NBC-Blue western stations, Mon., Tues., Wed., Fri., 11:15-11:30 p. m. Agency: Lord & Thomas Inc., Chicago.

PACKARD MOTOR CAR Co., Detroit (automobiles), on Sept. 7 renews the *Packard Hour* on 66 NBC stations, Tues., 9:30-10:30 p. m., and on the same date replaces the summer cast with Lanny Ross, Charles Butterworth, Florence George, Don Wilson and Raymond Paige's orchestra. Agency: Young & Rubicam Inc., N. Y.

RICHFIELD OIL CORP., Los Angeles, on Aug. 15 renewed for 52 weeks *Richfield Reporter*, on 7 NBC-Pacific Red stations, Mon. thru Sat., 10-10:15 p. m. (PST). Agency: Hixson-O'Donnell Adv. Inc., Los Angeles.

CARDINET CANDY Co., Oakland, on Sept. 5 renews *The Night Editor* on 10 NBC-Pacific stations, Sun., 9-9:15 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

J. B. FORD Co., Wyandotte, Mich. (cleanser) resumes *Your True Story* on CBS Sept. 14, Tues.-Thurs., 2-2:15 p. m. Agency: N. W. Ayer & Co. Inc., Philadelphia.

Network Changes

STERLING PRODUCTS Inc., New York (cosmetics), on Sept. 29 switches *How To Be Charming* from NBC New York to Hollywood.

GULF OIL Corp., Pittsburgh (gasoline and oil), on Oct. 3 starts *Phil Baker* on 60 CBS stations, Sun., 7:30-8 p. m., replacing the *Summer Show* which has been broadcast at this time during Baker's vacation period. Agency: Young & Rubicam Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste), on Aug. 6 moved *Hammerstein Music Hall* on 30 CBS stations, from Tues., 8-8:30 p. m., to Fri., 8-8:30 p. m., and Oct. 1 adds 14 stations.

LOS ANGELES SOAP Co., Los Angeles (White King soap) on Aug. 9 added KSL, Salt Lake City, to CBS Pacific network carrying *Gus Edwards School Days of the Air*, Mon. 8:30-9:15 p. m. (PST).



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MEN

WHO HAVE JOBS

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If you have the ambition and realize the opportunities that Radio offers . . . you have a desire to rise above the ranks of the average operator or engineer . . . to a better job and the better salary that goes with it. If this thought appeals to you . . . so will the CREI home study training in Practical Radio Engineering. It is not our aim to bring NEW men into the industry, but to help those ALREADY IN IT. CREI technical training gives every man the opportunity to advance. The answer is that CREI students and graduates are now employed in over 200 broadcasting stations.

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33 OHMS for Dynamic Mike Lines: 200 OHMS to connect to carbon mike inputs: 500 OHMS for telephone and remote lines: 10,000 OHMS high impedance direct to grid. Not affected by heat, cold or moisture.

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Scientific
RADIO SERVICE . . . *Announces a*

→ 20% REDUCTION ←

on their "A" cut or Low Temperature Co-efficient Crystals

NEW LOW PRICE . . . $40 EA. TWO FOR $75 *formerly $50 each*

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. *Approved by F.C.C.*

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Merchandising & Promotion

Grape Juice Exploitation—Dance Lessons for Yeast—Yankee's Million Matches—News Cards—Postal Cards

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice) is sending out a four-page newspaper-size promotional piece to salesmen, distributors and larger grocers, announcing the addition of three more stations to the firm's *Irene Rich* program on NBC-Blue and a change of schedule and origination of the broadcast. The programs will originate in Hollywood, where Miss Rich is making a picture. WEAN, Providence; WICC, Bridgeport, and WSPD, Toledo, will start carrying the broadcast making a total of 41 stations. BROADCASTING'S radio map, which will show all the 41 stations, is being incorporated in the brochure. In addition, sales and success material is being used in the brochure. Last year, the grape juice firm was forced to quit taking orders for a time because it was impossible to meet the demand. A large part of the firm's success is attributed to the radio program. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is the agency.

* * *

ON THE *Rise & Shine* program, a participating broadcast, presented over KFRC, San Francisco, by Bill Davidson, a sponsor is paying for announcements but refuses to be identified in them. The sponsor tells about a free gift, but to get the gift the listener must guess who the sponsor is. There are no clues and none will be given until the 700 free gifts have been disposed of.

* * *

AN EIGHT-PAGE brochure, *Mrs. Cohen Goes A-Buying,* has been issued by WLTH, New York, covering the results of a survey recently made by Ross Federal Research Corp. Booklet, which was prepared by Adrian James Flanter & Associates, station's promotion counsel, is part of a systematic campaign to present to time buyers the facts about the Jewish market in Greater New York.

* * *

STANDARD BRANDS Inc., New York (Fleischmann's yeast), on its NBC-Blue network *Werner Janssen* musical program from Hollywood, Sundays, 3:30-4 p. m. (EST), is offering a booklet of dance lessons written by Arthur Murray, New York modern dance teacher, in return for Fleischmann yeast tablet labels. J. Walter Thompson, New York, is agency.

* * *

RANKING as the State's outstanding sales promotion of the year, KGGM's *Pot of Gold* in Albuquerque, N. M., closed late in July with a total of almost $750,000 in retail sales. The campaign, a sales slip type of promotion, was engineered by General Manager Mike Hollander and offered $850 in cash awards to the organization whose membership showed best proof of purchase from station sponsors.

* * *

MORE THAN a million booklets of matches have been distributed by Yankee Network to 500 national advertisers and radio people during the last year. Each month a 50-book refill for the bakelite desk box is mailed to every name on the list. A new contract for over two million books has been signed.

WNAC, key station of Yankee network, celebrated its 15th birthday July 31 by reversing the usual order and presenting gifts to over 300 space buyers and advertising executives. The gifts were clocks specially built by Electric Time Co. Inc., of Boston. In place of the standard hour hand there is a special four-armed hand. The hands are colored red, white, blue and gold and show simultaneously the time in the different time zones. The clocks were delivered on the morning of July 30 by Western Union messengers. With each clock was included a gift card and time zone map prepared by the Yankee promotion department. Because of the various types of current used it was necessary to give two types of clocks.

* * *

MARSHALL FIELD & Co., Chicago, follows up inquiries regarding selections played on WBBM during the morning recorded program titled *Musical Clock,* with a personally signed letter giving the listener the information and suggesting that the selection is on sale in its record department. Aubrey, Moore & Wallace Inc., is the agency.

* * *

WQAM, Miami, has published a mimeographed brochure described as a "very plain prospectus" which it is sending to agencies and sponsors. It tersely describes the stations coverage and includes two coverage maps.



BOOTH AT FAIR—Where WKBZ, Muskegon, Mich., recently staged an exhibit for the 200,000 Centennial Celebration visitors, displaying 200 articles typical of the various accounts served by WKBZ since 1934.

LEISY BREWING Co., Cleveland, sponsor of *Leisy's Sports Review* on WTAM six weekly for three years, is offering a weekly sports award to the outstanding amateur in the territory covered by WTAM. Listeners and newspapermen send in their nominations and gold plaques are awarded the winners each Tuesday evening.

* * *

WCAU, Philadelphia, is distributing a brochure titled *The Women* concerning its *Women's Club of the Air,* a morning and afternoon feature program five days weekly, which lists the talent, advertisers and program rates.

* * *

KLZ, Denver, which has no newspaper affiliation, is distributing cards urging those who know of any news to phone it to the station. The cards list the counties of Colorado with numbers to facilitate the calls.

THE *Screen Children Magazine,* Hollywood national motion picture publication, which started July 6 for 26 weeks a weekly quarter-hour variety show titled *Screen Children* on KHJ, Los Angeles, is offering screen tests and other prizes to juveniles in a contest. Listeners are invited to subscribe to the magazine and thereby obtain a free 8 by 10-inch professional photograph of their talented child. Photo in turn is entered in the contest. At end of 26 weeks, from photos submitted, 15 children will be chosen and screen tested by Paramount Productions Inc., Hollywood. First 100 chosen in contest will be awarded free dramatic, dance and music scholarships. Program, produced by Robert Herrick, besides presenting variety of juvenile entertainers, features well-known child picture stars in interviews. Agency is Ivar F. Wallin Jr. & Staff, Los Angeles.

* * *

KMBC, Kansas City, has prepared a file folder titled "KMBC Tested Programs" for radio buyers. Mailing of the promotion piece was preceded by a letter enclosing a card which said "Miss _____, when an envelope arrives bearing this emblem (KMBC Tested Program) bring it to me immediately." This scheme was designed to carry the piece through mail-culling secretaries.

* * *

PICTURE postal cards of WBT, Charlotte, N. C., are being printed, to be sold at a penny each in local stores. The cards carry color scenes of the tower, control room and largest studio. WBT announced that it was the only commercial institution selected by the postal card firm for inclusion in its series.

* * *

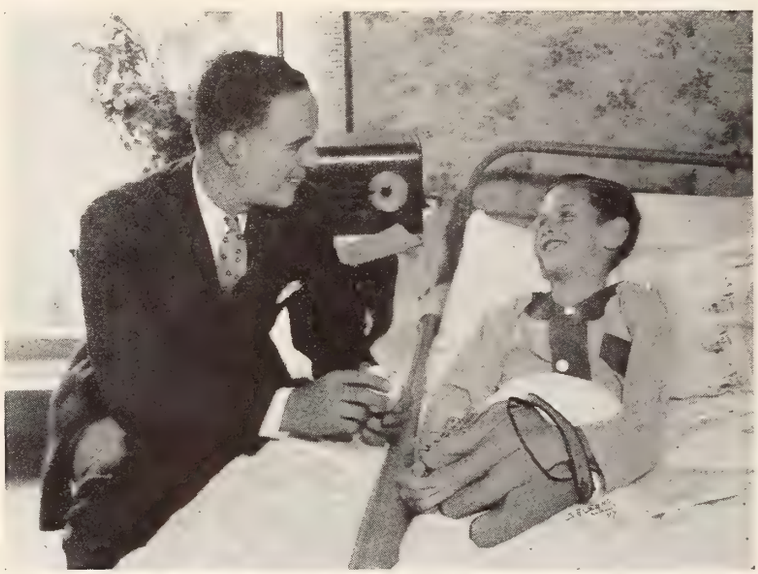
WMCA, New York, is basing new promotional material on reviews of its programs in the daily papers using the comments of radio editors printed on colored post cards with cartoon illustrations. The cards are mailed to agencies and prospective clients as reminders of shows available for sponsorship.

* * *

WHO, Des Moines, is offering total cash prizes of $275 for the tallest corn stalks brought to its studios during the corn season. Herb Plambeck, WHO farm editor, reports one entry of 16 feet and the world's record stalk of 18 feet 5½ inches is expected to be surpassed.

* * *

WJR, Detroit, has issued a brochure covering its *Household Economies* series, a noncompetitive participation program.



ROGER BAKER NIGHT—There was a double reason for Roger Baker, Buffalo Broadcasting Corp. sports announcer, to celebrate on July 26. First was the eighth anniversary of his *WGR Kendall Sports Column.* Second was completion of a contest which had pulled more than 75,000 entries from boys and girls in Buffalo and Western New York. Both celebrations were combined in a baseball party at Offerman stadium with 35 youngsters personal guests of Roger Baker. Not present at the ball park, but listening eagerly at home to the broadcast of the game, was Robert Bagwell, of Sanborn, N. Y. Almost since birth the 10-year-old boy had been confined to bed, victim of infantile paralysis. Faced with the problem of completing a set of pictures of the Buffalo Bison baseball team through visits to Kendall gasoline stations, Robert had himself lifted from bed at dawn and hoisted into his uncle's milk truck. Diligent work on his own part and "swapping" with other youngsters in the neighborhood gave him the complete set of pictures in time to win a first prize. Robert selected a baseball mitt and bat which were presented to him personally by the WGR sports announcer. Next year he expects to be at the ball park for Roger Baker Night and the ninth anniversary celebration.

A BUMPER CROP

★ OF LISTENERS ★

THROUGHOUT the broad expanse of WLW's coverage lie rich agricultural regions which are coming into their own, with record-breaking crops bringing top-notch prices.

WLW reaches more farmers, with their pockets lined with money, than any other broadcasting station, because WLW is

THE NATION'S STATION



Now's the Time to Talk it Over!

Tell the millions—*in their own homes*—your aims and ideals

NEVER before has so great an opportunity arisen for closer cooperation between management and worker, between industry and the public.

For *inside* the plant, man-to-man discussions and frank explanations have succeeded the curt command. And *outside* the plant, Public Opinion—the ultimate force in a democracy—is keenly alert. Alert... Concerned... Listening. Eager for the facts which will mould its judgment on the changing patterns in our industrial life.

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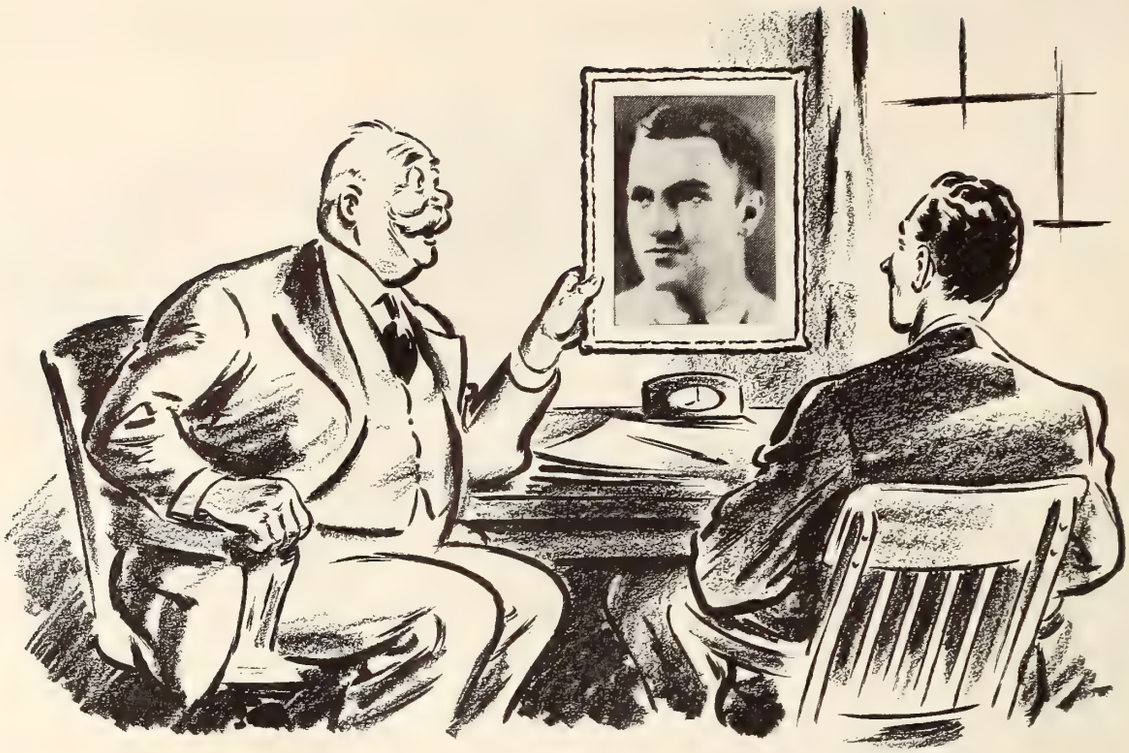
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Industry Acts to Avert Musicians Strike

By BRUCE ROBERTSON

NAB Calls Board Meeting; Other Conferences Planned; Assessment of Over $5,000,000 a Year Discussed

NO DEFINITE solution to the problem of furnishing work for many more musicians in broadcasting was reached by representatives of 154 independently-owned network-affiliated stations who met at the Waldorf-Astoria Hotel in New York Aug. 23-24. However, the majority of the same 110 station owners and executives left with the feeling that the meetings had done much to convince the American Federation of Musicians that broadcasters are seriously and sympathetically trying to work out an equitable solution to the problem and that musicians will be less apt to rush into a general strike on Sept. 16 if an absolute answer is not forthcoming by then.

See Editorial on Page 79

NAB Board Meets Sept. 10

A special meeting of the NAB board in New York on Sept. 10 was called by President John Elmer, following a meeting in Washington Aug. 27 of his executive committee. The committee comprises President Elmer, Treasurer Harold V. Hough of WBAP, and Managing Director James W. Baldwin.

The board session was called in lieu of a general membership meeting, which had been under consideration. The advisory committee, representing the network affiliate group which met in New York, had advocated a meeting of non-network stations at the call of the NAB on Sept. 11, which proposal was not favored.

The board meeting, Mr. Baldwin announced, was called "to canvass the result of negotiations" by the special committee of the Network-Affiliates with President Weber. "President Elmer has notified the special advisory committee", the NAB announced, "that all information which will be helpful to them in their cooperation with Mr. Weber is available. He also announced fullest cooperation of the officers of the NAB with that Committee and says he trusts they will be able to reach an accord with the AFM which will be in keeping with the principles and independence of the broadcasting industry."

A scarcely less important result of the New York sessions was the suggestion by Joseph N. Weber, AFM president, to the broadcasters' committee, tentatively named Independent Radio Network Affiliates, that a possible yardstick to be used by the stations would be a weekly expenditure of 3½ times each station's published one-time evening quarter-hour rate. An estimate gave a weekly total of $105,000, or just under $5,500,000 annually, for the industry, which would provide employment for approximately 3,000 musicians at an average wage of $35 a week. These are staggering figures, yet as the first suggested that the problem might be worked out on a basis of published rates, which give some indication of the individual station's ability to pay, it was received favorably by the broadcasters. This was only a suggestion and was not in any sense an official statement of what the union will accept, which Mr. Weber says will not be made until the full International Board of the AFM reconvenes on Sept. 16 to learn how many additional musicians the broadcasters have decided they are able and willing to employ. But the fact that it was made at all, no matter how informally, gave the broadcasters the impression that a solution on this basis would probably be accepted as satisfactory by the AFM. This impression was strengthened by the further fact that Mr. Weber at first suggested that the base be five times the quarter-hour rate and only after considerable argument on the part of the broadcasters' committee came down to the three-and-a-half mark.

Meeting for Sept. 9

The committee will meet again with Mr. Weber Sept. 9; the independently-owned network affiliates will convene again on Sept. 10. Also on Sept. 10 the special meeting of the NAB Board will be held.

The gathering of these network affiliates was called at the instigation of Barry Bingham, of WHAS, Louisville, following a meeting of a dozen stations in Chicago on Aug. 14, at which time a telegram signed by Iowa Broadcasting Co. and stations WFBM, WAVE, WSM, KMBC, WHO, WHAS, WTMJ, KRLD, WLS and WLAC, was sent to every station affiliated with a network independently owned for the purpose of taking concerted action on a matter that might conceivably deprive these stations not only of their own musicians but of their network affiliations.

Choosing Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, owner and operator of WHAS, as their chairman, the delegates discussed the AFM demands [BROADCASTING, Aug. 1, Aug. 15], listened to reports by Mark Woods, NBC treasurer; Herbert Akerberg, CBS vice-president; Fred Weber, MBS general manager, and Mr. Baldwin regarding discussions previously held with the AFM, and selected a committee of five to confer with Weber and report to the group.

William S. Hedges, vice-president and general manager of WLW, Cincinnati, was chosen as chairman, the other members being Samuel R. Rosenbaum, president of WFIL, Philadelphia; Emile Gough, vice-president, Hearst Radio Inc.; Edwin W. Craig, vice-president, National Life & Accident Insurance Co., owner and operator of WSM, Nashville, and John J. Gillin Jr., manager, WOW, Omaha, with Mr. Ethridge as ex officio member.

In presenting its views to Mr. Weber, the committee pointed out that except for the 25 or so stations directly owned or controlled by the networks each affiliate station "is a separate concern, controlled entirely by its owners, rendering service in its own locality. Service charges, program selections, employment contracts and all other operating conditions are independently determined by each station for itself. There is no one company, committee or person who is authorized to speak for the industry as a whole or the network affiliates as a whole for anything." Adding that the present unemployment of musicians is largely technological, due to the perfection of transmission of music by radio, wire and recording on disc and film, which cannot be blamed entirely on radio, the committee stated that the broadcasters "approach the problem with sympathy and with a desire to do all that can reasonably be expected of us toward a common solution."

In return the committee asked Mr. Weber to recognize that the burden is not entirely on broadcasting. "We are not solely responsible for technological unemployment. We feel no sense of obligation whatever to support the incompetent or the poorly qualified. We trust you will believe that our motive is sincere when we deplore the large number of members of your organization who, though they may have been accepted by you as dues-paying constituents, cannot in any sense be regarded as competent professional musicians sufficiently trained in their art to the exclusion of other employment so that their lack of musical engagements creates even a moral obligation on the musical industries.

"Without power to bind the industry, or even that section of it which has sent us here, we nevertheless assure you that if we can agree with you on a formula which has reason and merit in its favor, we shall proceed without delay to the best of our ability to endeavor to persuade all elements among the broadcasters we represent, and possibly the industry generally, to subscribe to it. If you are convinced of the sincerity of our purpose, we have no doubt you will defer the effective date of the tentative Sept. 16 strike order we understand you have issued if we do not before that date complete the investigations and negotiations which must accompany our efforts and which have only today begun."

Letter to Stations

Following a discussion with Mr. Weber and other AFM executives at which the question of a yardstick based on a factor of the station's quarter-hour rates was introduced, the committee reported back to the meeting, where its six members were reappointed as a permanent committee with authority "to negotiate for but not to bind" the group and to keep the industry informed as to the progress of its negotiations. A finance committee was also elected, consisting of L. B. Wilson, WCKY, Cincinnati, chairman; Tom Gooch, KRLD, Dallas; Jack Howard, president, Scripps-Howard Radio Inc.; Campbell Arnoux, WTAR, Norfolk, and E. K. Cargill, WMAZ, Macon, Ga. The first job of this committee is to raise $12,000, not as a war chest, but to defray the expense of printing, mailing, clerical work and other incidental costs required to carry on the various tasks assumed by the negotiating committee.

A letter sent out by the committee on Aug. 26 to all broadcasting

(*Continued on Page 75*)

Frank R. McNinch: Liberal, Not Radical

New FCC Chairman To Assume Post With An Open Mind

By WALTER BROWN *

IT WAS a typical, hot, sultry Washington summer afternoon when Frank Ramsey McNinch picked up the buzzing phone at his office in the Federal Power Commission to hear a voice not unfamiliar—

"The White House calling."

Within a few minutes the Federal Power Commission chairman had paced the two blocks which separate the Hurley-Wright Building and the White House, and as he walked into the Executive offices he thought just another power problem was bothering the President. But before he left he had been asked, and had agreed, to take over one of the stormiest posts in Washington—the chairmanship of the Federal Communications Commission.

The President had to move fast. Many ugly rumors were floating around, and the Administration was having to exert pressure to keep tucked away in the Senate Audit & Control Committee the White Resolution calling for a sweeping investigation of the Commission. Someone had to be appointed as head of the Commission who could be expected to inspire confidence on Capitol Hill, and a review of the background and political life of the small, wiry 64-year-old North Carolinian will explain why he was suddenly called to the White House Aug. 17 and asked by the President to help him get rid of his "radio headache".

Liberal, But Not Radical

What manner of man is this new head of a Commission that controls the operation of every radio station in the nation, not to mention its regulation of the telephones and telegraph industry, and what may the radio industry and the listening public expect from his exercise of the "free hand" Mr. Roosevelt has given him in his new duties?

These are some of the questions the writer undertook to find out for BROADCASTING in a two-hour talk with the new chairman soon after he was confirmed by the Senate.

Although a thorough liberal in his political philosophy, Mr. McNinch will take no radical steps when he first moves into the Communications office sometime around the middle of September. He will take with him several trained members of his staff and for the first several weeks will study the problems which face him as chairman of the Commission, both from an administrative and quasi-judicial standpoint.

"I go to my new task with a completely open mind and no preconceived ideas of what should be done," Mr. McNinch declared.

"I shall give the industry and the public a businesslike administration without fear or favor and in the interest as I conceive it of the industry, the workers and the public."

During his service on the Power Commission, Mr. McNinch has become recognized as a man of judicial temperament, who cautiously and thoroughly weighs all the facts before acting. But once his mind is made up he goes into action with valid decisions and there is no backing down.

His political life, as well as his private life, is as clean as a hound's tooth, and while he enjoys the friendships of numerous members of Congress no amount of high-pressure from Capitol Hill could cause him to make a decision for political purposes and not in the public interest.

As he twirled his heavy horn-rimmed glasses and ran his hand through his thinning gray hair, Mr. McNinch leaned back in his large chair and frankly declared that all he knew about radio was what he heard over his own loudspeaker.

"But I intend to learn," he asserted. "When I first took this Power Commission job I devoted three months to studying the work, and that is what I intend to do when I go to the Communications Commission.

Asked how long he thought it would take him to complete his new assignment from the President and return to the Power Commission, Mr. McNinch would not hazard a guess.

More Than Three Months!

Certainly his service with the Communications Commission will take much longer than three months, and probably will continue during the remainder of the President's term, with the North Carolinian being on call for special "ex-officio service" with the Power Commission.

Mr. McNinch regards radio as a utility, and while he has encouraged public ownership in the power utility field, this should by no means indicate that he favors abandonment of the private ownership theory of broadcasting. It is interesting, however, to set forth what has been Mr. McNinch's broad objective as chairman of the Federal Power Commission. Here are his own words:

"Protection of power resources against plundering and profiteering; encouragement of development of municipal power projects; the drastic elimination from claimed costs of licensed projects many large items which represent either write-ups or fictitious values, thereby enabling state bodies to have this information in fixing rates."

Then referring to the creed which will guide him at the FCC, particularly with respect to telephone and telegraph regulation, Mr. McNinch said:

"I regard the primary aim of all public utilities to be in the service of the public. Making money is to be included through fair profit when earned by this service, but profiteering on public utilities to me is hateful, undemocratic and anti-social."

While it is apparent that the broadcast functions of the Commission are those the President desires Mr. McNinch to straighten out first, the Tar Heel chairman said the telegraph and telephone divisions of the Commission will also receive his close attention.

"I will, of course, address myself to work of telephone and telegraph units of the Commission as they are of great public value, and vitally effect the social and economic welfare of the people."

The life of Frank McNinch reads like fiction and would be fitting material for a Horatio Alger novel. Franklin A. McNinch, the father of the new Communications Commission chairman, was a native of Chester, South Carolina. When but 16 he joined the Confederate forces and fought throughout the war between the States, seeing service at the battles of Seven Pines and Bull Run before he finally was shot down at Gettysburg.

After the war, the elder McNinch, recovered from his wounds, moved to Charlotte, which is only a few miles above the South Carolina line. He married Sarah Virginia Ramsay, of Iredell county, North Carolina, and engaged in the monument business, later serving as chief of police at Charlotte.

The McNinch family, like most other families in the South after the war, had to struggle for existence, and there was no silver spoon to put in Frank's mouth when he was born April 27, 1873.

A Degree That Was Earned

The lad had to quit school when he was 13 and help with the family budget. He did odd jobs around Charlotte, such as carrying mail and clerking in stores. When he reached the age of 17, he had by attending night school and a few sessions of the Barrier Military Institute acquired a fair amount of education for a boy of his age.

When 18, young McNinch secured a position as traveling salesman, selling heavy groceries for four years. With the money he saved in this job and by waiting on tables and cleaning rooms, he managed to attend the University of North Carolina and secure a law degree. While at Chapel Hill he took double courses and completed the course in half the regular time.

The turn of the century found the McNinch shingle hanging out in front of a Charlotte office. In 1905 he was elected to the North Carolina Legislature and became floor leader for the temperance forces, which succeeded in securing passage of a bill regulating saloons and the distillery interests. He continued his interest in the dry movement, making speeches at W.C.T.U. and Anti-Saloon League rallies, all of which kept him more or less in the public eye.

Mr. McNinch in the meantime was building his law business and had no political ambitions when, in 1917, his friends drafted him to run for mayor. He had no opposition. Charlotte's charter had been amended to provide a commission form of government and Mr. McNinch was the first mayor under the new system.

In Utilities Fights

It was while serving as mayor that he became interested in public utilities. The Southern Power Co., now Duke, notified the mayor of a raise in rates. After a study of the company and rate structure, Mr. McNinch became convinced the public was paying enough for its power bill and he set out to defeat the increase. The Southern Bell Telephone at about the same time also announced an increase in rates and the vigorous mayor took on another utility fight. The rates went into effect, but not until Mayor McNinch had made a name for himself as one interested in lower charges for public utility services.

While mayor and after the war, Mr. McNinch put into operation in Charlotte the first municipal playground and recreational facilities. His work in this regard attracted the attention of the National Recreational Association in New York. Mr. McNinch resigned as Mayor to direct the field operations of this organization at a much larger salary.

He returned to Charlotte after two years in New York, and in 1924 became the senior partner in the law firm of McNinch, Whitlock, Dockery & Shaw. Business was good, and financial worries of his

(*Continued on page 65*)

ASSUMES FCC LEADERSHIP SOON



FRANK RAMSEY McNINCH

* Mr. Brown, well-known Washington correspondent for the *Greenville* (S. C.) *News* and other Southern newspapers, has known Mr. McNinch personally for a number of years. The editors asked him to undertake this interview and sketch because of his long acquaintance with the incoming FCC chairman.

New FCC Leadership to Start Cleanup

By SOL TAISHOFF

Five-Man Divisions May Be Adopted in Reorganization; McNinch and Craven Likely on Broadcast Division

WITH ITS new leadership instructed by the White House to "clean up" from within, the FCC shortly is expected to undergo a basic realignment of personnel and duties. Major aspects of the reorganization will be directed by Frank R. McNinch, incoming chairman, drafted by President Roosevelt from the Federal Power Commission for the transition, and Comdr. T. A. M. Craven, chief engineer elevated to a commissionership by the President.

Just how the reorganization will be effected will await the next full meeting of the FCC, expected in mid-September, at which time Mr. McNinch officially will take a three-month leave of absence from the Power Commission. He shortly will be named chairman of the FCC, to succeed the late Anning S. Prall.

Several possible reorganization projects are being discussed informally. The Commission now is divided into three divisions—Broadcast, Telephone and Telegraph—with two members assigned to each division and with the chairman serving as the third member of each entity. Serious thought has been given in the past, and probably will be revived, for assignment of each commissioner to two divisions with five instead of three members on each.

FCC Seen Bolstered

The Broadcast Division, most important and most beleaguered branch of the FCC, will be bolstered in the reorganization. Both Mr. McNinch and Comdr. Craven, it is anticipated, will serve on that division. But Mr. McNinch, with his broad experience as a member of the Power Commission since 1930—and its chairman since 1933—is expected to devote considerable attention to the public utility-common carrier aspects of the FCC's work, which embraces the telephone, telegraph and other public service communication functions as destinguished from broadcasting.

The incoming chairman proposes to remain only until the Administration feels satisfied that the FCC, target of constant Congressional criticism during the last session, is functioning smoothly. He then proposes to return to the Power Commission, and turn over his portfolio to a new Presidential appointee for the FCC—probably some man from the Far West, which now lacks representation on the seven-man agency. It is generally felt, however, that Mr. McNinch will find it necessary to remain longer than the three-months, because of the complexity of the internal FCC structure.

Assignments in September

Mr. McNinch paid an informal call at the FCC on Aug. 23, meeting several of its members for the first time. Revision of assignments of members probably will not occur until about the middle of September when Mr. McNinch takes his oath of office. Comdr. Craven was sworn in on Aug. 25, and immediately afterward left for a one-week leave of absence.

Mr. McNinch, whose reputation as a resolute, industrious executive led President Roosevelt to draft him for the FCC, won speedy confirmation by the Senate. Held in high esteem by Chairman Wheeler of the Senate Interstate Commerce Committee, his nomination was favorably reported Aug. 19 without opposition, and confirmed the following day. Immediately afterward, Mr. McNinch announced he proposed to clear his desk at the Power Commission during the ensuing two or three weeks and then would take over the FCC post.

In contrast, however, Comdr. Craven's nomination precipitated one of the most heated Senatorial rows over a Commission appointment in recent years. It was used as the vehicle for an airing of Congressional demands for an investigation of the FCC, with the former naval officer caught in the crossfire [See page 67]. At two sessions Aug. 19 and 20, Senator Wheeler probed Mr. Craven's ownership of stock in several stations while he was a consulting engineer from 1930 to 1935, and until he became FCC chief engineer at the behest of the President.

The last official act of the Senate prior to its sine die adjournment Aug. 21 was to confirm Comdr. Craven, but only after parliamentary maneuvering which had to be resorted to because of an objection to the confirmation voiced first by West Virginia's youthful Senator, Rush D. Holt, and after that was withdrawn, by Senator King (D-Utah).

The confirmation controversy was provoked initially by James R. Kiernan, formerly identified with WLWL, Paulist Father station in New York recently sold to Arde Bulova, watch manufacturer. Kiernan telegraphed members of the Senate Committee charging Comdr. Craven with stock ownership in WPEN, Philadelphia, and asserting Craven had holdings in other stations. In the House, Reps. McFarlane (D-Tex.), and Wigglesworth (R-Mass.), both of whom have repeatedly demanded an FCC and industry investigation, participated in the attack.

Reports that an American Federation of Labor representative had sought to block the Craven confirmation developed just before the Senate took up the nomination, but William Green, AFL president, later let it be known that Mr. Craven had his support.

White's Tribute to Craven

The controversy over confirmation of Craven developed into a dramatic incident on the Senate floor. The White Resolution for a fact-finding study of the whole FCC and radio situation [BROADCASTING, Aug. 15] was drawn into it. A dozen Senators participated in the debate, and glowing tribute, particularly by Senator White (R-Me.), was paid the new commissioner as one of the foremost engineering authorities in the world and as a public servant who at the behest of the President had relinquished a lucrative engineering practice to become chief engineer in 1935 at a salary of only $9,000 per year.

One thing was made certain during this debate—that the appointments of Messrs. McNinch and Craven, even though motivated by an administrative desire to clean up the FCC once and for all, would not obviate an investigation or a "fact-finding" study of that agency. While the White Resolution failed of enactment at this session, it remains on the calendar for the next session, to convene in January, when its passage appears assured.

The appointments of Mr. McNinch and Comdr. Craven, made Aug. 17 by the President, were described at the White House as a recognition by the President of the internal difficulties at the FCC. Mr. McNinch's nomination for the five-year unexpired term of the late Chairman Prall came as a complete surprise. He was not nominated until two hours after the Craven appointment was announced, and on highest authority it was learned that he had not been selected at the time the Craven appointment was announced. He made a visit to the White House after the Craven announcement, and an hour later the second appointment was revealed.

The Craven appointment for the seven-year term was not unexpected, since he had been mentioned as one of a number of prospective choices for the post vacated June 30 by Dr. Irvin Stewart, Telegraph Division chairman. Definitely a "merit" appointment, Comdr. Craven's elevation for the first time in the FCC's three-year tenure, places a practical engineer on its roster. Five of its members are lawyers and the sixth is a former New York newspaperman, politician and tax commissioner.

Payne "Rebuke" Reported

Immediately following the two appointments, reports became current that other changes impended. Since then, however, these reports have tapered off. The Craven appointment, however, was described in newspaper reports as being in the nature of a "slap" and "rebuke" to Telegraph Commissioner George H. Payne, who has been in dispute with the new commissioner on several occasions.

Acting Chairman E. O. Sykes, who is regular chairman of the Broadcast Division, was called to the White House on Aug. 17—before the appointments were announced—and talked with the President at considerable length. While no statement was forthcoming, it is thought that, in addition to the appointments, policy matters were discussed, particularly the newspaper-ownership situation and investigation matters.

This visit gave rise to speculation that Judge Sykes might be appointed to the Federal bench, probably the Court of Appeals of the District of Columbia on which there had been a vacancy. The latter vacancy, created by the recent death of Justice J. O. Van Orsdel, however, was filled Aug. 17 by the appointment of Justin Miller, member of the Board of Tax Appeals. This tribunal is the court of first instance on appeals from FCC decisions.

Normally, the lineup of the FCC under its present organization, would be for Mr. McNinch to join the Broadcast Division, taking the place of the late Chairman Prall,

(*Continued on page 66*)



NEW FCC MEMBER—Commander T. A. M. Craven (center) as he took his oath of office as a member of the FCC on Aug. 25. On the extreme right, holding the Presidential Commission is T. J. Slowie, FCC secretary. Miss Pansy E. Wiltshire, personnel assistant in the secretary's office, is administering the oath. Frank R. McNinch, incoming temporary chairman, does not expect to be sworn in until mid-September.

FR. COUGHLIN LIST IS BEING SELECTED

PREPARATIONS are going forward to complete the schedule of stations which will carry the renewed weekly Sunday talks of Father Charles E. Coughlin beginning late in October. So far, 21 stations are definitely on the independent network which will be used. At the Royal Oak headquarters of the radio priest, no doubt was expressed as to his return to the air on schedule Oct. 31 though he has left the Shrine of the Little Flower for an extended vacation due to an attack of indigestion.

No word is available as to the subject matter of Fr. Coughlin's talks, although the general expectation is that he will follow the lines of his addresses last spring and touch on current topics only gently.

Stations that have cleared time up to now at the Sunday afternoon hour desired include some outlets of the WLW Line, all outlets of the Colonial Network, and WGR, Buffalo; WGAR, Cleveland; WHB, Kansas City; WHAM, Rochester; WSYR, Syracuse; WHO, Des Moines, and WMCA, New York. This list will be considerably augmented, the probability being that close to 50 stations will carry the talks.

Bank Series to Resume

GROUP of banks which cooperatively sponsored the Philadelphia Symphony a half-hour weekly, on CBS last winter, will return to the air Oct. 18 over an NBC-Blue network of about 30 stations, using a one-hour program featuring the same orchestra Mondays, 8 p. m. (CST). The broadcasts, which will emanate from the Academy of Music, Philadelphia, will feature Eugene Ormandy, guest conductors and guest soloists, in addition to talks by Dr. Neil Carothers, dean of business administration at Lehigh University, and monthly talks by Willard M. Kiplinger on *What's Ahead in Washington.* Wessel Co., Chicago, is producing the series.

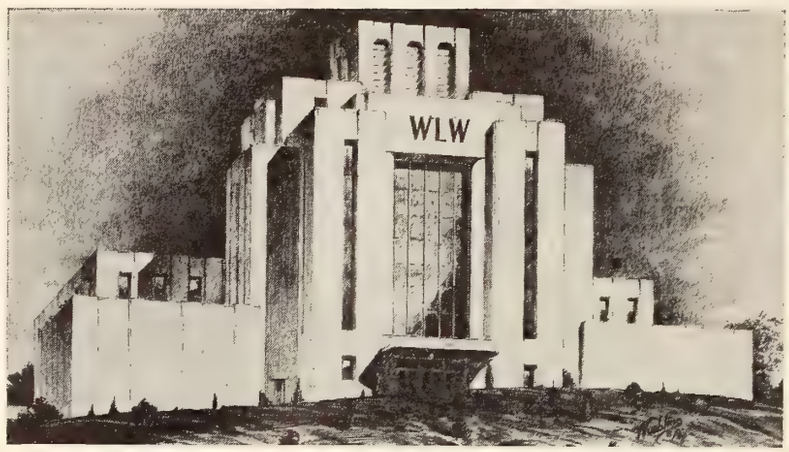
Malt-O-Meal's Show

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), will start *Rube Appleberry* on a hookup of WGN and CKLW on Sept. 27, with transcribed versions of the program to start also on WLW, WCCO, KDKA, WTAM, WHO, WLW and WCAU plus four unnamed stations in Los Angeles, San Francisco, Portland and Seattle. Stations in the Southwest, including outlets in Texas and Kansas City, also will be used. The program will be 15 minutes long, placed two and three times weekly. Mitchell-Faust Adv. Co., Chicago, is agency.

Acme Feeds' Spots

ACME FEEDS Inc., Forest Park, Ill. (protein feeds) will start two-minute daily announcements on five stations Sept. 15. A quarter-hour weekly live talent program featuring the *Songfellows* will also start at the same time on WHO, Des Moines. Stations broadcasting the announcements are WLS, WHIO, WIRE, KROC, WMT. In addition, a quarter-hour daily live talent program will start Nov. 1 on KMA, Shenandoah. K. E. Sheppard Advertising, Chicago, handles the Acme Feeds account.

WLW PLANS MILLION DOLLAR STRUCTURE



Architects Drawing of New Home of WLW-WSAI

LOCATED on Clifton Heights overlooking Cincinnati, a new $1,000,000 broadcasting center has been projected by Crosley Radio Corp., operator of the 500,000-watt WLW and its companion station WSAI. Powel Crosley Jr., president of the company, announced Aug. 26 that construction will start within two weeks, culminating plans which have been under way for two years. The plant will be of modern architecture, three stories in height and with a five-story tower in front.

Situated at the corner of Warner and Chicasaw streets, the gleaming white structure because of its location and an ingenious system of floodlighting will be visible day and night for miles throughout the neighboring Ohio and Kentucky area.

"Erection of the building is in harmony with the consistent policy of the Crosley Radio Corporation to keep its facilities abreast with the most modern improvements both in transmitter design and studio facilities," said Mr. Crosley.

"In making possible the new broadcasting center, Crosley Radio Corp. feels that it is making further substantial contribution to the advancement of the radio art. It is a definite form of plowing back into improved broadcasting earnings made possible because of the widespread service rendered by WLW.

Auditorium Studio

Provision will be made in the new studios for the public to witness the actual broadcasting of major radio productions, and an auditorium, 60 x 80 feet, seating 600 people, will be located on the first floor. This auditorium will have an uninterrupted view of a huge stage capable of handling shows using 60 or 70 people. Six other studios, in addition to ample locker and lounge space for men and women artists, a modern lunchroom, a radio postoffice, will occupy the balance of the first floor space. Four studios will be located on the second floor.

Three studios, one 27½x 48 feet, and two 27½x40 feet, will be large enough to accommodate the majority of "big time" radio productions. Three other studios measure 17x19 feet; four, 14x14. In the twelfth and smallest studio transcribed programs will be handled. Two of the studios will each contain a pipe organ and most of the others will be equipped to handle electrical organs.

The master control room, the news room with space for editor, writers, news morgue, automatic news printers, and four studios will occupy the second floor. On the third floor will be the music library, measuring 16x50 feet, its efficiency increased many fold by the utilization of ceiling-high steel storage cabinets.

This floor will also have space for 28 offices, which will care for the needs of continuity writers, music copyists, the educational director, special events director, the casting director, sales promotion and research departments, sales manager, program manager, manager of WSAI, traffic manager, office manager, musical director, arrangers, copyright bureau, artists bureau and employees.

Executives, Engineers in Tower

Offices of Powel Crosley Jr., president, Lewis Crosley, vice-president, and William S. Hedges, vice-president in charge of broadcasting, will be located on the fourth tower floor.

The fifth tower floor will be devoted to the technical department. Here will be located the technical chief and his assistants, the measurements laboratory and drafting room.

During the 16 years of WLW's history, its studios have been housed in the factory buildings of Crosley Radio Corp. The construction of the new building separates the broadcasting activities from the manufacturing operations of the company. Samuel Hannaford & Sons, Cincinnati, are architects for the new studios.

New York Milk Discs

NEW YORK State Milk Publicity Bureau, Albany, is placing one-minute RCA discs for its spot radio campaign to start Sept. 27. They will be heard once daily for 21 weeks on WINS, WMCA WBNX, WHN, New York; WOKO, Albany, WIBX, Utica; WSYR and WFBL, Syracuse; WHAM and WHEC, Rochester; WBEN, WEBR, WGR-WKBW, Buffalo; WESG, Elmira; WNBF, Binghamton; WGY, Schenectady. Agency is J. M. Mathes Inc., New York.

Anger of Unionist Starts KSD Strike

IBEW Official Loses Temper And Calls Out Electricians

UNION engineers at KSD, St. Louis, staged a one-hour strike Aug. 13 when Arthur Schading, business agent of Local No. 1, International Brotherhood of Electrical Workers, became annoyed because a *St. Louis Post Dispatch* photographer tried to take his picture. Schading was on trial in an injunction suit to restrain the union from interfering with business firms in its jurisdictional dispute with Local No. 732 of the Sign Hangers' Union.

As the photographer of the *Post Dispatch,* operating KSD, started to take his picture, Schading is quoted as having said: "Go ahead and shoot it. If you do, I'll stop your presses and close your radio station."

The strike of KSD engineers was called at 3 p. m. but the three employes on duty returned to work shortly before 4 p. m. when Schading reconsidered his action and told a *Post Dispatch* reporter: "I've got something else up my sleeve." Electricians on the newspaper refused to strike, according to the *Post Dispatch.* KSD lost little broadcast time since it was off the air from 3-3:45 p. m., a period assigned to KFUO, operating on the same frequency with one-seventh time.

Commenting editorially on the strike, the *Post Dispatch said*:

"As an industrial disturbance, the affair was an unimportant episode. But Schading's arbitrary, indefensible abuse of his official power is not unimportant. It is something for the electricians' union to think about, for organized labor to think about, for industry to think about, for public opinion to think about.

"Who is Schading? He has a record. He was removed back in 1929 from the office he now holds by the executive council of the international union when employers charged that Schading had set up on 'outside' organization to levy a tax of 2 cents an hour on all their employes. This fee, auditors estimated, would have amounted to $50,000 a year. The council found that he had brought the union into disrepute, had caused employers unnecessary expense and inconvenience by his arbitrary action in violation of agreements and in disregard of the union's constitution. He was denied the rights of union membership for five years and disqualified for holding office for two additional years.

"With his term of suspension ended, Schading made a comeback. He was elected to his old place as business agent last month."

Hearn Store Series

HEARN DEPARTMENT STORE, New York, began sponsorship of *Twenty Years Ago—and Today,* a series dramatizing news of two decades ago in contrast to that of today. The program started Aug. 30 on WOR, and will be heard weekly at 8-8:30 p. m., EDST. Fanchon & Marco, New York theatrical producing agency, is the producer of the show, its first in the radio field. Sam Shayon, who has been with Fanchon & Marco six years, heads the newly-organized radio department.

IBEW Plans to Organize All Stations

AFL Is Not Deterred By CIO Victory In WHN Case.

By J. FRANK BEATTY

THE International Brotherhood of Electrical Workers, AFL affiliate, will organize "all" broadcast technicians despite organization efforts of the CIO.

This position was outlined to BROADCASTING Aug. 27 by the IBEW on the heels of a National Labor Relations Board decision adverse to another AFL affiliate, International Alliance of Theatrical Stage Employes & Motion Picture Operators. The Federal Board certified the American Radio Telegraphists Assn., CIO affiliate now known as American Communications Association, as exclusive bargaining representative of technicians employed by WHN, New York.

Explaining its determination to proceed with organizational work despite CIO and independent efforts, the IBEW stated: "Under the charter given us by the AFL, all employes in this field belong to the International Brotherhood of Electrical Workers. There can be no compromise on this issue and we intend to bring all stations under our organization."

AFL Unions Cooperating

AFL unions interested in organizing all types of broadcast personnel are cooperating in the division of crafts, it was indicated by IBEW, which defined the scope of its campaign to BROADCASTING in these words: "All employes in the mechanical and engineering classifications and employes in other classifications that do not impinge upon other related groups.

"In the cognate amusement field, namely, motion pictures, the relationship of the IATSE and IBEW is most cordial and cooperative. It is our expressed view that these relationships will continue as these organizations extend their effort into the related amusement field, namely, radio."

In New York the IBEW local is understood to have about 200 members in the broadcasting and sound fields, organized by Edward F. Kloter, IBEW vice-president. The local still is in the formative stage, IBEW stated, and local officers have not been fully selected.

ARTA Is Certified

In its first decision affecting the broadcasting industry, the Labor Board ruled that the American Radio Telegraphists Assn., should be certified as the exclusive bargaining agency of engineers of WHN, New York. ARTA, the Board observed, has signed agreements with "about 15 stations in the country."

Jurisdiction also had been claimed by Theatrical Protective Union, Local No. 1, IATSE.

The Board's decision stated that IATSE as far back as 1931 had tried to organize all "sound men" and engineers of WHN but that "nothing came of the venture, allegedly because of the lukewarm attitude taken toward this move by the executive board of IATSE." Later some of the engineers joined IBEW, after which some of them formed the Association of Technical Engineers of WHN, which won a pay increase on one occasion.

When WHN was about to bargain with ARTA last May, the Board observed, IATSE protested and demanded recognition as bargaining agent. Other AFL affiliates having closed shop agreements with Loew interests also objected and WHN refused to bargain with ARTA until certified by the Labor Board.

Reviewing testimony heard Aug. 11 [BROADCASTING Aug. 15], the Board's announcement of its decision said:

"The CIO affiliated American Radio Telegraphists Association alleged that the appropriate bargaining unit was properly to be found by grouping all of the station's engineers together. The AFL affiliated Theatrical Protective Union contended to the contrary. It claimed the engineers under the classification of 'electricians, public address men, television men, and sound lamp and projection machine operators' found in its constitution, as well as under the classification of 'every employe of a theatrical nature mechanically,' to use the words of the TPU's secretary.

"In effect, the TPU claimed that the appropriate bargaining unit should consist of all those employes of the Marcus Loew Booking Agency and Loews Inc., employed in the mechanical department of the theatrical stage, and that the radio broadcast engineers should be included.

Review of Claims

"In its decision determining the appropriate bargaining unit the Board pointed out the fact that the company's radio broadcast engineers had organized along the lines proposed by the ARTA, and that they had shown a desire for self-organization by becoming members of this union. It further stated:

"'No evidence was offered to show that the TPU had recently attempted to organize the WHN radio broadcast engineers or had been chosen as their representative. The TPU pressed its claims only when it realized that the ARTA had successfully organized the radio broadcast engineers and was about to enter into an agreement with the company. John C. McDowell, secretary of the TPU, testified that to organize the radio broadcast engineers would necessitate the creation of a separate local with a new charter. The reason for this is that the officers of the IATSE recognize radio broadcast engineers as a separate craft unit and prefer to have such craft groups govern themselves separately as distinct autonomies. Moreover, the radio broadcast engineers could not be embraced in any of the labor organizations of the other employes at Radio Station WHN because most of them, such as musicians, writers, artists, etc., belong to separate craft unions of their own of a limited craft membership. The radio broadcast engineers, desiring to organize along craft lines, therefore joined the ARTA.'

Rival Contenders

"The case came before the Board upon petition of the ARTA on May 24, 1937, that a question affecting commerce had arisen concerning representation of the broadcast engineers of the Marcus Loew Booking Agency.

"This agency is a wholly owned subsidiary of Loews Inc., 1540 Broadway, New York City. The latter is engaged in the distribution, production, and exhibition of motion pictures. It also operates about 100 theatres throughout the United States. A hearing was held in New York July 2, before Samuel V. Gusack, Trial Examiner for the Board, and again on July 6.

"At the beginning of the hearing counsel for the parties stipulated that insofar as the operation of WHN station is concerned the company is engaged in interstate commerce within the meaning of the Act; and that the ARTA and the TPU both claimed to represent the 18 radio broadcast technicians and had made representations upon the company which would raise a question of employe representation. On Aug. 11, counsel for the TPU, the ARTA and the company orally argued the case on the record before the Board in Washington."

AGRAP Organizes Key Net Stations; AFRA Seeks All Who Face Microphone

BY SIGNING the sound effects men of NBC's two New York key stations, WEAF and WJZ, the American Guild of Radio Announcers & Producers, independent radio union, now has chapters in the New York outlets of all three nationwide networks. Started last spring at WABC, CBS key in New York, AGRAP now claims some 700 members in more than 20 stations throughout the South, Midwest, New England and New York.

Negotiations are now being carried on with a committee of NBC executives headed by Mark Woods, treasurer of the network, according to Roy S. Langham, president of the Guild, who said that the union had also signed the sound effects men at WABC, where AGRAP founded its first chapter by winning recognition and an agreement for announcers and producers [BROADCASTING, April 15], giving AGRAP two chapters at that station. A contract calling for increased wages and reduced hours for announcers and production men at WOR, Mutual's New York station, was signed between officials of the station and the Guild on Aug. 13, after six weeks of negotiations.

Immediate increases in wages and graduated future increases are called for in the WOR agreement, which also specifies a five-day, 40-hour week and increased benefits with respect to leaves of absence, preferential reemployment, etc. Two weeks' notice of discharge is required and the management agrees to arbitrate any dispute under the contract.

A similar contract has just been signed with WJSV, Washington,

(*Continued on page 74*)

Labor Controversy At WDGY Settled

Drawn-Out Difficulties Ended By Federal Conciliator

LABOR difficulties growing out of a strike of operators at WDGY, Minneapolis, were composed Aug. 17 after more than a month of strife and negotiation, it was announced by Edward P. Shurick, assistant manager of the station. Other stations in the St. Paul-Minneapolis area met Aug. 19 to discuss future policies in their dealings with unions.

Mr. Shurick pointed out that for several years stations in the Twin Cities have been having difficulties with labor. Last July 23, he said, the WDGY chief engineer was discharged for alleged incompetency. Two other engineers resigned and the Electrical Workers Union 292, affiliated with AFL, interjected itself into this situation. Mr. Shurick charged, among other things, that the transmitter had been tampered with and that it was off the air for a day because of damage.

Damage From Bullets

After the station refused to reinstate the three men, it was picketed and the Minneapolis Musician's Association, affiliated with AFL withdrew union musicians from the station. Mr. Shurick charged also that a shot was fired at him from a distance two days after the strike, while he was at the transmitter.

At no time during the controversy were wage scales, hours or working conditions discussed, he said. WDGY however, continued to operate and Deputy Sheriffs and private detectives were engaged to police the transmitter property day and night. On Aug. 13, he claimed, three shots were fired at the transformer, causing four inches of oil to leak out of a bullet hole. Conferences working toward settlement began Aug. 14 when Dr. George Young, general manager of the station, discussed the strike with officials of the Electrical Workers Union. A representative from the office of the Federal conciliator in Washington participated in the negotiations with the result that the differences were composed and two of the operators who had resigned were returned to work at the transmitter.

McGrady Is Appointed As RCA Labor Chieftian

APPOINTMENT of Edward F. McGrady, Assistant Secretary of Labor, as director of labor relations of RCA, effective Sept. 1, was announced widely in the press Aug. 25 but neither RCA nor Mr. McGrady would confirm the report. It was said he will supervise labor relations of RCA subsidiary companies, including NBC, RCA Mfg. Co., RCA Communications Inc., and Radiomarine.

Arrangements with Mr. McGrady, one of the best known labor arbiters in the country, were said to have been made by David Sarnoff, RCA president, prior to embarking for Europe last month. He was formerly an executive of the American Federation of Labor, and recently was among those mentioned for appointment to the FCC. It is expected the formal announcement will be made shortly.

Index Covering 25,000 Titles Offered Stations by ASCAP

Sticker System to Be Supplemented, Says Mills; Michigan Governor Vetoes ASCAP Measure

AFTER several years of preparation, ASCAP on Aug. 25 announced it had assembled an index of some 25,000 musical titles which it is making available to licensed stations at no charge.

E. C. Mills, chairman of ASCAP's administrative committee, notified all licensed stations by letter of the availability of the index and outlined the manner in which it could be installed by stations at minimum expense insofar as the actual equipment is concerned. He pointed out that ASCAP has been assembling an index for many years and that although much time and money has been expended, "the index is admittedly far from complete, and probably always will be." He added, however, that it embraces most of the musical titles, copyright and non-copyright in the USA, which are presently current in broadcasting programs.

"We now, as a matter of service, offer to you, entirely free of charge, as much of the index as it is presently practicable for us to prepare and furnish. It will cover approximately 25,000 of the most used titles."

The index, the letter added, will be forwarded to broadcasters requesting it, on gummed and perforated sheets which can be pasted on 3 x 5 index cards. The preliminary index will be supplemented from time to time free of charge, it was added. An investment by the stations of some $200 for the purchase of equipment was recommended. It was also pointed out that the same index cards can be used by the stations for other purposes such as filing references to orchestras and musical libraries, phonograph records, transcriptions, etc.

Mr. Mills urged stations to avail themselves of the offer so they will be enabled to accurately check copyright ownership. "The index now offered is a starting point," he said. "It will grow substantially through supplements sent by us and additions which will undoubtedly be made by your own staff covering works not embraced in the ASCAP repertoire." He added:

"We are desirous of being helpful to you in every possible way as to every matter involved in your relation with us and musical copyright problems, and it is our intention to extend this index as rapidly as possible until it shall finally include a reasonable complete reference to practically all musical works. We can not hope to ever make the index entirely complete."

* * *

With the adjournment of Congress and most of the State Legislatures, conditions were otherwise quiescent on the exclusive copyright front. The threatened strike of musicians, reported elsewhere in this issue, dominated the scene.

The veto by Governor Frank Murphy of Michigan of the anti-ASCAP bill adopted by its State Legislature heartened ASCAP forces who are combating similar bills in a half-dozen states. Gov. Murphy in his veto message of July 27 asserted that after a careful and extended review of the act, Attorney General Raymond W. Starr had advised him that "because of the onerous character of its provisions and the variety of restrictions imposed, the act would unreasonably interfere with and impair the rights secured to owners of copyrights by the federal constitution and the laws of Congress" and that it was the Attorney General's opinion that the act "is unconstitutional and void in its entirety."

The Attorney General's opinion, also made public, stated that it was his view that the act is "clearly invalid because it is an unconstitutional attempt to destroy the exclusive rights of copyright owners, guaranteed to them by the United States Constitution and the Federal Copyright laws."

The six-page opinion cited numerous provisions of the proposed act which it claimed were clearly improper and unconstitutional. "Chief among these is the fact that the act is so poorly drafted and so indefinite that it is impossible to determine what constitutes a violation and what is permissible, under the said act."

It concluded that it was the Attorney General's opinion that the dominant aim and purpose of the act is unconstitutional, that practically every essential feature is subject to attack and that the entire act is therefore invalid.

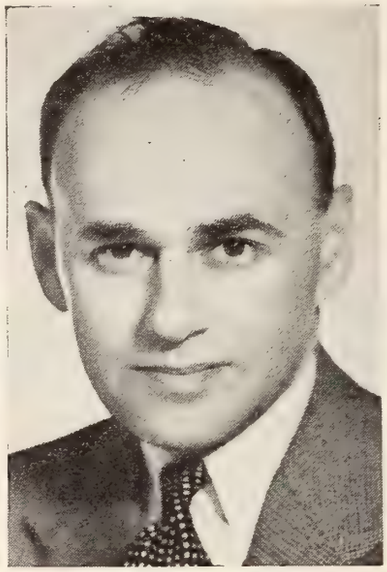
Litigation challenging the validity of the bills, almost identical with the Michigan act, which have been enacted in Washington and Montana, has been initiated by ASCAP and now awaits decision. Injunctions are sought. ASCAP also is contesting similar legislation enacted in three other states.

Alka-Seltzer on 40

MILES LABORATORIES Inc. Elkhart, Ind. (Alka-Seltzer), will start *Comedy Stars of Broadway*, thrice-weekly quarter-hour transcriptions, on 40 stations Sept. 12. Of this number 21 stations will be new while the remaining outlets, currently broadcasting *Thank You, Stusia* will also start the new comedy transcriptions on that date. The transcriptions will be broadcast in practically all instances on Sunday, Tuesday and Thursday. The series was cut by WBS, New York. Wade Adv. Agency, Chicago, handles the account. The new stations starting the series on Sept. 12 follow: WEEI, WOR, WGY, WGBI, KDKA, WGAR, WBNS, WJR, WCCO, KFAB, WHO, WSM, WSB, WAPI, KOMA, KSL, WHAS, KFEQ, WBT and WMBD. Stations switching to *Comedy Stars of Broadway* on Sept. 12 are: KFH, KFXJ, KGHF, KMBC, KMOX, KOA, KVOO, WABC, WCAU, WDBJ, WFEA, WHAM, WHIO, WLBZ, WNBX, WQAM, WRVA, WWVA, WGN, WOWO.

RESPECT will be paid to the memory of George Gershwin Sept. 8, when CBS will carry a two-and-a-half hour program of Gershwin's musical works from Hollywood Bowl, broadcasting from 12:30 to 3 a. m. (EDST).

CBS Television Chief



GILBERT SELDES

DEBS GROUP PLANS WFAB-WEVD MERGER

MERGER of WFAB and WEVD, New York City time-sharing stations, is contemplated with the sale of the former station to Debs Memorial Fund Inc., operators of WEVD, subject to FCC approval. The Debs group, a cooperative organization in which the prime movers are the management of the *Jewish Daily Forward*, a newspaper, has agreed to pay $85,000 for WFAB, and has deposited $10,000 in escrow with an agreement to pay the remainder when approval of the transfer is secured from the FCC.

It is presumed that WFAB will be discontinued and its time simply taken over by WEVD. The stations operate with 1,000 watts on 1300 kc. Also sharing the same channel are WBRR, Brooklyn, using the 3-8 p. m. periods six days weekly, and WHAZ, Troy, N. Y., using only the 6 p. m. to 1 a. m. periods on Sundays. They are not affected by the proposed deal and would retain their present schedules.

New York would thus get another important regional outlet, lacking all but about five hours daily of full time. Present owners of WFAB are Joseph Lang and Paul F. Harron, of Philadelphia, who operates WTNJ, Trenton, on a leasehold basis, and who formerly was part owner of WPEN-WRAX, Philadelphia.

Omar Mills Placing

OMAR MILLS Inc., Omaha, Neb., a subsidiary of National Baking Co., on Aug. 23 started *Your Home Town* quarter-hour transcriptions thrice weekly on WNAX, KMMJ, KOA, WHO, KGKY and KGNF for Omar flour. At the same time, 100-word announcements five times weekly were begun on KFDN and thrice weekly on KSOO. The bakery division of Omar Mills is continuing *Your Home Town* transcriptions on WTMJ, WBNS and WIRE with both the bakery and and flour divisions sponsoring the transcriptions on WOW. J. Walter Thompson Co., Chicago, is the agency.

Television Plans Advanced by CBS; Seldes in Charge

New Studios Will Be Started; Trial and Error Procedure

TELEVISION plans of CBS were advanced Aug. 20 with the announcement that Gilbert Seldes, writer and critic, has been appointed experimental television program director and that a television program center has been established in the Grand Central Terminal Bldg., New York.

Mr. Seldes was to begin his program work Sept. 1 and the new studios will operate in conjunction with the CBS television transmitter atop the nearby Chrysler Tower to which they will be connected by coaxial cable. Actual construction of the new studios will begin this fall with a central studio measuring 225 feet in length, 60 feet in width and 40 feet from floor to ceiling located directly above the Grand Central waiting room and overlooking 42nd street.

On three sides it will connect with dressing rooms, rehearsal chambers, a carpentry shop for set construction and a fully equipped television laboratory. The studios will be made the testing ground for several technical innovations of lighting and scanning now being developed in the CBS laboratories.

William S. Paley, CBS president, disclosed last year in testimony before the FCC that CBS had set aside $2,000,000 for carrying out this final phase of its experiments in television. The appointment of Mr. Seldes and the construction of the new studios are believed to be important indications of the approach of practical television broadcasting on the part of CBS.

Trial and Error

The mode of operation outlined by Seldes is intended "to make as many experiments as possible in order to make as many errors as possible in advance." His function will be to direct these "experiments" and "errors in advance" as a means of establishing television on the same standard of entertainment value as other mature arts.

"The entertainment value of the early programs," he said, "plus the novelty value, ought to attract widespread interest. As the novelty value decreases, the improvement in the programs themselves should bring television entertainment up to the current level of other matured forms of entertainment."

The author's analysis of such errors, past, present and future, was presented last spring in the *Atlantic Monthly* and it was this, revealing a sharp insight into the problems of this coming new industry, which led to conversations between him and CBS executives and resulted in his engagement. His experience in the fields of the theater, radio, movies and music—the four fundamentals in television programming—weighed largely in the choice.

DICK DUNKEL of the radio department of Benton & Bowles Inc., New York, consummated a deal whereby Van Cronkhite Associates will be sales agents for the Dick Dunkel Football Forecasting System in states where it is not sponsored by Atlantic Refining Co.

I Am a Contest Enterer, Occasionally

Boxtops Aplenty, But Never a Prize for This Listener

By E. R. KELLEY

THE AUTHOR is just plain E. R. Kelley, without any brass plaques or press agents. He listens to programs. He hmmms when contests are mentioned. Often he grabs the nearest pencil. Almost as often he stops in the corner store for a boxtop and its associated contents. He mails his entry. Then he eats the associated contents. Others may get prizes, but not Kelley. Here's what he thinks about contests and those who promote them.

WHAT kinds of contests does a contestant like best? How many contests will the contestant enter in a year? How does it affect his or her buying habits? Advertising men undoubtedly have the answers to these and numerous other related questions all figured out—and hope they're right, so a mere contestant's ideas and experiences may not mean anything. And then again, they may!

I consider myself an average contestant, trying for perhaps 15 prizes a year. Interest in contests, of course, varies with the age of the individual, and the type of community in which he lives. Children enter the greatest number and variety; young grown-ups quite a few; people past fifty, a goodly number, also. Between the ages of 30 and 50 there is a dead spot. Most people, especially the men, take more interest in the practical facts of everyday living during that period.

In general, it may be said that the size of the prize offered must



be raised somewhat in proportion to the increase in age of the group desired as contestants. Housewives are satisfied with smaller rewards than are men, or women who support themselves, probably because they are not in the habit of placing a monetary value on their time.

Rural Enthusiasm

Having lived in various sized cities and towns within the past few years, I have particularly noticed the great interest in contests in the rural or village communities as compared with the centers of population. A good showing from Horner's Corner doesn't mean you are getting a better spread there than in Los Angeles. It simply indicates that the villagers have time on their hands, as far as amusement is concerned.

I have been a consistent contester but never a constant one. My entries all emerge under spurts of enthusiasm. Many of my friends react the same way, although a few are steady pluggers. There is something about thinking up slogans, or furnishing last lines, or picking the most important sentence that calls for inspiration. When I get it, things fly; four or five entries in a week. After that we settle down to eating or using the various products purchased for their labels, and wait for the prizes to come. So far none ever have. Just one more reason I consider myself an average contestant.

I will probably be suspected of mild insanity when I say that after its contest is over I seldom have even a kindly thought for a product. I hold no grudges, and I'm not silly enough to think that my chances of winning are anything but small. Nevertheless, there is usually that "brown taste" connected with the goods whose contests I have entered and failed to win that somehow makes me pass it up on store shelves. If I were an advertiser I would be afraid of it.

There have been, however, some exceptions in my experience which I consider the high lights of contesting. A few years ago a typewriter company sponsored a contest, the first prize of which I have forgotten. A few days after the winner was announced I received a letter from the advertiser thanking me for my entry and enclosing a key case that retails for five cents and must have cost them two. The positive impression created by that single incident has been one of the chief reasons for my partiality to their line of goods ever since.

The practice of replying with a card to all entries as they are received, is a pleasing one to me and to many others with whom I have talked. It creates the feeling that your entry is receiving the utmost in consideration, in addition to letting one know that it arrived all right. The good-will gained by this, or any other form of individual recognition will show very little depreciation.



Simplicity also has its points. I have in mind a radio program through which was given an automobile every week. During the program three reasons for the popularity of the sponsor's products were read; the listener was asked to simply send in the reason he considered the best and how many votes he thought it would receive that week. Complicated sounding, perhaps, but very simple to act on.

There was nothing to buy and nothing to do that required deep thought or prolonged agony. Just a guessing game straight through, and the listener probably had his entry sealed before the program was finished. I believe I entered six or seven times, and became quite familiar with the product in question, even sampling it. Little time was wasted, consequently there was only a little feeling of disappointment over not winning.

Naming the baby or picking a by-line contain real dynamite, and in this I am not trusting to my own feelings but to the expressions of those I come in contact with. While a sponsor who fails to announce the winner or does so long after the contest is ended is sure to gain the distrust of many, so, also, is the sponsor who finds it necessary to publicize the result as well as the winner. It is too easy to compare one's own entry favorably with the chosen one. Every baby-naming brings up the question of whether it is the most suitable name (as advertised) or the strangest that draws.

A species of contest that has always seemed peculiar to me is that sometimes found in print and more often on the air, wherein personal experiences of listeners are presented on a competitive basis. A current offering of this



type pays a small sum for each story reenacted, with a larger prize for the best of those presented. Although I listen every week and have not even entered, I am always so busy comparing the stories with my own and my friends' experiences, and wondering whether I could produce a winner that I couldn't for the life of me tell you what product is being advertised. As far as I'm concerned the sponsor has gained nothing. At the same time he has lost nothing except my quota of the program's cost, which will probably never drive him to the wall.

Prizes by the Thousand

California Conserving Co., With Its "Who Am I" Series, Gets Big Share of Audience

By EMIL BRISACHER

Emil Brisacher & Staff, San Francisco



Mr. Brisacher

IN THE fall of 1936, the reference departments of public libraries and the information desks of metropolitan newspapers were swamped by a tremendous flood of inquiries for facts about famous people.

"What president of the United States started out as a school teacher?"

"Was Katherine Cornell born in Berlin, Germany?"

"Did Gary Cooper go to school in England?"

At first the hard-working attendants were at a loss to explain this bewildering, overnight increase in the demand for facts about famous characters. But they soon discovered that it was all caused by a new, refreshingly novel radio program called *Who Am I?*

This was the beginning of the now-famous *Who Am I?* radio program, which has set unprecedented records of radio response and effectiveness in the West. A quarter-hour, once-a-week evening program, broadcast from San Francisco over the western division of the NBC-Red network, *Who Am I?* was sponsored for 26 consecutive weeks by the California Conserving Co., makers of C-H-B tomato catsup, tomato juice, pickles, chili sauce, and others.

Just An Old Game

Who Am I? is an adaption of an old parlor game, played in a new copyrighted way over the air. Questions are asked, and answers are given, about the life and characteristics of some famous, but unnamed individual. From the mass of hints given throughout the playing of the game, the radio listeners could guess at the identity of the famous character. And the makers of C-H-B food products made it well worthwhile for the radio audience to send in its guesses, by offering handsome prizes for the correct answers each week.

To be eligible for these prizes, the radio listener was obliged to send in two labels from C-H-B products together with his entry. And every week, the San Francisco offices of California Conserving Co. received from 10,000 to 20,000 letters—each enclosing two labels, signifying purchases of C-H-B products! According to NBC officials, this represents a new and unique record of radio success in the West, as the audience mail has been the largest ever received by NBC on a far-western hook-up for a 15-minute evening program.

Not only the heavy flood of mail, but also the checks of impartial listening surveys revealed tremendous popularity of the *Who Am I?* program. The most recent check showed that this program enjoyed the attention of 65% of the radio audience in the West.

The *Who Am I?* game itself usually followed this pattern: "Am I living?" . . . "Am I a man," . . . "Do I live in the United States?" . . . "Am I a politician?" . . . and so on. The correct answer was revealed on the following week's program, a bit of strategy which automatically caused a large percentage of the audience to tune in to

(*Continued on page 62*)

Chicago Business Far Above Sales Recorded in 1936

Increased Rates Do Not Stop Inflow of National Spots

By HAL TATE

CHICAGO stations will have their biggest autumn in history with this year's business surpassing last year's on some stations as much as 50%. This boom is being experienced despite the fact that most Chicago stations are increasing their rates in September and October and with the threatened strike of the American Federation of Musicians still hanging over the stations' heads.

One sour note was injected into this apparently booming business tune. Discussing the ever increasing business in radio, an advertising manager of a company which placed nearly a million dollar's worth of spot advertising last year, but who preferred that his name not be mentioned, declared that with stations continually increasing their rates, many advertisers heretofore placing their radio appropriations blindly, after investigating the increases would discover that their radio advertising does not "pan out."

He predicted a sensational crash in radio advertising with a swing towards newspapers and magazines and said his firm was beginning to cut down on the number of stations being used this fall with a larger share to printed media.

Late Evening in Demand

At any rate, business for the fall season in Chicago is so heavy that many advertisers are beginning to use late evening spots. At WBBM, included among advertisers using time after 10 p. m. are Chevrolet, Penn Tobacco Co., and Longines-Wittnaeur. At WCFL, Levinson Radio Stores is using a two-hour nightly "musical clock" program. WGN, does not accept commercials after 10 p. m.

According to William Cline, sales manager of WLS, practically all of the station's available commercial time for this fall has been sold out. WLS is continuing its policy, however, of not accepting commercials for certain of its programs, including Julian Bentley's news broadcasts. Among the advertisers starting on WLS this fall are the following: McKenzie Milling Co., Quincy, Mich. (pancake flour), 15 minutes daily except Sunday starting Oct. 18, through Rogers & Smith, Chicago; James Mfg. Co., Fort Atkinson, (Jamesway farm equipment) daily except Sunday, one minute announcements starting Oct. 18, through Wade Adv. Agency, Chicago; G. E. Conkey Co., Cleveland (feed) daily except Sunday announcements, starting Oct. 4 through Rogers & Smith; Campbell Cereal Co., Minneapolis (Malt-O-Meal) weekly quarter-hour program starting Oct. 2, through Mitchell-Faust, Chicago; Foley & Co., Chicago (Foley's Honey & Tar), quarter-hour programs daily except Sunday starting Oct. 11, through Lauessen & Solomon, Chicago Psychology Press Inc., St. Louis (Bernard-Perfumer) two-minute announcements thrice weekly through Sel

(*Continued on page 56*)

Refrigerator Campaign

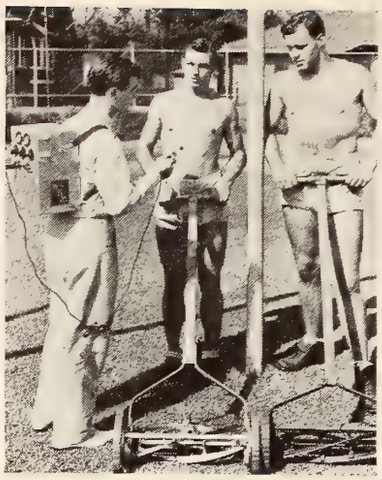
WITH Dallas and several other unnamed Southern cities selected as test markets, a cooperative advertising and sales campaign of national proportions is reported to be in the making on behalf of electric refrigerators. Purpose is said to be to offset the promotional efforts of the National Association of Ice Industries, a network radio advertiser. Whether radio will be used has not been indicated, but the campaigns are to run a month or more, then analyzed later in the fall with a view to a national campaign in the spring of 1938. Ralph H. Jones Co., Cincinnati, has the account.

MORE AFFILIATES ON THE WLW LINE

ADDITION of KWK, St. Louis, WBAL, Baltimore, and WOL, Washington, as affiliates of the WLW Line, effective this month, was announced Aug. 27 through Transamerican Broadcasting & Television Corp., exclusive representatives of the Line. In addition WJJD-WIND, Chicago, and WXYZ, Detroit, also have been announced as definite affiliates of the line for its commercial programs beginning in September. It was stated also that probably a few other stations would be aligned for the commercial program service. Other stations on the WLW Line, in addition to WLW, are KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York.

At Transamerican it was stated that no further plans for extending to the Twin Cities or the West Coast have crystallized and that further expansion of the project would be undertaken only when business warranted, thus avoiding needlessly heavy wire charges.

The line has eight to ten hours weekly sold for the fall, including Father Charles E. Coughlin for a full hour Sunday afternoons beginning Oct. 31 on all available stations plus the Quaker State Network fed through WFIL for 26 weeks. Sustaining programs of the line are available to all stations plus the New York Broadcasting System, through WHN.



PRE-SEASON TUNEUP — Under Kellogg sponsorship, home football games of Vanderbilt University for the third successive year will be broadcast over WSM, Nashville. Toting the pack transmitter is Jack Harris, WSM sports commentator, who will handle the series for the third successive year. He is testing the ultra-high frequency unit, which will be used during the season, in a conversation with Joe Agee, quarterback and 267-pound Alternate Captain "Baby" Ray, a tackle, who had the day's lawn manicuring assignment. Last year Kellogg used an extensive promotion campaign in connection with its broadcasts, including contest prizes of automobiles, fur coats, etc. The plans for this season have not yet been announced but are expected to be on the same large scale.

AN ANTIDOTE FOR COCKINESS

Audition Script for Jaunty Announcers Serves As Cheek-Pinker and Tongue Gnarler

BOB CUNNINGHAM, program director of KOIL, Omaha, has written an audition for aspiring announcers who show up a bit too "cocky". He has no intention of using this script as a standard test, but it serves to put the smart alecs in their places.

Thus far, it has been used mainly on the staff announcers, who read it "cold" before the regular announcers committee, with no idea of what they are in for. Cunningham's script follows:

Some aspirants regard an announcer's audition as a chance for a coup; others with all the apparent symptoms of the ague. However formidable it may appear to be, it is best to enter into it with all the savoir faire at your command; much as an Irishman enters a melee—to be enjoyed, win or lose. A bona fide announcer will do the best he can with words he doesn't know, and will try sincerely, even though he misses.

The comptroller of currency in any radio station hears many things about announcers which are refutable; but a man's status as an announcer is never improved by a listener's vagary, and often a machination, if repeated ad infinitum, will ricochet until it results in the final ultimatum for the announcer.

Confidence, with the paprika of energy added, is one of the surest ways to avoid being impotent in this profession. Here, too, caution must be used, since in the sacerdotalism of announcing, co-workers are prone to immerse an egotistic neophyte in the natatorium of ridicule. To avoid being embroiled in any such imbroglio, the newcomer should be bade to revere those who have precedence over him, and who regard KOIL as their alma mater and sanctuary.

En route to this estimable estate, via long hours and probably mediocre menus, the embryonic announcer must have inherent strength in his abdomen, viz., in order to cope with such men as Bizet, Paderewski, Benes, Mussolini, Petain, Lenin, Saint-Saens and Roosevelt; with such things as lingerie, eggs, programs, carnivora, news and exigencies.

Even in closing, not to jest, it's time to say this joust has just been marked "finis".

Old Gold Eyes Sports

P. LORILLARD Co., New York (Old Gold cigarettes), have taken an option for the 1938 Chicago Cubs and White Sox ball games broadcast over WGN, Chicago, by Bob Elson. The price for next year's games will be the same as this year's — $110,000. Lennen & Mitchell Inc., New York, is agency.

Networks Arrange Autumn Expansion

WITH the approach of the peak fall season, national and regional networks are devising expansion plans to embrace additional stations in new markets.

The most recent network affiliates are KMED, Medford, Ore., which on Sept. 15 joins the NBC-Pacific Coast Network, available to both the Red and Blue groups on the Coast, and KELO, Sioux Falls, S. D., new 100 watter on 1200 kc. The additions bring the total number of NBC stations to 138. KMED operates on 1410 kc. with 250 watts and is owned by Mrs. Blanche Virgin. Lee Bishop is manager. KELO is owned by Joseph Henkin, operator of KSOO in the same city.

KDAL, Duluth, Minn., becomes a CBS affiliate Sept. 5, according to an announced agreement between Dalton LeMasurier, KDAL general manager, and Herbert V. Akerberg, CBS vice-president. KDAL operates with 100 watts on 1500 kc. The station will be saluted by CBS Sept. 5 during a program featuring Frankie Masters and his orchestra. WEOA, Evansville, Ind., will also join CBS Sept. 5.

On Sept. 26, WGAR, Cleveland, leaves NBC to join CBS, with the present CBS outlet, WHK, taking its place as a basic NBC-Blue affiliate.

While Mutual is working on expansion plans in both the Pacific Northwest and the South Atlantic, no definite arrangements yet have been announced. Fred Weber, general manager, has been in negotiations with groups in both areas, although the Pacific Coast operations are being handled directly through Lewis Allen Weiss, general manager of Don Lee.

On Jan. 1, WRBC, current CBS outlet in Birmingham, will become a member of the NBC-Red South-central group, coincident with the switch of WAPI, Birmingham half-time clear channel station, to CBS. An application whereby WAPI would be leased by the three Alabama colleges owning it to a new corporation in which CBS would have a 45% interest, now is pending before the FCC for approval. WBRC operates with 5,000 watts day and 1,000 watts night on 930 kc., WAPI with 5,000 watts day and night on 1140 kc. The third Birmingham station, WSGN, on Aug. 1 joined NBC-Blue.

Twenty Get Nestle's

NESTLE'S MILK PRODUCTS Inc., New York (chocolate), will participate in *Co-operative Cooking Schools*, starting on or about Sept. 15 on 20 stations: WOR, Newark; WEEI, Boston; WTIC, Hartford; WJAR, Providence; WBEN, Buffalo; WHEC, Rochester; WGY, Schenectady; WSYR, Syracuse; WCAU, Philadelphia; WRC, Washington; WTAM, Cleveland; WJR, Detroit; WGN, Chicago; WCAE, Pittsburgh; KHJ, Los Angeles; KFRC, San Francisco; KSD, St. Louis; WCKY, Cincinnati; WBAL, Baltimore; and KSTP, St. Paul. The agency in charge is Cecil, Warwick & Legler Inc., New York.

KGGF, Coffeyville, Kan. regional, on Sept. 1 joins the Mutual Network. The station is owned by the publishers of the *Coffeyville Journal*.



CENTRAL BROADCASTING CO., Des Moines

J. O. MALAND, Manager Phone--3-7147

National Representatives: FREE & PETERS, Inc.

New York Detroit Chicago Los Angeles San Francisco

WHO

Des Moines · Full Time · Clear Channel · 50,000 watts

CHIPS

from the station log

Corn Records Threatened

With a record corn crop assured, likewise a record crop-income, Iowans are out to set still another corn record—for the tallest individual cornstalk. This record is now at stake in the National Tall Corn Sweepstakes, jointly sponsored by Station WHO and the Iowa State Fair Board.

Originated by Col. Palmer

The idea of a tall-corn sweepstakes originated with Col. B. J. Palmer, president of the Central Broadcasting Company. Present accepted altitude record for cornstalks is 18 feet 5½ inches, set by a Scott County (Iowa) farmer in 1925.

Contest-entries have come by the hundreds from states throughout the cornbelt. Even Canada is represented. Judging of entries takes place September 1, at the Iowa State Fair. Cash awards total $400.

Income Gains Impressive

For corn-income, and for agricultural-income generally, Iowa sits in the golden chair. This table is significant:

IOWA CORN CROP

	Bushels	*Value*
1931	389,940,000	$136,479,000
1932	509,507,000	61,141,000
1933	455,000,000	141,050,000
1934	201,480,000	161,184,000
1935	373,388,000	231,501,000
1936	212,240,000	218,607,000
1937*	469,030,000	348,321,000

*U. S. Crop estimate, Aug. 1, 1937. Market value based on December corn on date when August estimate was released.

How to Cash in

The figures above tell their own story—a story of unusual sales opportunity for advertisers using WHO—the one radio station that reaches all Iowa at once.

Iowa does not live by corn alone. But income from this year's bumper crop, fed to animals going to market at 5-year-top prices, will provide extra funds that will be directly reflected in extra Iowa business.

WHO offers you the direct means of getting your increased share of this extra business.

WBLY, Lima, Purchased By Fort Industry Group

FORT INDUSTRY Co., owner and operator of WSPD, Toledo, on Aug. 19 applied to the FCC Broadcast Division for permission to purchase WBLY, Lima, O. The price was $27,000.

Now operated by Herbert Lee Blye, an attorney, WBLY, has been on the air since December of last year. It operates on 1210 kc. with 100 watts and is licensed for daytime operation only. J. H. Ryan vice-president and general manager, H. G. Wall, secretary and counsel, and E. Y. Flanigan, commercial manager, conducted negotiations for the transaction for Fort Industry. George B. Storer, Detroit broadcaster and industrialist, is president. Other stations identified with the Storer-Ryan interests are WWVA, Wheeling, and WMMN, Fairmont, W. Va. Mr. Storer also has a minority interest in KIRO, Seattle.



Drawn for BROADCASTING by Sid Hix

"Look, J. P., Some Chiseler Has Sent in a Reasonably Accurate Facsimile!"

163 Games on Atlantic Refining Grid Schedule . . . .

A TOTAL of 163 football games covering 21 complete schedules or complete home schedules is included in the Atlantic Refining Co. schedule for the autumn season, described by Joseph R. Rollins, advertising manager, as the most ambitious football schedule ever undertaken by a sponsor.

Besides the Atlantic Seaboard, the slate includes Ohio State in the Big Ten. The schedule includes a number of NBC and CBS stations not available last year when network policies kept them off the Atlantic list. In all, 65 stations will participate in the schedule and 21 announcers will work the programs, each having at least one assistant. Thus some 60 men will be required each week to provide the play-by-play accounts.

Last year Atlantic broadcast 112 games on 41 stations. The commercials this year will be brief and none will be announced during actual play, Mr. Rollins says. The list of games and stations was announced by N. W. Ayer & Son Inc., Philadelphia, as follows:

SEPT. 18

Clemson-Presbyterian at Clemson, N. C., WFBC.

SEPT. 24

Temple-V.M.I. at Philadelphia, WIP.
Citadel-Newberry at Charleston, S. C., WFBC.

SEPT. 25

Holy Cross-St. Anselms at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Cornell-Penn State at Ithaca, N. Y., WTAG WTIC WJAN WFBL WHKC WGR WIBX WNBF WESG WOKO KYW WOR.
Boston College-Northeastern at Boston, Mass., WBZ WBZA.
Pittsburgh-Ohio Wesleyan at Pittsburgh, Pa., WCAE WFBG WTBO WLEU.
Richmond-Randolph-Macon at Richmond, Va., WRVA.
Virginia-Hampton-Sydney at Charlottesville, WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
Maryland-St. Johns at College Park, Md., WBAL WJEJ.
Georgia-Oglethorpe at Athens, Ga., WSB WTOC WRDW.
Ohio State-Texas Christian at Columbus, Ohio, WHK WHKC WADC WSPD.
La. State-Florida at Baton Rouge, La., WJAX WIOD WRUF

OCT. 1 (Friday Night)

Temple-Mississippi at Philadelphia, Pa., WIP.

OCT. 2

Holy Cross-Providence at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Cornell-Colgate at Ithaca, N. Y., WTAG WTIC WJAR WFBL WHKC WGR WIBX WNBF WESG WOKO.
Boston College-Kansas State at Boston, Mass., WBZ WBZA.
Carnegie-N.Y.U. at Pittsburgh, Pa., WOR KDKA.
Syracuse-Clarkson at Syracuse, N. Y., WGY WHAM WBEN WSYR.
Pennsylvania-Maryland at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WBAL WPG WKOK WJEJ.
W. Virginia-Pittsburgh at Morgantown, W. Va., WCAE WFBG WLEU WTBO.
Fordham-F. & M. at New York City, WGAL WORK.
Lafayette-Muhlenburg at Easton, Pa., WEST.
Albright-Geneva at Reading, Pa., WRAW.
Ursinus-Delaware at Collegeville, Pa., WDEL.
Villanova-P. M. C. at Villanova, Pa., KYW.
Washington & Lee-Richmond at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WRVA WSVA
S. Carolina-Georgia at Columbia, S. C., WFBC WRDW WSB WTOC.
Ohio State-Purdue at Columbus, Ohio, WHK WADC WHKC WSPD.
Davidson-Duke at Davidson, N. C., WBT WDNC.
Florida-Stetson at Gainesville, Fla., WJAX WIOD.

OCT. 8 (Friday Night)

Temple-Florida at Philadelphia, Pa., WIP WJAX WRUF WIOD.

OCT. 9

Holy Cross-Georgetown at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Pitt-Duquesne at Pittsburgh, Pa., WOR WCAE WLEU WFBG WTBO.
Syracuse-St. Lawrence at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Princeton-Cornell at Princeton, N. J., WESG WFBL WGR WHEC WIBX WNBF WOKO.
Purdue-Carnegie at Lafayette, Ind., KDKA.
F. & M.-Drexel at Lancaster, Pa., WGAL WORK.
Gettysburg-Lafayette at Gettysburg, Pa., WEST.
C. C. N. Y.-Albright at New York City, WRAW.
Rutgers-Delaware at New Brunswick, N. J., WDEL.
Duke-Tennessee at Durham, N. C., WRVA WBT WDNC.
Villanova-Auburn at Philadelphia, Pa., KYW.
V.M.I.-Davidson at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WSVA.
W. Maryland-Maryland at Baltimore, Md. WBAL WJEJ.
Furman-N. Car. State at Greenville, S. C., WFBC.
Georgia-Clemson at Athens, Ga., WSB WTOC WRDW.
Ohio State-S. California at Los Angeles, Cal. WADC WHK WHKC WSPD.

OCT. 12 (Columbus Day)

Boston College-Temple at Boston, Mass., WBZ WBZA WIP WTIC WJAR WTAG.

OCT. 16

Holy Cross-Georgia at Worcester, Mass., WEEI WORC WDRC WPRO WMAS.
Carnegie-Notre Dame at Pittsburgh, Pa., WTAG WTIC WJAR WOR WCAU WHP WBRE WGBI WCBA WKOK WPG KDKA WGY WHAM WBEN WFBG WLEU WBZ WBZA WTBO.
Cornell-Syracuse at Ithaca, N. Y. WFBL WSYR WHEC WOR WIBX WNBF WESG WOKO.
Fordham-Pitt at New York City, WCAE.
F. & M.-Muhlenburg at Lancaster, Pa., WGAL WORK.
Georgetown-Lafayette at Washington, D. C, WEST.
Ursinus-Albright at Collegeville, Pa., WRAW.
Delaware-American Univ. at Newark, Del., WDEL.
Richmond-V.M.I. at Richmond, Va., WRVA.
Villanova-Manhattan at Brooklyn, N. Y., KYW.
Virginia-Maryland at Charlottesville, Va., WBAL WBTM WCHV WDBJ WGH WLVA WRNL WSVA WJEJ.
Citadel-Furman at Charleston, S. C., WFBC.
Georgia Tech-Duke at Atlanta, Ga., WBT WDNC WSB WTOC WRDW.
Florida-Sewanee at Gainesville, Fla., WJAX WIOD WRUF.

OCT. 21 (Thursday)

S. Carolina-Clemson at Columbia, S. C., WFBC.

OCT. 22 (Friday Night)

Temple-Carnegie at Philadelphia, Pa., WIP WWSW.

OCT. 23

Holy Cross-W. Maryland at Worchester, Mass., WEEI WORC WDRC WPRO WMAS.
Boston College-U. of Detroit at Boston, Mass., WBZ WTAG WTIC WJAR WBZA.
Colgate-Duke at Hamilton, N. Y., WOR WBFL WHRC WGR WIBX WNBF WESG WOKO KDKA WRVA WBT WDNC.
Maryland-Syracuse at Baltimore, Md., WGY WSYR WHAM WBEN WBAL WJEJ.
Penn-Georgetown at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WKOK. WPG.
Pitt-Wisconsin at Pittsburgh. Pa., WCAE WFBG WTBO WLEU WOR.
F. & M.-P. M. C. at Lancaster, Pa., WGAL WORK.
Villanova-Bucknell at Philadelphia, Pa., KYW.
N. Y. U.-Lafayette at New York, WEST.
Albright-Moravian at Reading, Pa., WRAW.
Delaware-Dickinson at Newark, Del., WDEL.
Virginia-V. M. I. at Charlottesville, Va., WBTM WCHV WDBJ WGH WLVA WRNL WSVA.
Furman-Presbyterian at Greenville, S. C., WFBC.
Georgia-Mercer at Athens, Ga., WSB WTOC WRDW.
Ohio State-Northwestern at Columbus, Ohio, WSP WADC WHK WHKC.
Miss. State-Florida at State College, Miss., WJAX WIOD WRUF.

OCT. 29 (Friday)

S. Carolina-Citadel at Orangeburg, S. C., WFBC.

OCT. 30

Holy Cross-Temple at Worcester, Mass., WEEI WORC WDRC WIP WPRO WMAS.
Penn-Navy at Philadelphia, Pa., WTAG WTIC WJAR WCAU WHP WBRE WGBI WGBA WKOK WPG WBAL WJEJ.
Boston College-N. C. State at Boston, Mass., WBZ WBZA.
Cornell-Columbia at Ithaca, N. Y., WGR WFBL WHEC WIBX WNBF WESG WOKO WGR.
Syracuse-Penn State at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Pitt-Carnegie at Pittsburgh, Pa., WCAE KDKA WTBO WFBG WLEU.
Lafayette-F. & M. at Easton, Pa., WGAL WORK WEST.
Albright-Bucknell at Reading, Pa., WRAW.
Delaware-St. Johns at Newark, Del., WDEL.
Washington & Lee-Duke at Lexington, Va., WRVA WBT WDNC.
Virginia-Wm. & Mary at Charlottesville, Va., WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
Clemson-Wake Forrest at Clemson, S. C., WBFC.
Tennessee-Georgia at Knoxville, WSB WTOC WRDW.
Vallanova-Detroit at Detroit, KYW.
Maryland-Florida at College Park, Md., WJAX WIOD WRUF.
Chicago-Ohio State at Chicago, Ill., WHK WHKC WADC WSPD.

NOV. 6

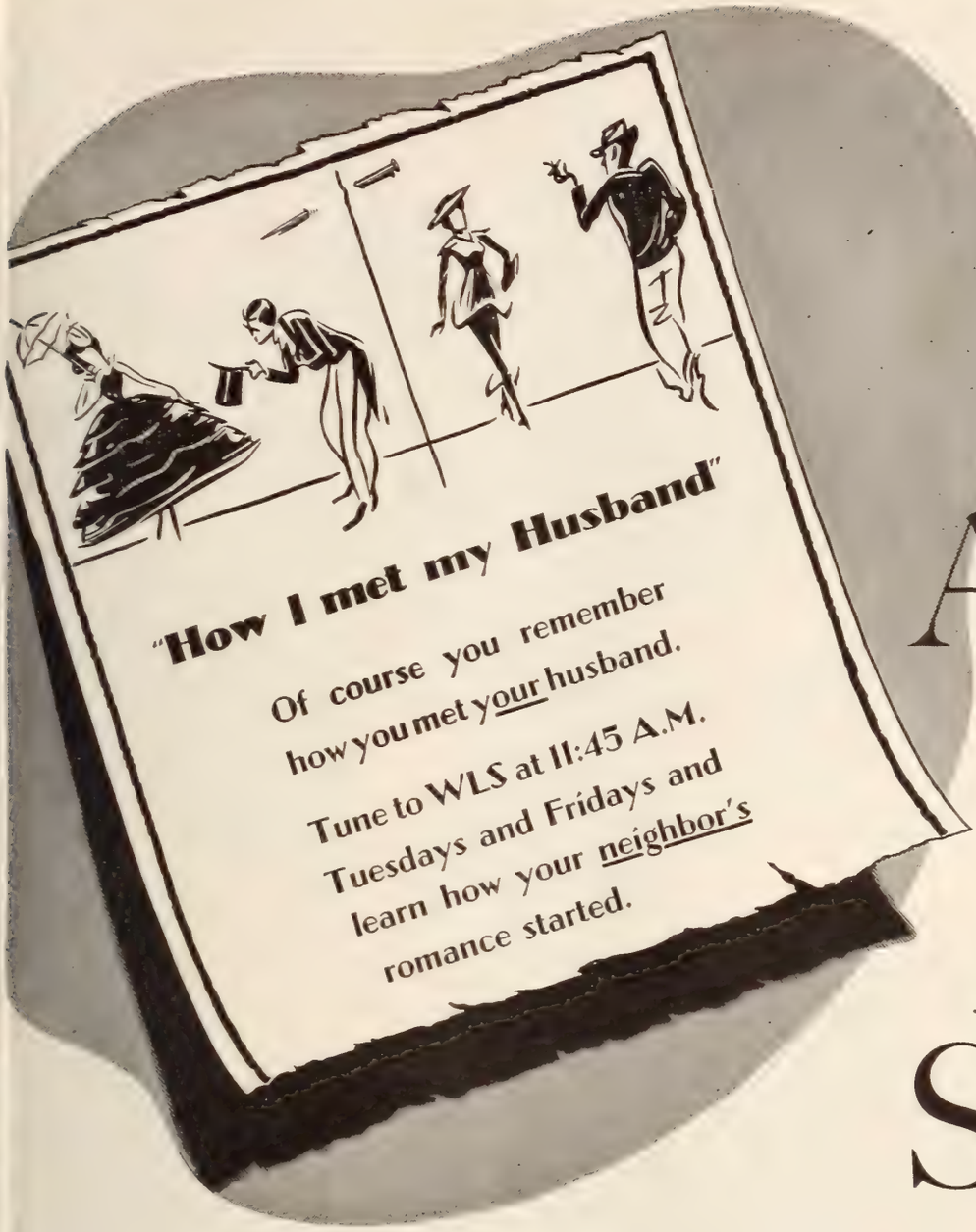
Holy Cross-Colgate at Worcester, Mass., WEEI WORC WDRC WPRO WMAS WOR WFBL WHEC WGR WIBX WNBF WESG WOKO.
W. Maryland-Boston College at Baltimore, Md., WBZ WTAG WBZA WBAL WJEJ.
Penn.-Penn. State at Philadelphia, Pa., WTIC WJAR WCAU WHP WBRE WGBI WCBA WKOK WPG.
Syracuse-Western Reserve at Syracuse, N. Y., WGY WSYR WHAM WBEN.
Temple-Michigan State at Philadelphia, Pa., WIP.
Notre Dame-Pitt. at Notre Dame, Ind., WCAE WFBG WTBO WLEU.
Carnegie-Duquesne at Pittsburgh, Pa., KDKA.
Ursinus-F. & M., Collegeville, Pa., WGAL WORK.
Lafayette-Rutgers at Easton, Pa., WEST.
Albright-La Salle at Reading, Pa., WRAW.
Delaware-P. M. C. at Atlantic City, N. J., WDEL.
Richmond-V. P. I. at Richmond, Va., WRVA.
Villanova - Marquette at Philadelphia, Pa., KYW.
Washington & Lee-Virginia at Lexington, Va., WBTM WCHV WDBJ WGH WLVA WRNL WRVA WSVA.
Furman-Bucknell at Greenville, S. C., WFBC.
Duke-Wake Forrest at Durham, N. C., WBT WDNC.
Florida-Georgia at Jacksonville, Fla., WSB WTOC WRDW WJAX WIOD WRUF.
Ohio State-Indiana at Columbus, Ohio, WADC WHK WHKC WSPD.

NOV. 11

Boston U.-Villanova at Boston, Mass., WIP.
Texas Tech.-Duquesne at (Western Union Reconstruction), WWSW.

NOV. 13

Brown-Holy Cross at Providence, R. I., WDRC WEEI WMAS WORC WPRO.
Dartmouth-Cornell at Hanover, N. H., WBZ WBZA WTAG WTIC WJAR WFBL WHEC WGR WIBX WNBF WESG WOKO KYW.
Pitt.-Nebraska at Pittsburgh, Pa., WOR WCAE WFBG WTBO WLEU WBAL WJEJ.
Columbia-Syracuse at New York City, WGY WSYR WHAM WBEN.
Bucknell-Temple at Lewisburg, Pa., WIP.
Pennsylvania-Michigan at Philadelphia, Pa., WCAU WHP WBRE WGBI WCBA WKOK WPG.
Mich. State-Carnegie at E. Lansing, Mich., KDKA.
F. & M.-Geneva at Lancaster, Pa., WGAL WORK.
Lafayette-W. & J. at Easton, Pa., WEST.
Albright-Lebanon Valley at Reading, Pa., WRAW.
Drexel-Delaware at Philadelphia, Pa., WDEL.
Duke-N. Carolina at Durham, N. C., WRVA WBT WDNC.
Virginia-V. P. I. at Charlottesville, Va., WRNL WCHV WLVA WBTM WGH WDBJ WSVA.
S. Carolina-Furman at Columbia, S. C., WFBC.
Georgia-Tulane at Athens, Ga., WSB WTOC WRDW.
Florida-Clemson at Gainesville, Fla., WJAX, WICD, WRUF.
Ohio State-Illinois at Columbus, Ohio, WHK WHEC WADC WSPD.



Another WLS *Plus* Service

A WLS Commercial program changed time,— The accompanying advertisement went into more than a ***million homes*** on the pages of the WLS magazine "Stand By" and on the pages of the Chicago Downtown Shopping News....

WLS **THE PRAIRIE FARMER STATION**
1230 WASHINGTON BLVD. CHICAGO
BURRIDGE D. BUTLER, President GLENN SNYDER, Manager
National Representatives: JOHN BLAIR and COMPANY

KOY PHOENIX ARIZONA
THE VOICE of ARIZONA
1000 WATTS
DAY and NIGHT
CBS Affiliate
BURRIDGE D. BUTLER, *Chairman*
FRED A. PALMER, *Manager*

Networks Search for Studios To Stage Hollywood Programs

Development of Film Colony Emanations Causing Shortage of Facilities; New Studios Planned

CONCERN is being shown by Pacific Coast network executives over the problem of insufficient facilities to handle the heavy schedule of sponsored programs to emanate from Hollywood this fall. Late summer finds every department being tuned up for the critical period. Problem is not actually how to handle the various network shows, but where to place them for origination.

NBC executives, with more than a score transcontinental and Pacific Coast shows to originate from Hollywood, are shopping in earnest for theatres to house programs calling for audiences. The network has leased Sound Stage 3 at Warner Bros. Studios on Sunset Blvd., and is spending several thousand dollars remodeling it into a broadcast theater. Work is being rushed to have it completed by Sept. 7 for the new fall *Packard Hour*, which is to emanate from there. The *Tyrone Power* broadcast, which starts Oct. 3, under sponsorship of John H. Woodbury Co., and *Standard Symphony* sponsored by Standard Oil Co., when originating from Hollywood are slated for the new theatre.

Building Big Stage

Alterations to the sound stage include construction of a stage capable of handling a cast of approximately 1000 persons, installation of a control room and seating equipment for 400 persons. When completed NBC will have seven studios, including four audience theatres, but this will not be enough to accommodate, as many shows have repeat broadcasts. NBC also rents three times weekly from Warner Bros. the 400 seat KFWB studio-theater which is said to be mechanically perfect. This house was formerly used also by CBS for rehearsals. Gus Edward's *School Days of the Air*, sponsored by Los Angeles Soap Co., on the CBS-Pacific network emanates from KFWB's studio-theatre.

CBS which owns the Radio Playhouse on Vine Street, leases the Music Box Theatre on Hollywood Blvd., the Wilshire-Ebell Theatre on Wilshire Blvd., and Hollywood Women's Club on Hollywood Blvd., is also looking for additional audience accommodations as the heavy fall deluge will tax the facilities of the four houses to capacity. CBS will be forced again to use the Figueroa Playhouse in downtown Los Angeles, but with a Hollywood sign-off. The Al Pearce program, *Watch the Fun Go By*, sponsored by Ford Motor Co., is scheduled to emanate from there Sept. 7.

With 13 transcontinentals now originating from Hollywood, CBS will have *Al Jolson* (Rinso-Lifebuoy) back on Sept. 7; *Lux Radio Theatre* (Lux), Sept. 12; *Eddie Cantor* (Texaco), Sept. 18; *Jack Oakie Camel Caravan* (Camel cigarettes), Sept. 28, with this show resuming a full hour. On Oct. 3 CBS swings into high gear with three new shows originating from Hollywood. They are *Joe Penner* (Cocomalt); *Jeannette MacDonald* (Vicks), and *Silver Theatre* (Rogers Bros.). Both the Campbell Soup Co. shows, *Hollywood Hotel* and *Ken Murray-Oswald*, are scheduled to continue. Likewise *Hal Kemp* orchestra for Chesterfield cigarettes. Phil Baker, under sponsorship of Gulf Corp. is scheduled to bring his aggregation to Hollywood, and Kate Smith will also be heard from that city. Several new strictly Pacific Coast shows are also on the CBS fall schedule.

The rush of NBC Hollywood emanations got under way Aug. 15 with nine broadcasts, both transcontinentals and Pacific Coast, giving the network's facilities a preliminary test of what is in store for fall. The Aug. 15 schedule included *The Magic Key of RCA; Chase & Sanborn Hour; One Man's Family* (Tender Leaf Tea); *Werner Janssen* (Fleischmann's Yeast); *Our Neighbors With Jerry Belcher;* two *Walter Winchell* (Jergens) and two *Welch Presents Irene Rich* (grape juice), broadcasts.

Other programs on the weekly schedule include *Burns & Allen* (Grapenuts); *Amos 'n' Andy* (Pepsodent); *Lum & Abner* (Horlick's); *Jimmy Fidler* (Procter & Gamble); *Kraft Music Hall* (Kraft cheese) and *Maxwell House Showboat* (coffee). The *Jack Benny* (Jello) and *Marion Tally* (Ry-Krisp) broadcasts are among those to be resumed this month. Then there will be *Rudy Vallee* (Royal), the new *Lanny Ross* (Packard); *Tyrone Power* (Woodbury) and *Baker's* (Stan. Brands) broadcasts. Practically all of these programs have a repeat broadcast. *Olsen & Johnson* (Richfield oil); *Thrills*, (Union oil); *Gilmore Circus* (Gilmore oil) and at least a half-dozen other shows for Pacific Coast release only are also scheduled.

NBC May Speed Plans

Faced with such a heavy schedule, it is generally believed on the West Coast that NBC will speed up the long-waited announcement on its Hollywood expansion plans. With NBC leasing the Warner Bros. sound stage for a broadcast studio, talk is being circulated that a deal is on between the two for the network to acquire a parcel of the motion picture company's property on Sunset Blvd. and erect new headquarters. Although denied by NBC, it is also reliably reported that the network will purchase an entire city block in the heart of Hollywood and erect studios and executive offices adequate to supply the demands.

Land involved in the transaction is owned by Paramount Pictures Inc., and is bounded by Sunset Blvd., Selma Ave., Vine St. and Argyle Ave. It is understood that the property is actually being purchased by the Times Mirror Co., a corporation publishing the *Los Angeles Times*. Report is that NBC will take over the site from that concern. Deal has been pending for sometime and according to information, papers have been signed and details are now being worked out.

Don E. Gilman, NBC western division vice-president, refused to confirm details of the reported transaction although he did admit that the location was among several sites under consideration. "We are still negotiating for that and other Hollywood properties," he said. "We have not closed any deal for any properties."

The site is only a few blocks from the new CBS studio executive building now being erected at a cost of approximately $2,000,000 on Sunset Blvd. and El Centro Ave. Announcement on the part of NBC as to its future plans centers around disposal of its present headquarters. Negotiations between Don Lee Broadcasting System and NBC for the former to take over the Melrose Ave. property have been under way for some weeks and appear to be nearing crystallation [BROADCASTING, July 1].

Don Lee Expansion

Lewis Allen Weiss, general manager of the Don Lee network, Los Angeles, on Aug. 4 made a formal offer to NBC to purchase the equipment and lease. It is understood that the offer was favorably received by Mr. Gilman who forwarded it to NBC New York executives for final consideration. Deal provides for the taking over of NBC's lease which has 3½ years to run and an additional option of five years more. Sale figure was not revealed.

Don Lee network, with a heavy production program servicing its rapidly growing affiliated group and the Mutual Broadcasting System, of which it is the Pacific Coast outlet, is faced with the necessity of expanding physical properties immediately. The NBC Hollywood quarters are considered adequate to meet the needs. Don Lee network will strengthen its hold on the Pacific Coast audience early this month with a chain of 22 stations stretching from Seattle to San Diego. Eleven new affiliates will be added to the present chain of 11 stations. This will make the Don Lee-Mutual network top rank in station affiliations in California, Washington, Oregon.

Mr. Weiss would not disclose the call letters or ownership of the new affiliates, stating that announcement would be made shortly and explained that several details are yet to be worked out.

Morgan to M-G-M

BREWSTER MORGAN, for the past year a CBS New York producer, has been signed by Metro-Goldwyn-Mayer Studios, as an associate producer and is scheduled to report to his new Hollywood assignment the first week in October. Morgan in July was sent to Hollywood to direct the recent CBS Shakespearean cycle and returned to New York to present the final of the series, *Twelfth Night*, from that city Aug. 30. He was radio director of N. W. Ayer & Son Inc., New York, before joining CBS and produced several of the agency's network shows. He gained considerable note as the first American Rhodes scholar to direct Shakespeare at the Oxford Theater, England, and also has had experience in legitimate productions on Broadway.

Grabhorn Named to Head KEHE; Juneau Directing Hearst West Coast Plant



Mr. Grabhorn

FORD BILLINGS, director of Hearst Radio Inc. activities on the West Coast, on Aug. 8 announced the appointment of Murray B. Grabhorn, formerly vice-president of John Blair & Co., station representatives, as manager of KEHE, Los Angeles. The appointment, effective Sept. 1, allows Billings, who temporarily had filled the KEHE managership in addition to his other duties, to devote his full time to managing the California Radio System and directing Hearst Radio's West Coast activities.

At the same time Clarence Juneau, for more than a year assistant manager of KEHE, was advanced to a new post, that of general superintendent of plant and operations of Hearst Radio on the West Coast, with headquarters in Los Angeles.

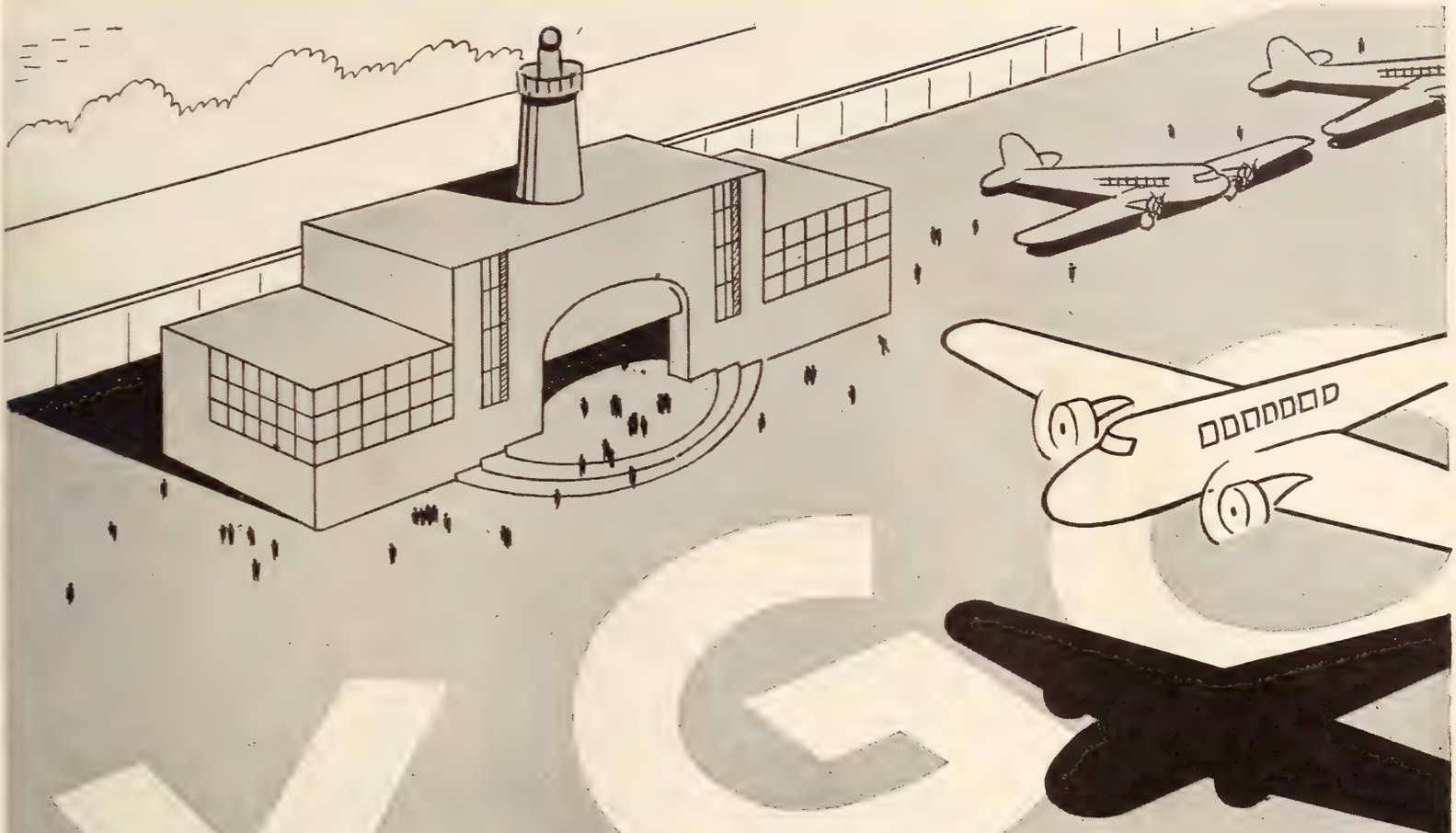
Grabhorn is a native Californian, who had been affiliated with several stations there including KHJ, Los Angeles, and KFRC, San Francisco. In both places he held the position of sales manager. He recently resigned the vice-presidency of John Blair & Co., in charge of its New York office. KEHE's new manager spent the last two weeks in August in New York and was to arrive in Los Angeles with his family Aug. 30 to take active charge of KEHE.

Devoe Spot Plans

DEVOE & RAYNOLDS Co. Inc., New York (paint), for its subsidiaries, Peaslee-Gaulbert Co., Louisville, (P-G Paint) and Wadsworth-Howland & Co., Malden Mass. (Bay State Paint), will use 45 stations in its fall spot campaign. For Wadsworth-Howland, the campaign begins Sept. 6, using 13 five-minute WBS discs, to be aired twice weekly. The stations are WEEI, WCSH, WGY, WJAR, WSYR, WNBF, WFEA, WSB, WJAX, and WFLA-WSUN. For Peaslee-Gaulbert, the schedule calls for 13 one-minute WBS discs, three times a week, beginning Sept. 13, on WMAZ, WEOA, WFBM, WSFA, WGPC, WSM, WJSV, WRVA, WPTF, WBT, WSAZ, WCHS, WHAS, WFBC, WIS, WSB, WTOC, WFLA-WSUN, WQAM, WAPI, WALA, WMC, WJAX, WNOX, WJDX, WFOR, KTHS, KELD, WWL, KWKH, WFAA, KPRC, WOAI, KRLH and KRGV. Agency is J. Stirling Getchell Inc., New York.

Prof. Quiz for Nash

NASH MOTORS Division of Nash-Kelvinator will assume sponsorship of Kelvinator's *Professor Quiz* program on CBS, starting Sept. 4, Saturdays, 9-9:30 p. m. The program was originated by John Heiney of the *Washington Post*, and formerly with KSO, Des Moines. Bob Trout replaces Arthur Godfrey as announcer of the program, placed by Geyer, Cornell & Newell Inc., Nash-Kelvinator agency.



7,500 WATTS
KGO
SAN FRANCISCO

TOPS IN SPOT

ADVERTISER'S LANDING FIELD

...for a prosperous market

Happy landings are the rule for advertisers on KGO. This popular NBC station, serving a population which spends more per capita than any other area in the country, flies a straight course to sales . . . consistently.

A Pacific Coast Blue Network Station
Completely Programmed by NBC

A Music Formula: Why Lucky Strike Programs Succeed

Simplicity and Elimination of Doodads Basis of Formula

George Washington Hill, President of American Tobacco Co., and his "Lucky strike" shows have already ranked tops among radio sponsors and his recently inaugurated Wednesday Night "Hit Parade" series on NBC has been hailed as outstanding in the history of radio presentations. Here Harry Salter, director of the show, sets forth a musician's interpretations of Hill's credos for a musical broadcast.

By HARRY SALTER

When I first received my contract to conduct the orchestra on the *Hit Parade* programs, I was surprised by being given, in addition, a formula.

The formula was a detailed outline for musical presentation. Now my surprise was that of a doctor to whom a patient had arrived with a complete file of prescription for his own treatment. Even greater was my surprise when, after a little thought, I found that the patient's formula was so simple and fundamental in its approach that all doctors would do well to look to it for guidance.

The success of this formula is best evidenced in the fact that the *Hit Parade* is tops for orchestras in as critical a survey as the Crossley rating. The best comment I can make on the formula devised by sponsor George Washington Hill is to set it down briefly.

Straight to the Point

The first instruction is to get to your point quickly by eliminating introductions. Musicians have been using these before going into their actual musical subject without questioning whether or not the introduction added anything to a musical performance.

Most musical introductions are not necessary to radio. In recording for the phonograph where the turntable must revolve several times to allow the needle to adjust properly into the groove of a record, introductions are used to fill this probable loss. They are also a sort of musical trailer which prepares the listener for the real subject which follows.

In radio however, the "get ready" opening bars are not needed. As a matter of fact, I have learned that the radio audience often actively resents this musical meandering.

Shorten the Modulations — For practical purposes a modulation may be defined as a bridge to get from one chorus to another. Very often arrangers forget that a bridge should be the shortest distance between two points; and they take a musical walk so long that the audience no longer cares whether they get to the other side or not.

Stress the Melody—Too many musicians play for each other instead of their audience and adorn their performances with musical furbelows that all but disguise the melody of the song they are playing. The public doesn't appreciate the arranger's skill when it cannot recognize the song behind its musical mustache. Listeners are not concerned with musician's fancy tricks. Its the tune to which they dance and sing.

Use Only the Chorus—Ask yourself or any of your friends to hum the verse of any of a dozen song hits.

Soften the Coda — The word "coda" is from the Latin "cauda" which means tail. That's exactly what it is—the tail of a musical composition. Now radio audiences want a short stubby tail like a Scottie's on their music, not the long, twisting, flourishing caudal appendage of the monkey. Fifty years ago, Viennese composers wrote codas that went on and on, but these long-winded musical farewells tend to bore even the most hospitable listener today.

Too Much Disguise

Until the merits of the pioneering activities of the *Hit Parade* proved themselves, complicated performances of popular music were heard widely on the networks. Half of the time it was difficult to tell whether Brahms or Berlin was being played.

"Alabamy Bound" sounded like a Handel oratio. "Dinah" assumed a musical dress which might have been designed by Debussy instead of one of our jazz couturiers. "Frankie and Johnnie" pranced out of the loudspeaker trying to look like "Samson and Delilah."

A rare exception was Guy Lombardo who has consistently been unaffected by fads. He stood fast by his keynote of "accent on truth" dance tunes presented in a simple melodic manner which is faithful to the original. His unflagging popularity is further evidence that tuner-inners want their music down to earth.

The composer after all has some rights in the melody he has written. Mr. Hill's formula is a Bill of Rights for the song scrivener.

If he has written a melody which the public enjoys and hums and dances to, what right has an orchestra leader so to distort that it is sometimes difficult to recognize it.

To sum up, the *Hit Parade* sponsor simply asks us to reduce things to their least common denominator, to treat the song hits simply, effectively and without lost motion.

A SOCK FROM SALSINGER

Veteran Detroit News Sports Editor Offers Candid Comment on Baseball Game Broadcasts

A BITING attack on the commercials used during the baseball broadcasts sponsored by General Mills and Socony-Vacuum Oil Co. appeared in the *Detroit News* in mid-August in the columns of its sports editor, H. G. Salsinger. One of the outstanding baseball writers in the country and former president of the Baseball Writers Association, Salsinger has himself frequently been invited to broadcast for sponsors and otherwise but has always scorned the microphone.

He rapped sharply what he called "advertising tripe" and verbal mush" which intersperses play-by-play reports of Detroit Tiger ball games. The attack was the more interesting because the *News* owns WWJ, one of the two Detroit stations broadcasting games under General Mills sponsorship.

In addition to his caustic remarks in his column, Mr. Salsinger wrote the story of the ball game during two consecutive days "in the radio manner". A mythical strength-giving product, Grippo, was the main subject matter of the reports, and the actual relating of what happened at the game was much subordinated to discussions of the virtue of "Grippo", along with player testimonials for it. The heading of the article was typical of the spirit in which it was written—

Who Won The Game?
Grippo Always Wins
Tigers Lead—Hurray for Grippo!
Browns Come From Behind—
Hurray for Grippo!

The Tiger ball games this year are being co-sponsored by General Mills on behalf of "Wheaties" and by the White Star division of Socony-Vacuum Oil Co. Salsinger complimented White Star for its share of the sponsorship. He said:

"In recent years the baseball broadcasts from Navin Field were sponsored by White Star. The so-called commercials of the White Star people were intelligent and dignified. As a result of their method of broadcasting they helped baseball and helped themselves also, for their style won friends for the sponsors and also won customers.

Rattlesnake Oil

"This year White Star had to share the broadcasts with the breakfast food outfit, and as a result the radio reports of Navin Field games have sunk to the level of country fair midways and medicine shows."

In another part of his column, Salsinger remarked of "the breakfast food outfit" that "the plugs they demand are more frequent, prolonged and bizarre than the plugs of a wagon show barker extolling the virtues of rattlesnake oil."

The writer criticized the American League for not exercising greater control over the situation. "This year," said Salsinger, "the American League introduced a new official with the title of radio coordinator. The radio coordinator's chief duty, as we understand it, is to censor the commercials of the sponsors of baseball broadcasts and see that they are kept within dignified limits, but strangely enough the baseball broadcasts this year have passed all limits. They were never before as bizarre and blatant, and as stupid, as they have been this season."

Officials at WWJ had nothing to comment on the appearance of the article. They said there is no censorship of editorial department work at the *News*, and that they had no control over the situation. They added that they knew nothing of the article until they saw it in print.

Salsinger said that in recent weeks both Ty Tyson of WWJ and Harry Heilmann of WXYZ have been censured for not "ad libbing" enough commercials during slack moments of the game. Said Salsinger:

"The Messrs. Tyson and Heilmann believed they were giving the radio audience a pain in the neck as it was and were heartily ashamed of themselves, but not so the sponsors. Why, they even discovered that one of the Navin Field broadcasters had allowed a 15-second pause and this was unthinkable; he should have taken up the 15 seconds with some re-hashed slush about the breakfast food. So, at least, they told him.

"For the present medicine show type of baseball broadcasts you should, least of all, blame the Messrs. Tyson and Heilmann.

"You should not blame White Star, who, through an economic demand, were compelled to admit the breakfast food outfit as co-sponsors.

"You should not blame the Detroit baseball club, who are as sick of the sour business as you are.

"If any blame is to be attached it should go to the American League office that leaves the balderdash apparently uncensored and unbridled.

"We wonder what the late Byron Bancroft Johnson would say on hearing the current honky-tonkish air reports of ball games in the league that he founded and promoted to a point where baseball appealed to decent and intelligent citizens!"

Sherwood Heads KCMO



Mr. Sherwood

APPOINTMENT of Larry Sherwood, former public events and public relations director of KMBC, Kansas City, as manager of KCMO, Kansas City, was announced Aug. 18 by Lester E. Cox, executive head of the station. He succeeds A. F. Schliecker. Mr. Sherwood started in radio a dozen years ago and is a graduate of the Shenandoah Conservatory and the University of Kansas. He is prominent in music and dramatic circles of Kansas City and has worked in practically every branch of the radio business.

Look Tests Radio

LOOK Inc., Des Moines (picture magazine), has placed its account with Schwimmer & Scott, Chicago, and has started a late evening test campaign on 10 stations with other stations to be added later. On Aug. 16 a full hour of recorded music six times weekly was begun on WTMJ, Milwaukee, and WGAR, Cleveland. *Look* is using the 11 p. m.-midnight period on WTMJ and the 11:15 p. m.-12:15 a. m. hour-on WGAR. A similar program was begun on KRNT, Des Moines, Aug. 20. In addition to these three studio programs, minute transcriptions were started Aug. 23 on KFI, WCAU, WJR, KSO, KWK and WNAC. The transcriptions, dramatized commercials, are broadcast nightly between 10:30 p. m. and midnight and give details of a contest which *Look* is running.

Ting Tests in Chicago

PHARMA-CRAFT Corp., Louisville, (Ting athlete's foot remedy) started a test program on WMAQ, Chicago, Aug. 18, with the possibility that other stations will be used if the program is successful. Quarter-hour sports featuring Norman Ross every Wednesday at 9:45 p. m. are being used on WMAQ. Young & Rubicam Inc., New York, is agency.



Here's a message of real interest for National Advertisers. Statistics show that 62 National Advertisers used WTIC for spot radio programs during the first quarter of 1937, giving WTIC sixth place in America. Statistics also show that these National Advertisers secured an average of 149% more coverage in the Hartford market than those using the second station. No wonder sales minded advertisers are placing more and more programs with WTIC.

24% more families own radios in the Hartford market than in the country at large. Equally important, Government figures show that the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has 15% more spendable income, 23% more retail sales, and 50% more food sales per capita than the national average. That's why smart advertisers are cultivating the close to 4,000,000 rich and easily reached prospects in WTIC's primary and secondary coverage areas.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK

Congress Ignored Radio Bills But Used Some Harsh Words

Over 50 Bills Are Resting in the Pigeonholes; Await January Unless Congress Meets Earlier

RADIO took severe verbal lashings during the first session of the 75th Congress which adjourned sine die Aug. 21, but no legislation affecting it seriously was enacted.

In all some 50 bills and resolutions affecting radio were introduced during the eight-month session, the most significant dealing with investigations of various aspects of radio regulation, primarily FCC activity and purported monopolistic tendencies in broadcasting.

Congress wound up with a garrison finish on radio. Several bills and resolutions were dumped into the hopper during the waning days of the session. Congressional oratory on the subject reached a new all-time peak as the FCC, the industry, and even personalities in it were subjected to a brand of tongue-lashing never before experienced. The growing importance of broadcasting in the national sphere was reflected in this political deluge.

Demand for Inquiry

As a matter of fact, practically the last official act of the Senate prior to its sine die adjournment was to confirm Comdr. T. A. M. Craven, chief engineer of the FCC, as a member of that agency. His confirmation was used as a vehicle for a new airing of broadcasting, particularly with reference to demand for a thorough-going fact-finding study of the existing law and its administration.

All bills now on the legislative calendar in both the House and Senate retain their places. The next session, to convene Jan. 3, will be the second session of the 75th Congress and will pick up where the old session stopped.

There is, of course, a strong possibility that a special session will be called by President Roosevelt in November which would mean an earlier start on the calendar bills.

An investigation along the lines of the White resolution appears to be in the offing. The Senate Interstate & Foreign Commerce Committee, just before the close of the session, reported favorably this far-reaching resolution. A $25,000 appropriation for hiring of counsel and payment of current expenses was blocked, however, when the Committee on Audit and Control failed to act. Final debate in the Senate in connection with the White Resolution indicated a general disposition to launch the inquiry at the next session.

Besides the unprecedented volume of resolutions and bills for investigations, there were a number of other legislative measures affecting radio which failed of enactment. These included the Copeland food, drug and cosmetics bill which now has been before five sessions of Congress without enactment; the so-called Lea-Wheeler bill to give the Federal Trade Commission broad regulatory powers over merchandising and advertising of products including foods, drugs and cosmetics; the Presidential proposal for reorganization of independent offices under which the FCC might be absorbed by the Commerce Department from the administrative standpoint, with the Commission itself to serve as a quasi-judicial body; the Celler Bill to set up a government-owned and operated shortwave station; legislation designed to restrict the activities of musical copyright groups, such as ASCAP, primarily through elimination of the $250 statutory damage minimum for innocent infringement, and a host of restrictive measures dealing with particular aspects of radio advertising.

The only hearings involving any aspect of radio during the session were in connection with the Trade Commission Bill and, during the very last week, with the qualifications of Frank R. McNinch and Comdr. Craven for the FCC.

Copyright legislation didn't get to first base, although seven bills on the subject are pending. The Senate Patents Committee planned to hold hearings on three of the bills in the hope of getting legislation through but never got around to the setting of the actual dates. At the last session of Congress, action on a bill designed to restrict copyright groups was practically filibustered in the House Committee by the House after the Senate had taken favorable action.

Newspaper Ownership

A measure which stirred up a rumpus but never got to Committee hearings was the Wearin Bill, introduced by Rep. Wearin (D-Iowa), to force complete divorcement of newspapers or other publishing organizations from radio stations. In the Senate, Chairman Wheeler of the Interstate Commerce Committee also fostered such a plan but never got around to introduction of his bill.

A measure which won spontaneous industry support but likewise did not receive committee recognition, was that of Rep. Anderson (D-Mo.) for mandatory five-year licenses for broadcasting stations. With licenses now issued for a term of only six months, although the law permits their execution for a maximum of three years, this short-term authorization has been a chief source of complaint from the broadcasting industry.

A half-dozen bills dealing with food and drug legislation were introduced and even though the Senate passed the Copeland bill for the second successive year, the House could not agree to a compromise after rewriting it several times. As the session ended, a subcommittee of the House Interstate & Foreign Commerce Committee reported out a bill bearing the Copeland Senate number but totally rewritten in content.

Ripped from it were all of the advertising jurisdictional provisions which were incorporated in a proposed new Trade Commission Bill. The chief source of conflict between House and Senate on this legislation practically from the start has been the Senate's insistence for jurisdiction over advertising provisions and regulation by the Department of Agriculture whereas the House has held out for the Trade Commission.

Bills relating to advertising of liquor, testimonial, foreign products and the like were introduced in both Senate and House during the session without getting out of Committee. There were four measures on liquor advertising, one on testimonials, and one on foreign products.

The Boylan bill, proposing a wattage tax on broadcasting stations, precipitated a furor upon its introduction and now reposes in a pigeonhole in the Ways & Means Committee. Other bills directly or indirectly affecting radio had to do with education, broadcasting of Congressional proceedings, alien artists, creation of a department of arts, licensing of corporations in commerce, anti-trust laws, setting up of an administrative court, and authorization of licenses to ship radio operators.

Last-Minute Rush

Until the week Congress adjourned, there were only three resolutions dealing with investigations. The two in the House were those introduced by the late Rep. Connery (D-Tex.) dealing essentially with the same subject. The first called for a thorough-going investigation of the FCC and of purported radio monopolies. The second was introduced as a revision of the first and dealt lightly with the FCC, putting the greater emphasis on the monopolistic angles. In the Senate, Senator Borah (R-Idaho), introduced a resolution seeking detailed information from the FCC in connection with the so-called Oslo radio telegraph circuit authorized by the FCC, which precipitated considerable controversy.

On Aug. 13, Rep. McFarlane (D-Tex.), who developed into a vigorous investigation proponent during the session, introduced a four-page resolution (H-Res.-313) to investigate "radio monopolies." He proposed designation of a select committee of seven members to inquire into and investigate charges of monopoly against CBS, NBC, Mutual and others and also to delve into motion picture and newspaper ownership of stations.

On Aug. 18, Rep. Wigglesworth (R-Mass.) colleague of the late Mr. Connery and a strong proponent of his resolution, introduced his own proposal (H-Res.-321) dealing with radio, asking that the FCC be required to furnish full information as to the name of any of its employes who may have stock ownership or other affiliation with any organization in any way subject to FCC regulation.

Also having reverberations during the concluding days was the retention of WLW, Cincinnati, of Charles Michelson, publicity director of the Democratic National Committee as public relations consultant for the Crosley Radio Corp. Rep. Fish (R-N. Y.) spoke in the House on this on Aug. 17, after Reps. McFarlane and Wigglesworth had dwelt on it at some length during earlier sessions.

The last radio resolution to be thrown into the hopper, (H-Res.-342), was that of Rep. Bacon (R-N. Y.), who on the closing day on Aug. 21 proposed appointment of a committee of seven members of the House to investigate "the allegations and charges that a lobby and influences inimical to the public interest and impartial administration of the FCC exists in radio broadcasting." The resolution cited a "vicious and arrogant lobby" which the Congressman said "influences the radio industry and attempts to control the FCC."

Mentioned specifically by the Congressman was BROADCASTING Magazine. He asked that the Commitee be authorized to investigate its editors and publishers and employes. He said the magazine "has been represented as the channel of communication of the lobby's views."

The commotion precipitated by Congressional discussion of the FCC and of the industry led to other repercussions. Senator Wheeler charged at the closing session that radio had become a "political football." The Republican National Committee in its adjournment statement said through John Hamilton, its chairman:

"Rumblings of corruption in the Federal Communications Commission had been consistently disregarded by the New Deal. The Republican Party, through Senator White of Maine, kept pounding away, however, and finally forced the Democratic-controlled Senate Interstate Commerce Committee to approve an investigation of the entire radio situation."

John Henry Elected

JOHN M. HENRY, general manager of KFAB, KFOR and KOIL, has been elected president of the Nebraska Broadcasters Association, succeeding John J. Gillin, Jr., it was announced Aug. 16. The organization held its annual meeting last month at Grand Island. Clark Standiford, KGFW, Kearney, was elected vice-president and Art Thomas, WJAG, Norfolk, was reelected secretary-treasurer. Directors elected were Frank Manchester, WAAW, Omaha, and L. L. Hilliard, KGKY, Scottsbluff. Mr. Gillin was designated as the Nebraska representative on the NAB national committee of 48.



Mr. Henry

Wisconsin Stations Start New Cooperative Hookup

WITH Siems Bros. Inc., St. Paul (Malt-O-Wheat), as first sponsor of a daily 8 o'clock morning period starting Sept. 1, a new hookup of Wisconsin stations was projected as a cooperative venture last month by WHBY, Green Bay; KFIZ, Fond du Lac, and WIBU, Poynette. Starting Sept. 1, network programs will originate in those communities and in their remote studios in Beaver Dam, Portage and Madison. Both sponsored and sustaining programs will be exchanged over the new regional network, to be known as the Wisconsin Broadcasting System.

It is hoped to extend the network northward from Green Bay to Wausau, Eau Claire and Minneapolis and southward from Poynette to Janesville, Racine and Milwaukee.

The organization meeting was held Aug. 11 and it was decided there will be no officers but rather a directing body comprising Father James A. Wagner, manager of WHBY; Emory Martin, manager of KFIZ, and William Forrest, manager of WIBU.

41 LOW POWERED STATIONS give their listeners "BIG STATION QUALITY"



In the 100-250 watt field, Western Electric's 23A transmitter sets a new standard of quality. As each new one goes on the air, enthusiastic letters pour in, congratulating the stations on their vastly improved broadcasts. Ask Graybar for the new bulletin giving full details of this pace-setting transmitter that combines highest quality with utmost economy.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GraybaR

New Tower Line Offered by Lingo

Tubular Radiators Covered by Five-Year Insurance Policy

CLAIMING entirely new standards of cost, performance, safety and insurance John E. Lingo & Son Inc., of Camden, N. J., announces a new line of vertical radiators. This company recently erected three new type radiators at WTAR, Norfolk, and one at WRTD, Richmond. A radiator is now being erected at CFAC, Calgary, Alta, which was purchased in price competition with Canadian fabricated structures not handicapped by heavy import duties.

Lingo also built and erected the four vertical radiators in use by KYW, Philadelphia, the U. H. F. turnstile antenna atop the Medical Center Bldg., in New York,—the first commercial model of this type of radiator—and numerous tip-of-tower tubular elements for the guyed, cantilever towers in use by WLW, WSM, WABC, WCAU, WNAC-WAAB, and others.

It is claimed that the radiators have been thoroughly engineered from both the mechanical and radio standpoint. Lingo has been making and erecting vertical structures since 1897, and as a part of the purchase price of its radiators provides a five-year insurance policy covering failures regardless of cause.

High Efficiency Claimed

While tubular steel, guyed radiators are not wholly new in the radio industry, Lingo claims that its present offerings are the first to utilize properly engineered section-joints. All shop joints of the new product are die-drawn and heat fitted, while all field joints are of the swaged type. Joints are covered by basic issued patents.

It is stated that the arrangement, disposition, and insulation of supporting guys, together with the inherent uniform cross-section of the vertical tube, provides the sinusoidal current distribution of the classical vertical wire.

Godley & Brown, consulting engineers of Montclair, N. J., were retained in connection with the radio engineering problems involved in the production and application of this new type of radiating structure. The firm has completed studies covering guying and insulation problems, sectionalizing problems, and performance characteristics.

Maximum heights shown in the present announcements go to 600 feet. It is said that greater heights are wholly practicable, and that the firm is now in a position to provide electrical heights up to 190 degrees at any frequency within the broadcast band.

Heights of this order in tubular structures are understood to be new, made possible by "boom" type of construction and fabrication methods.

CHARLES FREDERICK LINDSLEY, University of Southern California professor, is writer of the Don Lee network new quarter-hour Sunday program, *Sands of Time*, which emanates from KHJ, Los Angeles. He is also narrator of *Calling All Cars*, weekly half-hour program sponsored overthat network by Rio Grande Oil Co.

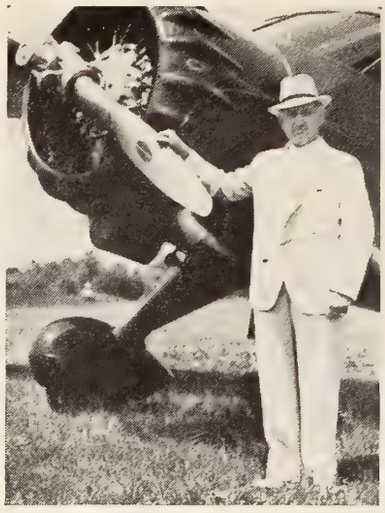
LOUIS K. SIDNEY, managing director of WHN, New York, has returned from a trip to Cape Vincent, N. Y., where he caught the largest bass of the season.

FAN MAIL RENTING OPPOSED BY NAB

A WARNING to broadcast stations against the sale or "renting" of fan letters or mailing lists of names of radio fans was sounded in August by James W. Baldwin, NAB managing director.

Alluding to solicitations currently being made for mailing lists of this character, Mr. Baldwin said the results of station participation might be injurious to the industry. A recent solicitation, he pointed out, was for more than a million juvenile names "of the type who respond to broadcasts appealing to the 10 and 15-year-old group." An offer of some $2.50 per thousand was made by the company.

"Once released," Mr. Baldwin declared, "the broadcaster cannot control the use made of such lists but he must be prepared nevertheless to accept his share of the responsibility for uses made of his mail. We must not allow this type of business in radio broadcasting."



AIR-MINDED—Two ways is Allen T. Simmons, owner of WADC, Akron, who has just acquired this new Stinson Reliant with a 450 horsepower wasp motor.

INCREASING SPOT BUSINESS

Clearing House for Success Stories Suggested As One Means of Aiding Stations

How spot business may be increased is of vital interest to every station executive—so vital in fact that it held a place on the NAB convention agenda in Chicago last June. But when the time came for deliverey of a report on it, John J. Gillin Jr., manager of WOW, Omaha, found himself in an NAB board meeting. His report, prepared for delivery, follows:

INCREASING national spot business is not mysterious. It means merely doing a better job than we are now doing, because the medium of national spot radio has proved so potent that there is an increasing voluntary desire to use our facilities.

From the individual standpoint, there are several ways to increase national spot business:

1. Better station promotion.
2. Better cooperation with national representatives.
3. One man contact between station and both advertisers and representatives.
4. Make spot broadcasting easier for the advertiser to buy.
5. Use our own imagination, experience and enthusiasm to make spot broadcasting more profitable for our present advertisers.

These points all seem simple, but they actually boil down to doing a good job of taking care of our present advertisers, making our medium profitable to them, and getting the most out of our representatives in the same fashion that we hope to get the most out of the ability and experience of our local salesmen. Too often stations and representatives quarrel over who sold the account. Actually, this is not important. The important thing is—was the account sold?

It is only fair to say, that no matter how good our representatives are, we cannot expect them to be mind readers, and it is not enough to do a good job for the accounts we are running. We must let everyone know we are doing a good job. Too many campaigns start off with big fanfare and publicity, merchandising cooperation, gratis announcements, etc., and after the first week no one ever thinks to remind the advertiser that his program is still on the air. We have no one to blame but ourselves if at the end of the contract the advertiser does not renew.

Creative Selling

In connection with this point, I also want to suggest closer contact with our clients' or prospective clients' sales organizations. When I speak of the clients' sales organizations, I mean primarily their local distributors, brokers and jobbers, who frequently are important, if not vital factors in the actual selection of stations.

All of the foregoing has largely had to do with increasing our individual proportion of the present existing business. However, it should be rather obvious that we are not going to get any national spot business from the Joe Goose Co., if the Joe Goose Co. spends all of their advertising appropriation in other media. What we have to do is to convince them that their money will be better spent, their dealers better satisfied and their own sales organizations happier if a substantial proportion of their appropriation is spent in national spot broadcasting. To do this requires creative selling. Creative selling is the only answer for increase in the total volume of national spot business. The more intelligent salesmen, both in the station and representative field, are the men whom the industry can thank for most of the national spot business which exists today, because every good sales job reflects credit on spot broadcasting as a medium.

Every published success story is a sales promotion piece. As the industry volume increases, we are picking up momentum, and the total for the current year should exceed $25,000,000. However, I believe this momentum can be further increased. The individual efforts of the relatively few high-class creative salesmen in the entire field can and should be supplemented by some concerted effort on the part of the industry itself.

There has been a great deal of talk about a national promotion campaign. Because of the difficulties of financing and directing such a campaign, I do not believe this will be done, but I do believe that an exchange of success stories between stations, and the setting up of some workable clearing house plan to make this information available to everyone selling spot broadcasting, would do much toward giving us some better tools with which to work. You recall the fine job the NAB did several years ago in the publication of a book on retail radio advertising. The availability of the information in that book has unquestionably been of great assistance to local salesmen, and was directly responsible for a substantial volume of additional retail business.

I strongly urge the publication of a similar book, consisting of actual case histories and success stories of firms who have used national spot broadcasting. If a sufficient number of examples are included, the information will be of tremendous help, not only in our own selling efforts, but to agencies as well. This book could well be an actual manual of the many ways national spot broadcasting can be employed—how to go about doing the job—and what results have actually been accomplished for our clients who have used it in the past.

The information for this might well be obtained from the sales managers of NAB through their various regional chairmen forwarded to the central office.

WEST COAST LINES EXPANDED BY U. P.

CONTINUING its expansion and development program for station service, United Press on Aug. 23 added 700 miles of leased wire to its West Coast radio circuit. This circuit now extends practically the entire length of the West Coast and brings the total UP radio news circuit mileage to well over 10,000 miles.

UP began operation of a leased wire news service for stations in July last year. The first circuit was in the East and in less than a year service was given stations as far north as Minnesota, as far south as Georgia and as far west as Kansas and Oklahoma. The West Coast circuit was established in November, 1936, between Los Angeles and San Francisco. UP reported that more than 190 stations in the United States and Canada now are using its dispatches for news broadcasts. Some 85 have been added since Jan. 1, 1937, and about 75% of the stations are on the wire circuits.

Further expansion is now under way, it was said, and within the next few months the UP network of newspaper wires will be duplicated by a similar netork for radio stations. UP credits this rapid growth to the manner in which it handles its station reports. The method, it said, eliminates the necessity of stations maintaining an elaborate news processing staff and enables big news breaks to be put on the air as quickly as they occur.

WILLIAM C. FORREST, operator of WIBU, Poynette, Wis., heads Madison Broadcasting Co., newly formed, which has applied to the FCC for a new station in Madison to operate with 250 watts on 1450 kc. The Poynette station now has studios in Madison. Arthur Towell and Ralph Timmons, advertising men, and Charles A. Sakrison, accountant, each owns 25% of the project.

Powered for Results



Customer: That's the only brand of oil I ever use now.
Attendant: Yes, that's what everyone says, and your radio is giving the reason!

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS
COLUMBIA BASIC NETWORK

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MG

REPRESENTATIVES
EDWARD PETRY & COMPANY INC

Developing Broadcasters of the Future

By WALDO ABBOT
University of Michigan

College-Trained Personnel Overcome Adverse Criticism To Gain Foothold in Radio; Some Tips on Instruction



Mr. Abbot

PROF. ABBOT is one of the leading university authorities on instruction in broadcasting and has achieved nationwide renown through his courses at Michigan U. He has contributed notably to the art of training students in all phases of broadcast technique and is author of *A Handbook of Radio Broadcasting* just published by McGraw-Hill Book Co. In this article Prof. Abbot divulges some of the methods he uses in the classroom.

IN THE early days of radio broadcasting stations often advertised for announcers with university degrees, but often did not employ a single graduate. Today NBC lists among its qualifications for announcers a cultural background obtained in university or college. Dr. Franklin Dunham, educational director of NBC, recently commended the university courses designed to improve the speech and pronunciation of radio speakers. Over 90 per cent of the staff of CBS who are heard over the air are university graduates, according to John S. Carlisle, production director.

The college-trained broadcaster is slowly but surely forcing himself into the air waves to calm the flood of adverse criticisms of radio grammar and pronunciation. The newspaper long felt that its staff should be recruited from those who had worked up from the printer's devil. The stage trained its own actors from those who were hatched under the wings. The majority of those in radio today floated in on the amateur waves. But all these related professions are now seeking acceptable university-trained employes.

The criticism most frequently made of the graduate seeking an announcer's position is that he has a "university voice". A university voice may dominate the office, but it seems it must not be used in the studio. In order to overcome this condemnation I have gathered a library of electrical transcriptions from which the announcements are copied by a stenographer. The typed announcement is given to a student whose delivery is recorded. A comparison of his delivery, emphasis, intonation, enunciation and word grouping with that of the announcer who was selected by a sponsor for the transcription will emphasize and clarify the faults of both. Various types of copy, different deliveries, and different motivations may thus be studied and emulated by the student who endeavors to develop an ability and a personality that will make him acceptable to the profession, and more acceptable to the listener than is the untrained man. Electrical transcriptions and speech recording equipment are important mechanical aids in the teaching of broadcasting.

The motion picture is another aid. The athletic department of the university takes motion pictures of its football players in games, so that their faults may be observed and corrected before the following Saturday. This has not been entirely satisfactory during the past two or three years at the Universiy of Michigan but we have many such films. The student in the announcing booth looks through a window into an adjoining studio where the film game is being played. His description of the game is carried by the studio P. A. to the classroom where those who cannot see the film try to visualize it from the description.

College students are severe critics of the sports announcer who gropes for descriptive words, fails to follow the action, or is just talky. There are usually a few athletes in the class to make life miserable for the announcer but his training is one which develops keen observation, quick thinking, a vivid vocabulary and a flexible tongue. Later in the semester sound effect records are blended with the picture and announcer's description by a student whose interest lies in the sound department. In any speech training for radio, experience in impromptu speaking must not be neglected.

A generous graduate, Avery Hopwood, author of *Getting Gertie's Garter* and other plays, left an endowment to the university to be used in developing writers of plays and other forms of literature. In the annual Hopwood contest original short and full length plays are constructed, which, when expurgated and revised for radio, are tested out by the students in radio dramatics. The student actors, directors, and sound men, have previously listened to radio plays presented by professionals and have used the same script in the classroom studio to emulate the broadcast performance. In the rehearsals of campus-written plays the students revise, direct and produce the play; the instructor merely stands by as a referee or final critic. No one learns more than a teacher so the student director should be given a chance to learn. Three Detroit stations, WJR, WWJ and WXYZ, have been gracious hosts to students who desire to observe the methods used in radio play production.

In that connection I desire to

(Continued on page 63)

COLLEGES AND UNIVERSITIES WHERE BROADCASTING IS TAUGHT

The following list of colleges and universities, compiled by Mr. Abbot, reported as of Jan. 1, 1937, that they were presenting nontechnical broadcasting instruction as separate credit courses in connection with speech training or as non-credit courses. Seventy-one others reported that students received some radio experience in extracurriculur activities; 177 said they were not offering any broadcast instruction; 35 educational stations give their students experience. Types of instruction are indicated by the numbers: (1) radio speech, (2) writing, (3) dramatics, (4) production, (5) advertising, (6) education, (7) law, (8) general course in broadcasting (9) instruction in broadcasting offered in general-speech department courses, (10) music.

Abilene Christian College, Abilene, Tex. (1).
Akron University, Akron, O. (1) (2) (3).
Alabama State College for Women, Montevallo, Ala. (1) (3) (4).
Anderson College, Anderson, S. C. (9)
Augustana College, Rock Island, Ill. (9).
Battle Creek College, Battle Creek, Mich. (9).
Baylor University, Waco, Tex. (1) (2) (3) (4).
Bob Jones College, Lynnhaven, Fla. (8).
Boston University, Boston (2) (4) (5).
Butler College, Indianapolis (8).
Carroll College, Waukesha, Wis. (9).
Case School of Applied Science, Cleveland.
Catholic University, Washington, D. C. (7).
Chicago Musical College, Chicago, (10).
Chicago Theological Seminary, Chicago (1).
Chicago, University of, Chicago (1) (2) (3).
Cincinnati, University of, Cincinnati (5).
Cincinnati Conservatory of Music, Cincinati, (10).
The Citadel, Charleston, S. C. (1) (6).
Cleveland College, Western Reserve University, Cleveland (1) (2) (3).
Columbia University, Teachers College, New York, (6).
Columbus University, Washington, D. C. (7).
Cornell College, Mt. Vernon, Iowa (3) (4).
Cornell University, Ithaca, N. Y. (1) (2) (3) (4) (6).
Creighton University, Omaha, Neb. (1).
Denver, University of, Denver (2) (3) (4) (8).
Drake University, Des Moines, Iowa (1) (2) (3) (4) (5).
Dusquesne University, Pittsburgh (1) (3).
Elmira College, Elmira, N. Y. (9).
Emerson College, Boston (1) (2).
Emory University, Emory University, Georgia (2) (4) (5).
Florida, University of, Gainesville, Fla. (1) (2) (3).
Florida Southern College, Lakeland, Fla. (8).
Fordham University Teachers College, New York, (6).
Friends University, Wichita, Kan. (1) (3) (4).
George Washington University, Washington, D. C. (3).
Hamline University, St. Paul, (1) (2) (3).
Hardin-Simmons University, Abilene, Tex. (1).
Hastings College, Hastings, Neb. (1)
Houston, University of, Houston, Tex. (9).
Illinois, University of, Urbana, Ill., (1) (2) (3).
Illinois State Normal University, Normal, Ill. (1) (6).
Iowa State College of Agriculture and Mechanical Arts, Ames, Iowa.
Iowa, University of, Iowa City, (1) (2) (4) (5).
Jamestown College, Jamestown, N. D. (8).
John Brown University, Siloam Springs, Ark. (1) (2) (4) (5) (7).
John Carroll University, Cleveland, (1) (2) (3).
Kansas State College of Agriculture & Applied Science, Manhattan, Kan. (1) (2) (4).
Lindenwood College, St. Charles, Mo. (1).
Logan Academy, College Hill, Utah (1).
Louisiana Polytechnic Institute, Ruston La. (1).
Louisiana State University, Baton Rouge, La. (1) (2) (4).
Loyola, University of Los Angeles, Los Angeles (8).
Luther College, Decorah, Iowa.
Maine, University of, Orono, Me. (5).
Marquette University, Milwaukee, (7).
McGill University, Montreal (8).
McPhail School of Music, Minneapolis, Minn, (10).
Michigan, University of, Ann Arbor, Mich. (1) (2) (3) (4) (6).
Michigan State College, Lansing, Mich. (2).
Minnesota, University of, Minneapolis (2).
Missouri, University of, Columbia, Mo. (1) (2).
Mount Holyoke College, South Hadley, Mass. (9).
Muhlenberg College, Allentown, Pa. (1) (2) (6).
National University, Washington, D. C. (7)
Nebraska, University of, Omaha (8) (10).
New York University, New York (6).
North Dakota, University of, Grand Forks N. D., (1) (6).
Northwestern University, Evanston, Ill. (2) (3).
Oglethorpe University, Oglethorpe, Ga. (8).
Ohio State University, Columbus, O. (1) (2) (3) (4).
Oklahoma, College for Women, Chickasha, Okla. (1) (3).
Oklahoma, University of, Norman, Okla. (3).
Omaha, University of, Omaha, Neb. (1) (2) (4).
Oregon State College, Cornvallis, Ore. (1) (2) (9).
Pacific, College of the, Stockton, Cal.
Pacific Union College, Angwin, Cal. (1) (2).
Pasadena Junior College, Pasadena, Cal.
Phillips University, Enid, Okla. (6) (8).
Purdue University, West Lafayette, Ind. (4).
Rensselaer Polytechnic Inst. Troy, N. Y. (8).
Rollins College, Winter Park, Fla. (9).
Rosary College, Oak Park, Ill. (1) (2) (3).
St. Catherine, College of, St. Paul (1).
St. Lawrence University, Canton, (4).
St. Louis University, St. Louis (7).
St. Mary's College, South Bend, Ind. (1) (2) (10).
San Antonio, University of, San Antonio, Tex. (5) (6).
San Francisco, University of, San Francisco (9).
Southern California, University of, Los Angeles, (1) (2) (4) (3).
South Dakota, University of, Vermillion, S. D. (1).
South Dakota School of Mines, Rapid City, S. D. (9).
Southwestern University, Georgetown, Tex. (1) (3).
State Teachers College, Superior, Wis. (9)
Stephens College, Columbia, Mo. (1) (2) (3) (4).
Syracuse, University of, Syracuse, N. Y. (2) (8).
Transylvania College, Lexington, Ky. (8).
Trinity University, Waxahachie, Tex. (1).
Tulsa, University of, Tulsa, Okla. (5).
Utah State Agricultural College, Logan, Utah (8).
Vassar College, Poughkeepsie, N. Y. (9).
Walla Walla College, College Place, Wash. (1).
Washington, University of, Seattle,, Wash. (1) (2) (3).
Washington, State College of, Pullman, Wash. (1) (2) (3) (5).
Wayne University, Detroit (1) (2) (4).
Wesleyan University, Middletown, Conn. (9).
West Virginia State College, Institute, West Virginia (2).
Western Reserve University, Cleveland (8).
Westminster College, New Wilmington, Pa. (8).
Whitman College, Walla Walla, Wash. (1).
Wisconsin, University of, Madison, Wis. (1) (8).
Webster College, St. Louis (1) (2).

Balanced Programming



The new balanced programming of WWJ—added to the already existing prestige of America's pioneer broadcasting station among Detroit folks—gives you an opportunity to have your message presented under the most favorable auspices possible. Your program has the advantage, on WWJ, of being placed so that the listener is never forced to hear a running fire of similar entertainment. It thus gets maximum attention! Advertisers should investigate what WWJ's influence in America's fourth market can accomplish. WWJ is first in listener interest in Detroit according to every general survey ever made. It is PREFERRED as the first tuned to station by 39% of all Detroit's families, thus assuring you an absolute audience, based on Detroit's 1,800,000 population, of at least 600,000—greater in number than the entire population of such cities as Buffalo, Cincinnati or Washington.

WWJ

Owned and Operated by The Detroit News • Member NBC Basic Red Network
920 Kilocycles—5000 Watts Daytime
5000 Watts Night—Temporary Authority F. C. C.

★

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco

SCIENCE

"Symbol of the Radio Age"



WORLD'S LOFTIEST SIGN ON RCA BUILDING, RADIO CITY, N. Y.

The new RCA sign stands 900 feet above Rockefeller Plaza. The letters—24 feet tall on the north and south sides of the building, 18 feet on the west side—are constructed of 5000 pounds of solid aluminum. By night they are brilliantly lighted with a new kind of golden-amber helium gas, contained in 2376 feet of specially constructed Claude-Neon tubing. The sign is visible for many miles around New York City.

RADIO CORPORATION

RADIOMARINE CORPORATION OF AMERICA

NATIONAL BROADCASTING COMPANY

. . . Vanguard of Industry

"INDUSTRY today is following the vanguard of science into new and infinite realms of knowledge. It would be a rash astronomer who said that he had calculated the outermost limits of space, beyond which there is nothing. It would be a rash physicist who claimed that he had dissected the atom into its ultimate, indivisible fragments. Science and knowledge have no boundaries.

"So it would be a rash economist who predicted any limit to the tangible results of scientific thought in the form of new goods and services placed at the disposal of mankind. In fact, it is only by a constant development of new goods and services that we may expect to re-engage the man-power released by technological improvements in established industries. The market for every new commodity eventually reaches a saturation point and becomes primarily a replacement market, so that a more efficient technology reduces the number of workers needed in that field.

"But science is simultaneously creating new employment, both by the modernization of established industries and by the creation of new ones. In our own generation we have seen the automobile, the airplane, the motion picture, and the radio provide totally fresh fields of activity for millions of men and women. Many of our older industries have engaged scientists, with notable success, to develop new and remodel old products to meet the needs of a modern era.

"The industry which has not learned how to employ scientists to make it new, and keep it new, is doomed. Few industries are so stagnant as not to be aware of this; but there are some so conservative that the scientist is called upon to turn salesman and show them how modern science can rejuvenate them to meet present-day realities and survive."

David Sarnoff

President
Radio Corporation of America

Your free copy of "TELEVISION" is ready!

This new book of more than 20 recent laboratory and field reports on the new art by leading RCA engineers will be sent without extra charge to all paid-up subscribers to the RCA REVIEW, an outstanding quarterly journal of radio progress. $1.50 per year (foreign, $1.85). Address RCA Review, 75 Varick St., New York City.

OF AMERICA *RADIO CITY, NEW YORK*

RCA MANUFACTURING COMPANY, INC.

RCA INSTITUTES, INC. • RCA COMMUNICATIONS, INC.

Filmland Agencies Acquiring Writers

Hollywood Pen Market Raided For Fall Broadcast Shows

HACK-WRITING for radio is headed for oblivion and Hollywood advertising agencies, with their talent rolls for the coming season well in hand, are openly raiding top flight writing markets to build their script sources on a quality basis which will insure most effective delivery for their actor resources.

Not only are the Hollywood agencies, and sponsors too, listening to representatives of top stage and film writing talent now frankly out to contract their writers to radio, but numerous deals are under way which will place a fair-sized slice of motion pictures' $2,000-a-week writers under contract to the newer dramatic medium.

Signing of George Marion Jr. in August by William Esty & Co. Inc., to write the CBS Jack Oakie *Camel Caravan* scripts for the coming season is the tip-off. Marion has written Oakie's most successful picture vehicles and Savington Crampton, manager of the Hollywood office of William Esty & Co., and producer of the Camel broadcasts, frankly admits that he signed the film writer on that basis. During the silent picture days Marion was one of the highest salaried title writers in the business.

George Corey, another film and stage writer, whose play *The Valley* is slated for New York stage production this fall by William Drake, has been re-signed as writer on the Camel broadcasts, sponsored by R. J. Reynolds Tobacco Co. He will also continue as Crampton's production assistant and will work with Marion to acquaint him with radio technique.

Benny Pair Retained

Addison Simmons has joined the F. Wallis Armstrong Co. writing staff and has been assigned to the CBS *Hollywood Hotel* program sponsored by Campbell Soup Co. Simmons, a short story writer and novelist, has scripted for *Grand Hotel, First Nighter* and *Chase & Sanborn Hour*. Bill Morrow and Eddie Beloin, both well known as short story as well as screen writers, have been re-signed as writers on the NBC *Jack Benny* shows sponsored by General Foods Corp. (Jell-O). They will work in collaboration with Young & Rubicam Inc.

Arthur Ceasar, Academy Award winner, has been engaged to write special dramatic scripts for Al Jolson when the latter returns to his CBS fall program under sponsorship of Lever Bros. (Rinso-Lifebuoy), Sept. 7. Ceasar, internationally known as a motion picture writer, is at present scripting *Show Business* at Paramount Studios. Then there is Ken Englund, another top flight comedy writer, who contributes to the Rinso-Lifebuoy broadcasts through Ruthrauff & Ryan Inc.

Bill Demling has resigned from Warner Bros.' KFWB, Hollywood, to join his former partner Frank Gill Jr., at Young & Rubicam Inc., as writer on the NBC *Packard Hour*. Many agencies, because of studio committments, will not reveal the names of their writers.

Advertising agencies, hard pressed last season to supply expensive talent with suitable material, have concluded it is poor economy to buy or hire on a hit or miss basis from cheap sources. They have come to the realization that a radio star is no better than his material. Several network shows have been using motion picture writers but only in a contributing sense. Those few topflight writers who have been turning out material for radio under various non de plumes are not longer hiding their identities. They are frankly ready and anxious to jump into the radio swim.

A cursory glance at the setup of top network shows indicates that those who start with time-tested writing stables are consistent radio box office. Seasoned high-grade radio writers are in the minority now and reconstructed shows, some of which have blindly hoped to get a good script from as many as 10 sources, are now using a single writer who has proved his mettle in a related medium.



MOUNTAIN TOP—Broadcast from New York's highest peak, Mount Marcy, presented neat problems to four General Electric engineers who with the aid of this horse hauled and shoved 500 pounds of equipment up 7½ miles of narrow mountain trails for a 15-minute shortwave re-broadcast on WGY, Schenectady, in connection with the recent centennial celebration.

State Promotion Plans In Washington Outlined

WASHINGTON STATE PROGRESS COMMISSION has appointed J. Walter Thompson Co. to handle its advertising. An act of the recent Legislature authorized $250,000 for state advertising to attract industry and tourists; a part of this will be spent for state exhibits at the New York and San Francisco World's Fairs in 1939.

Advertising for the Progress Commission will be handled in cooperation with that of the Canned Salmon Industry and the Washington State Apple Advertising Commission, also J. Walter Thompson Co. accounts. Norton W. Mogge is in charge of J. Walter Thompson Co.'s Pacific Northwest activities. C. E. Johns, formerly publicity director of the Seattle Chamber of Commerce, is secretary-manager of the Progress Commission.

BRUCE BARTON, chairman of the board of BBDO and a noted author, has been designated as Republican candidate for Congress from the 17th New York district, which will elect a successor to the late Rep. Peyser.

1,000% Increase

THE largest increase in placement of spot radio by any Chicago agency has been claimed by J. Walter Thompson Co., which has scheduled 10 times as much business the first eight months this year as compared with the same period in 1936. Accounts which are either currently using spot or have used it this year include Graham-Paige Co., Detroit; Elgin National Watch Co., Chicago; Swift & Co., Chicago; Kraft-Phenix Cheese Corp., Chicago; Libby, McNeil & Libby, Chicago; United Air Lines, Chicago; Weco Products Co., Chicago; Omaha Flour Mills Co., Omaha. Gene Fromherz is radio time buyer of the J. Walter Thompson Co., having joined the agency Sept. 26, 1936.

Swift Southern Spots

SWIFT & Co., Chicago (Allsweet Margarine), on Oct. 15 starts spot announcements daily except Saturday and Sunday on 24 Southern stations, three weekly participation announcements on the *Marjorie Mills* program on Yankee Network and three weekly participations on the *Topics of the Day* program on WLBZ, Bangor, Me. The following Southern stations are planned to be used: WWL, WSB, WTOC, WBT, WPTF, WFBC, WIS, WWVA, WRVA, WDBJ, WHAS, WLAP, WBAP, WDBO, WJNO, WWNC, WOAI, KTRH, WBAP-WFAA, KFH, KARK, WIBW, KGNO, KFBI. J. Walter Thompson Co., Chicago, is agency.

INS on 24-Hour Basis

TO INCREASE the volume of spot news on its Universal Service night wire, available to broadcasting stations, King Features Syndicate Inc., announced last month that this news gathering organization hereafter will be combined with International News Service, also a Hearst press association. INS produces a daily news report for evening papers, whereas Universal Service furnishes a news feature report for morning papers. All special features of Universal Service, including Louella Parsons, Damon Runyon and "Bugs" Baer, will write for the night wire, and INS hereafter will operate on a 24-hour basis, furnishing complete cable and domestic news reports.

WMC News Expanded

UNDER a reorganized set-up, WMC, Memphis, now handles a complete newscast coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of *The Commercial Appeal* with which it is affiliated for fast and aggressive treatment of all news. The new AP service began Aug. 14. Previously WMC had used International News Service. Associated Press Service printers were installed immediately in the newly-created station news room. Six news periods are broadcast every day.

Ben H. Darrow Joining WBEN as Director of Educational Broadcasts

WITH Ben H. Darrow joining WBEN, Buffalo, Sept. 1 as director of educational broadcasts, the *Buffalo News* station reports that it believes it is "the first independently owned commercial broadcasting station to employ an educator exclusively for this important phase of radio." Mr. Darrow is the veteran director of the *Ohio School of the Air* and since 1933 has been radio chairman of the National Congress of Parents & Teachers.

Mr. Darrow has arrived in Buffalo from Dallas where he conducted the first classes in radio education ever held in the Southwest as a summer course of Southern Methodist University. At WBEN, starting about Oct. 15, he will begin sustaining periods several nights weekly at fixed time of 7:45-8 p. m., with additional periods to be scheduled later.

Appointed director of broadcasting for the State of Ohio in 1928, Mr. Darrow became the first man ever to occupy such a position in any state administration. He originated broadcasts of "civil government for those who govern" by putting the Governor of Ohio and his cabinet on the air and, later, followed up this effort by presenting President Hoover's cabinet to the radio audience.

He held the first radio conference of teachers in Columbus, in 1929, assisted in the first National Radio Institute in 1930, held the first teacher's meeting by radio (6,000 participated), and in 1931 produced the program *Literature by Living Writers*, the first program of its kind, over WLW, by remote control from Washington. He pioneered in "radio workshops" although the title for that type of program was originated by Alice Keith. His book, *Radio, the Assistant Teacher*, is the first dealing with education by radio and planned for the use of teachers and leaders in the movement.

Coca Cola on CBS

COCA COLA Co. will start a series of weekly 45-minute musical variety programs on a 93-station CBS network hookup starting Sept. 10, Fridays, 10-10:45 p. m. (EDST) with Kitty Carlisle, singer and actress, as star. The show will be called *Cocal Cola Presents the Songshop*. Featured performers will be Frank Crumit, master-of-ceremonies; Reed Kennedy, baritone; Alice Cornett, rhythm singer; the Songshop Quartet, formerly known as the Songsmiths Quartet, and a glee club of 22, under the direction of Kenneth Christie. A 47-piece orchestra, directed by Gustav Haenschen, will accompany. The agency is D'Arcy Adv. Co., St. Louis.

Kling Bros. Placing

KLING BROS., chain of 17 midwestern clothing stores featuring Bradford Clothes with headquarters in Chicago, currently using spot announcements on WOC, Davenport, will place one minute transcriptions on 17 stations in those cities where stores are located, starting the latter part of September. Transcriptions were cut by WBS. Selviair Broadcasting System Inc., Chicago, is agency.



No, gentle reader, KSTP doesn't claim that this "world-wide" coverage is profitable, nor suggest the probability of delivering your sales message clearly (above the noise) in Shanghai, China.

KSTP does not "glorify" or exaggerate coverage but, with pardonable pride, makes the indisputable statement that for the past nine years every authentic survey made in the Twin Cities Area has proven more than 50% listener preference for KSTP in the 7th U. S. Retail Market where annual retail sales total a billion and a half dollars. That means most listeners per dollar and the BEST BUY in the entire Northwest.

KSTP
Northwest's Leading Radio Station

MINNEAPOLIS SAINT PAUL

STANLEY E. HUBBARD, President and General Manager

25000 WATTS

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis—Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Paul H. Raymer Co.

Texas Charter Granted Elliott Roosevelts for Radio Station Operation

WITH Mr. and Mrs. Elliott Roosevelt and Harry A. Hutchinson as incorporators, a charter was granted by the State of Texas last month to Frontier Broadcasting Co. Inc., with headquarters at Fort Worth, authorizing it to operate broadcasting stations. Its capital stock was reported as $10,000. Raymond E. Buck, Fort Worth attorney and the owner of KTAT in that city, was named as counsel for the Roosevelts.

The second son of President Roosevelt, as reported in the Aug. 15 BROADCASTING, has arranged for the purchase of KABC, San Antonio, for a reported price of $55,000. His wife, the former Ruth Goggins, of Fort Worth, several months ago [BROADCASTING, July 1] purchased the majority stock of KFJZ, Fort Worth, for an undisclosed price. Both of these stations presumably will be brought under the Frontier Broadcasting Co. if the transfers are authorized by the FCC.

Mr. Hutchinson, formerly with KVOO, Tulsa, and KOMA, Oklahoma City, is slated for the managership of KFJZ and is already working at that station.

Mr. Roosevelt continues as vice-president of Hearst Radio Inc., in charge of that company's Southwestern stations — KOMA, Oklahoma City; KTSA, San Antonio; WACO, Waco, and KNOW, Austin. His purchases, along with his wife, of KFJZ and KABC are purely personal ventures, it was stated, and are in no way connected with the Hearst Radio operations.

Col. Wilder Announces Shifts in Station Staffs

FOLLOWING the resignation of Howard Barth as general manager of WSYR, Syracuse, Col. Harry C. Wilder, chief owner of WSYR, who also controls WJTN, Jamestown, N. Y., and WNBX, Springfield, Vt., announced several changes and additions in the staffs of the three stations, which he personally supervises. Chief among the changes was the shift to Syracuse of Charles Denny, manager of WJTN and WNBX, to become director of sales of WSYR and to head sales of the other two stations out of Syracuse. He succeeds Bill Lane, former WSYR local sales manager, who has opened his own advertising agency.

Basil Blizzard, WSYR national advertising manager becomes manager of WJTN, while Phil Hoffman, formerly with the Iowa Network, becomes manager of WNBX. Fred Ripley has been named vice-president of WSYR in charge of programs, and will also supervise the programs of the other three stations. S. Goldman is transferred from WSYR to be commercial manager of WJTN, where W. Smith will be program director. A. Beckwith and John Blazek are new additions to WSYR sales staff.

PAUL W. WHITE, CBS special events manager, arrived in Hollywood Aug. 18 to confer with Fox Case, the network's Pacific Coast public affiairs director on departmental activity and to complete arrangements for a series of shortwave broadcasts from the Orient.

Sheaffer Pen Spots

W. A. SHEAFFER Co., Fort Madison, Iowa, whose radio advertising is now being handled by the Russel M. Seed Co. Inc., Chicago, started announcements and chain breaks on 54 stations the week of Aug. 16. The complete list follows: WGN, WOKO, WFBR, KGHL, KFYR, WNAC, WBEN, KGIR, WSAI, WHK, KRLD, KOA, WHO, CKLW, WEBC, KTSM, WDAY, KTRH, WJAX, KMBC, KLRA, KHJ, WAVE, WMAZ, WREC, WIOD, WTMJ, KSTP, WLAC, WWL, WOR, WKY, WOW, KTAR, WJAS, KEX-KGW, KXL, WPTF, WMBG, WDBJ, WHEC, KSL, KTSA, KFRC, WTOC, KOMO, KWKH, KFPY, KSD, WSYR, WDAE, KTUL, WNAX.

Maca Yeast in West

NORTHWESTERN YEAST Co., Chicago (Maca yeast), will start thrice-weekly quarter-hour transcriptions in the Pacific Northwest Sept. 15 on KGW, KOMO and KHQ. Transcriptions will feature *Virginia Lee and Sunbeam*, now broadcasting for Maca yeast on WLS, Chicago. Stations in California will be added within 30 days when distribution in that territory has been obtained. Hays MacFarland Co., Chicago, is agency.



ICONOSCOPE — This television tube for Midland Television Corp., was shipped to Kansas City by air. Jack Starr, announcer (center), is interviewing Jerry Taylor, Midland president, who described the tube on KMBC. At left is the pilot.

Local Vapex Series

E. FOUGERA & Co. Inc., New York (Vapex), will sponsor *Let's Play Games*, WOR, Newark, program featuring Jane Martin, effective Oct. 8. The program is heard Fridays at 8:45-9 p. m. (EDST) and will continue locally on WOR. Agency is Small & Seiffer Inc., N. Y.

Crosley Letter Views Demand of Payne For Data on WLW as a Personal Matter

REPLYING promptly to the allegations set forth in the letter by Telegraph Commissioner George H. Payne [BROADCASTING, Aug. 15], demanding detailed information on the financial structure, profits and operating methods of WLW, Cincinnati, Powel Crosley, Jr., president of WLW, on Aug. 17 declined on advice of counsel to furnish the data and took occasion at the same time to answer charges and innuendoes in the Payne letter.

Because the Payne letter, dated Aug. 14, was released for press publication Aug. 16, Crosley stated he was using the same method to reply, declaring:

"Your letter to me, which I saw in the newspaper this morning in advance of its receipt by me, refers to the request for certain information at the hearing before the Broadcast Division of the FCC —of which I understand you are not a member—last October. Because you chose to make the press the vehicle for what you apparently consider an official communication, I avail myself of the same method of reply.

A "Personal Request"

The charges and countercharges in the two letters were published widely in the press, and repercussions were even heard in Congress before it adjourned Aug. 21. Crosley's refusal to furnish the data demanded by Payne, which he said was "a personal as distinguished from an official request," presumably will require full Commission action if the "deadline" which Payne set as Sept. 13 is to be met. The Crosley letter continued:

You doubtless recall that I advised you that the information you requested was not available then; that I would have it prepared and submit it to you. I dictated a letter on November 17, 1936, and attached thereto a copy of a financial analysis. As this was prepared at your personal request, I preferred to have it presented personally to you. Our general counsel, Mr. Charles Sawyer, of Cincinnati, at my request undertook to present my answers to your questions in person. Due to the fact that you were not in Washington but were ill in New York and later in Florida, he was unable to contact you until some time later when he made an appointment to see you in Washington. When he appeared at your office he was told by your secretary that you could not see him and he thereupon asked when he might have a chance to discuss the furnishing of this information with you, and was told that until I heard from you the matter could be held in abeyance. I have had no further communication from you or your secretary in reference to this matter until I read your letter in the papers this morning.

As further evidence of the fact that we were not trying to avoid contacting you in this connection, I would state that Mr. William S. Hedges, vice-president in charge of broadcasting, early this spring also called at your office, after having made an appointment, and when he reached your office was advised by your secretary that you were too busy to see him. As stated above, my reply to your request for information was written last November. I am sending it to you now in compliance with my promise to you at the time of the hearing. The delay in sending it is due wholly to your own unwillingness to accord our representative the courtesy of a meeting and the statement that until we received further word from you we might withhold sending the letter.

You make an invidious reference to the circumstance that I included you in an invitation to some of my friends in Washington to attend the All-Star baseball game. As the President of the Cincinnati Ball Club I had been allotted a number of tickets to this game. As it was my feeling, as I stated to you in my letter of November 17th, that I should like to know you better personally, although I had, contrary to your statement in your letter, met you previously, I had hoped to see you again. As it turned out I myself was unable to be in Washington that day and have not been in Washington since last October. While some of my friends attended the game and others did not, you are the only one who has questioned the motive of my invitation.

In response to the further request made in your letter that I furnish you with answers to certain questions propounded by you, on or before September 13th, I must respectfully decline. I do so upon advice of counsel that this is a personal as distinguished from an official request. Although widely accepted by the press as official, it is none the less personal, since you are not a member of the Broadcast Division and have not been authorized by that Division or by the full Commission to make such a request; moreover that a similar request is not being made of other stations.

You refer to the monopoly of the 500,000-watt field by the Crosley Company. You are probably not familiar with the fact that the Crosley Company has pioneered experimentally every increase in power beginning with the establishment of the first 5000 broadcasting station. You should know that after proving its value from a standpoint of service to the remote listener in over-riding static, we were permitted to pioneer the first experimental 50,000-watt transmitter for the benefit of the remote listener. When it was proved efficient and useful many permits to other stations were granted and are still in operation.

You find fault with the Crosley Company for conducting its business "under an experimental license", although our first 5,000-watt transmitter was operated first experimentally and later our 50,000-watt transmitter was operated first experimentally. May I bring to your attention that this classification is entirely in the hands of the Communications Commission. There has been before the Commission ever since January, 1935, an application to have the high power assigned to the Crosley Company on a regular basis. At that time, two and one-half years ago, our Company felt that the experiment had already demonstrated the benefit of the increased capacity for remote and rural service.

I note your statement that the practice of collecting commercial profit on the basis of experimentation is "definitely prohibited by the rules of the Commission." On the contrary, there are numerous experimental permits held by radio stations other than WLW all over the United States on which commercial business is being done, and I assume being reported in the course of routine to the Commission.

In your letter you refer to certain statements made on the floor of Congress. I have not seen those statements personally, but if Congressman McFarlane stated as quoted by you that we had increased our advertising rate fifty per cent, he was misinformed. The actual increase in rates was twenty per cent, although the increase in power was 1,000%.

Moreover, in your published letter you used this libelous implication: "Immediately after my attempt to question you there was surreptitiously inserted into our annual report to Congress—a report that was never seen by any Commissioner—a gratuitous and valuable advertisement of your station, confirming my impression that there was something strange in Denmark."

Passing over the reflection in this statement upon your fellow Commissioners, it will strike most people as remarkable that the Communications Commission sent to Congress as its official report a document that none of the Commissioners had ever read. I understand that the report in question, dealing with the relative popularity of various radio stations from a coverage standpoint, was prepared by your own experts and engineers. Certainly the Crosley Company knew nothing about it and first saw it when the report was issued.

I hope that I have answered the questions raised in your letter.



THE PIONEER MAKES GOOD EVERY DAY

50,000 WATTS

KDKA

PITTSBURGH

TOPS IN SPOT

From its earliest days as America's first broadcasting station, KDKA has occupied a dominant position locally and nationally. Its prestige is a tremendous asset. And its records show that leading local and national advertisers have cashed in on it day after day, year after year.

Basic Blue Network Station
Completely Programmed by NBC

Selling Transportation Via Broadcasts

Union Pacific Stages Finds Air Waves Effective

TRANSPORTATION companies have usually been tough prospects for radio time salesmen. Concerns like Greyhound, Chesapeake & Ohio and Union Pacific Stages are among those that have sampled radio and found it much to their liking. This article deals with a new program that Union Pacific Stages has started in Nebraska. Results have been favorable and Mr. Carter gives an account of how Beaumont & Hohman handles the merchandising and exploitation angles of the series. It's a folksy sort of program that the sponsor offers and the ticket offices appear to be reacting favorably to the radio promotion.

By NELSON CARTER
Omaha Manager, Beaumont & Hohman Inc.

ON JUNE 5 a special Union Pacific bus rolled into Fremont, Neb. On board was a special passenger list, too, including a seven-piece orchestra, announcers, a technician, members of the traffic department of Union Pacific Stages, and officials of their advertising agency. The occasion was the first in a series of *Howdy, Neighbor* broadcasts over KFAB. Fremont, a prosperous little city of 11,407 population located 30 miles from Omaha, headquarters for the bus company, had been selected as the inaugural city for the summer broadcasts.

Howdy, Neighbor, patterned in the style of other air shows that salute neighboring cities, was conceived and built by the Omaha office of Beaumont & Hohman to be a program that would not only stimulate immediate ticket sales for Union Pacific Stages, but would also create an immense amount of good will in cities served by that company. The program has succeeded in doing that dual job.

A Believer in Radio

Union Pacific Stages believes firmly in the value of radio advertising. This conviction is prompted by the excellent results they have had from the medium over a six-year period. The company has consistently used radio during that time on stations in cities that dot its routes through 18 States from the Great Lakes to the Pacific Coast.

Howdy, Neighbor was an innovation in one regard. It was the first time the bus company had made use of remote control broadcasts. However, "ballyhoo trips", in which new buses were paraded and displayed in on-line cities, have always played an important role in their promotional activities.

The success of this type of exploitation prompted us to take the latest and most attractive type of bus out for each broadcast. The bus is driven through each town with banners announcing the time and place of the show in order to build a larger crowd for the broadcast. It is also on display during the program so that the local audience in each case will see as well as hear about the splendid new equipment offered by Union Pacific Stages.

This very element introduces what we believe is a unique effort to merchandise travel. The audience watching the broadcast is afforded a full opportunity to feast their eyes on the blue and silver bus that is parked at the side of the broadcast platform. At the same time, the audience becomes better acquainted with the location and services of the bus depot, for the broadcast is conducted on the street directly in front of the terminal. Inexpensive souvenir cards are given to the audience. On one side of the card is pictured a Union Pacific bus together with the entertainers. On the reverse side are printed the words to "Auld Lang Syne", the community sing that winds up each program. Time-tables and travel folders are passed out to those watching the broadcast.

To make the unrehearsed broadcasts as foolproof as possible and to capitalize to the greatest extent on the inherent publicity value of the program, the following method of operation has been set up. Publicity stories, together with matrices showing the bus and the stars of the program, are mailed well in advance of the broadcast to the local newspapers by the promotion department of KFAB. Excellent results have been obtained by these efforts. Without exception we have secured two or three front-page stories together with pictures in every city in which we have held a broadcast.

A banner announcing the broadcast is sent to the local bus agent and is displayed in front of the bus depot. Newspaper advertisements calling attention to the broadcast are released the day before the show. Letters are written to the mayor of the city and the secretary of the local Chamber of Commerce telling them of the program and requesting their appearance on it.

Through the second named individual local talent is lined up for the show, generally the city band. Time is allotted for speeches, music, and man-on-the-street interviews, and the show is finished off as much as possible. Two representatives of KFAB arrive in each town well in advance of the broadcast. Announcer John Shafer handles last minute details and makes sure that all local personalities who appear on the program will be on hand. Technician Al Bates sets up loud speakers and checks his remote lines.

The actual program is made up of music by the orchestra who are dressed in bus drivers uniforms; a speech of welcome by the mayor; vocal numbers by Dalton Norman, cowboy singer; a speech by the secretary of the Chamber of Commerce, describing the city from which the broadcast originates; special music by local talent; man-on-the-street interviews conducted by Shafer among the crowd gathered for the broadcast; and a community sing. The show has plenty of talent and variety to keep things interesting for both the crowd at the point of broadcast and the air audience throughout the half-hour period. Every phase of the program is designed to create a friendly, informal atmosphere. In cities where there is a predominant group of foreign-born, songs of that particular country are presented by the orchestra. Broadcast cities are selected with an eye towards being on hand for special local events such as fairs, rodeos, etc.

Why Saturday!

A visit to any Nebraska city or town on a Saturday afternoon will furnish the answer as to why that time was selected as being ideal for the broadcasts. Streets and stores are invariably crowded, as these cities become focal centers for rural shoppers from surrounding points who seldom miss a visit to town on Saturdays. Interviews on the program reveal that many members of the audience drive as far as 50 miles to witness the broadcast.

From start to finish, the program has been highly successful in meeting the particular problems of selling bus travel. It has also created a gratifying amount of good will in every city that we have saluted on the show, and it goes without saying that this is a highly important consideration for any transportation company. *Howdy, Neighbor,* although still a youngster on the Midwest air waves, has already become a strong argument in favor of the benefits of radio as a means of selling transportation.

Saved by Shouts

RUSS RUSSELL, of WGN, Chicago, and Eddie Chase, of WCFL, who both work late shifts and who had been visiting friends, were walking on Kenmore Ave. when they noticed smoke pouring out of a window on the second floor of an apartment house. They ran into the house yelling at the top of their voices and banging on doors to awaken the sleeping occupants. More than 20 residents were awakened by the two announcers and routed from their beds. Russell tried to enter the apartment of Mrs. Hulda Wisner, where the fire originated, but was driven back by the flames. Mrs. Wisner was rescued a moment later by firemen but she was severely burned.

TRUMAN BRADLEY, Chicago CBS announcer, made a hole in one on a Chicago golf course August 18. The shot was made on a 170-yard hole with a No. 2 iron.

Free Speech Privilege Of Sponsored Program Upheld in Federal Court

SPONSORED radio programs have the same privilege as newspapers in naming persons and telling facts, without permission of those involved, whether the events took place a day or many years before the time of broadcast, under a ruling handed down Aug. 18 by Judge LeRoy J. Adair in U. S. District Court of Chicago.

Judge Adair denied to Martin Durkin, serving a 33-year sentence for the shooting of a Federal Agent in 1925, an injunction to prevent CBS and Colgate-Palmolive-Peet Co. from broadcasting a dramatization of his career on the *Gang Busters* series directed by Phillips H. Lord.

The program was scheduled for Aug. 18 but another was substituted when Durkin filed his action Aug. 17. It was broadcast on Aug. 25 instead. Durkin objected to the program because he will be eligible for parole in seven months and claimed the broadcast might jeopardize his chances of obtaining a parole.

Wallace Biscuits to Start

WALLACE BISCUITS, a new reducing biscuit, will begin its initial advertising with a test program on WHB, Kansas City, Sept. 27, with WGN to be added Oct. 18. Wallace Rogerson, head of the new firm, is currently conducting his *Get Thin to Music* program over WGN and Mutual Broadcasting System on a sustaining basis. The *Get Thin to Music,* WGN and WHB commercial programs will be broadcast at 9:30-9:45 a.m. six times weekly. Other Mutual outlets will be added after distribution has been secured for the new product. Reincke-Ellis-Younggreen & Finn Inc., Chicago, is handling the new account.

Forms Promotion Firm

GEORGE W. DAVIS, one of the founders of Willard Tablet Co., and vice-president of the firm from 1931 to 1933, has formed his own company in Chicago bearing his name, which will deal solely with radio contests, merchandising and promotion. Davis started the *Walgreen Hour* about 10 years ago on a special chain of 10 midwestern stations broadcasting a weekly program which originated at WLW, Cincinnati. On this participation program many advertisers including Lady Esther, Campana's Italian Balm, Ovaltine, Kolynos tooth paste, Wildroot hair tonic, Coty's face powder and Johnson's Wax, used radio for the first time. The new company is located at 75 E. Wacker Drive.

Schmidt Bakery Series

SCHMIDT BAKERY Co., Baltimore (chain of eastern bakeries) will start a series of 40 one-minute transcriptions about Sept. 6 on WCAO, Baltimore, with five other outlets in the East to be added later. The announcements, a historical series, will be broadcast thrice daily in the interest of Old Home bread. Transcriptions were cut by Columbia Transcription Service, Chicago. W. E. Long Co., Chicago, is agency.

COVERAGE IN THE PACIFIC NORTHWEST WITH A SINGLE CONTRACT



FIVE FINE STATIONS SERVING 80% OF THE PEOPLE OF THE PACIFIC NORTHWEST... NOW AVAILABLE WITH A SINGLE CONTRACT!

Representative, JOSEPH H. McGILLVRA *Chicago · New York*

JOINT COMMITTEE SEEKS RURAL BIDS

THE long-discussed radio survey of the rural areas of the United States will get under way the latter part of October, according to present plans of the Joint Committee on Radio Research, which has already sent invitations for bids to all the major research organizations of the country. Deadline for bids has ben set for Sept. 15, which will leave a month for discussion of methods between the Joint Committee and the organization selected for the job of securing the desired data.

Project, to be financed jointly by CBS and NBC, will attempt to determine ownership of receiving sets and broad form listening habits of farmers and residents of towns of less than 2,500 population, which are not included in such studies as those made by Crossley Inc. for the Cooperative Analysis of Broadcasting. Questions of listening areas, or station coverage, will not be taken up in the projected rural survey.

Paul Peter, executive secretary of the Joint Committee, has recently returned to New York from Maine,, where he supervised the last part of the New England survey which the Committee has been making to test its methods of fact finding before recommending their application on a national scale. The results of this test study are now being analyzed by the technical subcommittee of the Joint Committee and will probably be presented to the latter body sometime in the fall.

Plans for New KHBG

WHILE the starting date has not yet been set nor the personnel chosen, plans are going forward for the construction of the new KHBG, Okmulgee, Okla., 100 watts daytime on 1210 kc., authorized last June 15 by the FCC. E. M. Sepaugh, who will manage the station, reports that a 100-G RCA transmitter, a 204-foot Blaw-Knox tower, Western Electric speech equipment and RCA microphones and turntables have been ordered. Standard Radio library service and Transradio Press have also been ordered, and J. J. Devine & Associates has been appointed representatives. Mr. Sepaugh is part owner of the new station, and is also part owner of KVOL, Lafayette, La., KRRV, Sherman, Tex., and KPIC, Lake Charles, La.

Nunns Sell Newspaper

SALE of the *Lexington Herald* to the publisher of the *Lexington Leader* does not affect the ownership of WLAP, Lexington, Ky., which will continue in the hands of J. Lindsay Nunn and his son, Gilmore N. Nunn. The Nunns, it was announced, expect to remain in Lexington despite the sale of their newspaper, with the father continuing as president of the American Broadcasting Corp., licensee of WLAP, and the son supervising the station. The Messrs. Nunn also own the *Roswell* (N. M.) *Dispatch* and own two-thirds of KICA, Clovis, N. M.

CKAC engineers have their difficulties at their station just outside Montreal. The station uses a cage antenna, and they have to take it down at least three times a month to free the birds who fly into the cage and cannot get out again.

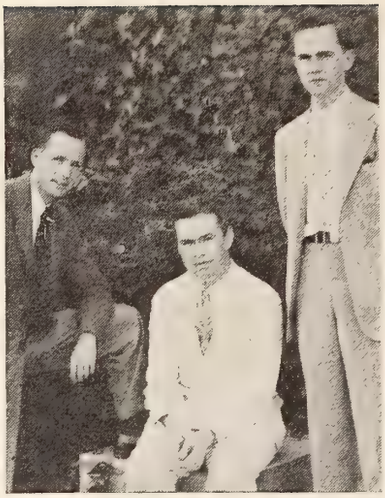
CIRCUS COURAGE

WCLO Manager Joins Aerial Acts on High Perch

WCLO, Janesville, Wis., broadcast what Ringling Bros. & Barnum & Bailey circus described as the first program from the top of the tent by shortwave and the most elaborate coverage ever given the circus.

Sid Bliss, WCLO manager, timidly climbed a rope ladder 110 feet high in full view of the circus crowd and dizzily spoke from the tiny perch used by the famous Wallenda aerial act, although he admitted afterward he was too weak to stand and couldn't remember much about the performance.

Besides the matinee, WCLO also broadcast an early morning remote as the circus unloaded, erection of the big top, interviews with bosses and performers. Mr. Bliss was aided at the matinee by John Dixon, Nancy Dearborn and Grae Duane, who handled the ground acts.



AT SEASIDE—Carleton McVarish (center), sales promotion manager of Yankee Network, Al Stephinson (right), Yankee publicity director and James Bagley, INS reporter, took their vacation at the Cavalier, Virginia Beach.

NO ACCOUNTING FOR RADIO?

Iowa Broadcasting System Handles Business Details With a Staff of Three

By ROBERT R. TINCHER
Assistant Treasurer
Iowa Broadcasting Co.



Mr. Tincher

IN RADIO there is unfortunately no uniform system of accounting. It is necessary to organize methods that facilitate the handling of the thousand and one business problems that are always arising, and that are peculiar to the particular stations setup, Whatever system is employed, however, it should be characterized by speed, accuracy and flexibility, the ability to handle a wealth of detail without slips.

Here at the Iowa Broadcasting Co. we have something of a unique problem and a unique setup for handling it. All of our bookkeeping is done in one Des Moines office by a staff of three. We have two stations in Des Moines and one station located in the two cities of Waterloo and Cedar Rapids, each having its own program, talent and sales force. We have one station affiliated with CBS and two affiliated with both NBC Blue and Mutual Networks. How do we handle such a volume of detail?

Let's start from scratch, with one of our salesmen bringing in a contract. The accounting department gets the original and copies go to the salesmen, the commercial department and the advertiser. Then the commercial department issues a time order containing pertinent information. This order goes to the traffic department which sends the original back to accounting and copies for traffic, commercial, promotion, continuity and program departments.

How It Is Done

The accounting department immediately makes up an individual file for the contract. If it happens to be an Iowa Network contract, linking WMT with either KRNT or KSO, we make a breakdown at once, splitting the gross income per broadcast agency commission, representative commission and net time revenue. We make several copies of this breakdown, send the original to Waterloo or Cedar Rapids, a copy to the sales force (or commercial department) and retain a copy in the accounting file that contains the contract. Thus we have a handy checking reference whenever needed.

Each day we start accounting department activities with a complete check on announcers' schedules, continuity books and operators' logs. We check announcers' schedules against operators' logs for possible discrepancies, then check the continuity books against the other two. From the announcers' schedules, when verified, the program or announcement is tabulated on an individual client's ledger sheet which indicates the type of announcement or program, the length and class of time.

On Mondays, at the close of each week, the time used by clients is broken down in dollars and cents. This revenue breakdown each week is summarized in the summary ledger and broken down again according to time, agency, representative, talent and line charges. The totals for each week are run cumulatively for four weeks, then posted to the revenue accounts in the general ledger.

All expenses excepting payroll, taxes and talent costs are accrued each week. Exceptions are entered at the actual figure. Thus we can tabulate total weekly expense against total weekly income to give us a complete weekly profit and loss balance. Accrued expenses are adjusted every four weeks to anticipate needs for the succeeding four weeks. The weekly income, expenses and resultant profit or loss is then tabulated and reported to the executives in comparison with that of the same week for the preceding year.

WMT in Waterloo and Cedar Rapids report their local revenue to our Des Moines accounting department. To it is added the WMT share of network revenue. All network accounts are entered, billed and collected from this department. We also determine the accrued expenses for Waterloo and Cedar Rapids. In addition, we prepare all ASCAP reports.

We keep each sales unit as a separate venture. Des Moines salesmen sell KSO and KRNT. Cedar Rapids sells WMT and Waterloo sells WMT. By keeping the units separated, we can determine quickly the profit or loss of each and keep expenses commensurate with conditions.

Every week we determine all NBC, CBS and Mutual chain revenue of our three stations separately. We have separate bank accounts in Cedar Rapids and Waterloo and a copy of every bank voucher is sent to us for auditing and entry in the books. All social security and old age pension records for the station are kept in our department.

Inasmuch as the advertising and promotion department in Des Moines prepares material for all stations, we pay the bills here and assign expenses equitably to each station.

Another important duty here is to prepare annual and semiannual financial statements showing the individual operations of each station and the consolidated result.

In addition, we keep complete statistical information on every account for compiling data on types of accounts sold, renewals and program and announcement classifications.

We keep an accurate check on furniture, fixtures and equipment of Waterloo, Cedar Rapids and Des Moines and prepare periodic depreciation schedules. These include both technical and office equipment.

We make no attempt to differentiate between revenue from programs and from announcements within the classifications of local time, national spot and representative spot revenue, and we charge talent and line expenses against net revenue to produce gross income. Against gross income is charged fixed expenses such as depreciation, rent, insurance, dues, etc., and variable expenses such as payroll, taxes and travel to produce profit or loss.

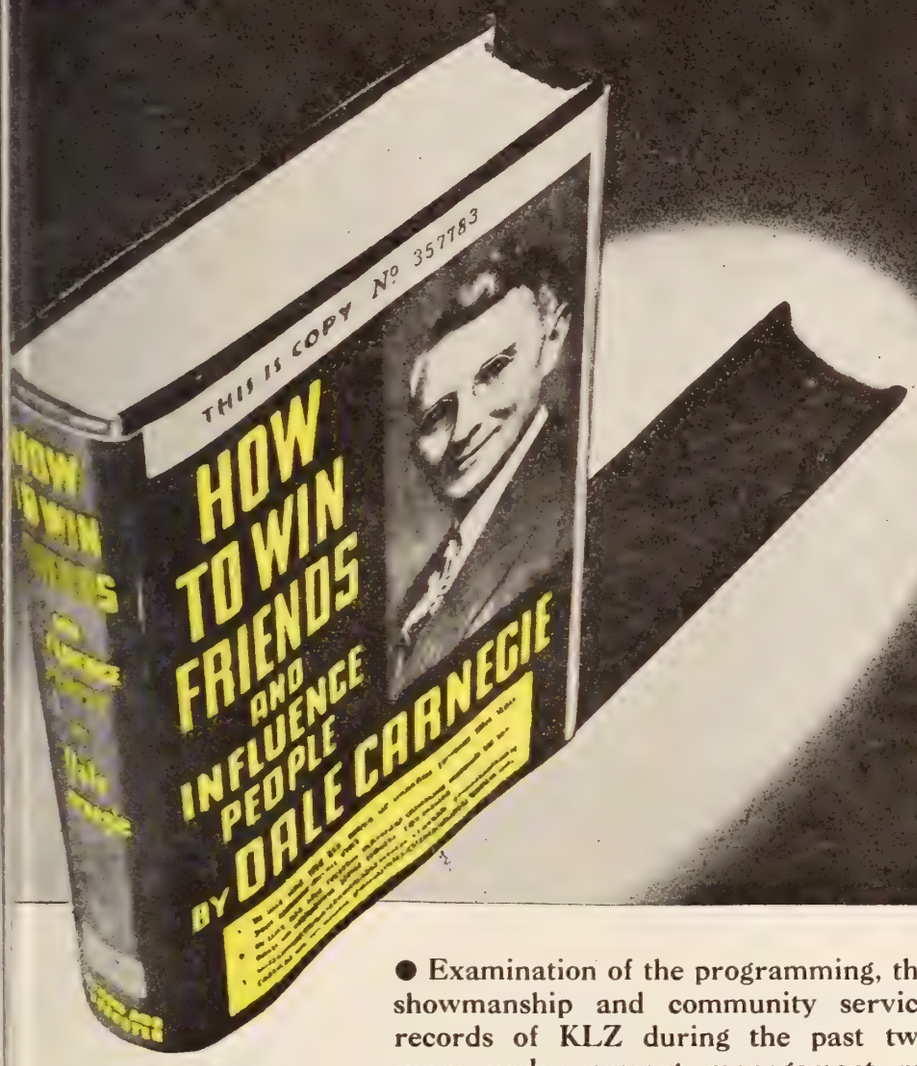
Since all stations are selling time and talent, it would be a great boon if a uniform system of accounting could be devised and adopted by all stations, particularly with regard to revenue classification and expense analysis. This seems impossible. The fact, however, that our staff of three here in Des Moines handles such a tremendous volume of detail smoothly indicates that the complexities of the radio business may be handled efficiently by a small staff according to the exacting demands of the modern executive.

Y & R Talent Setup

WITH Therese Lewis in charge of talent buying in New York and Joseph Stauffer handling the same assignment in Hollywood, Young & Rubicam Inc., handling a large volume of radio business, announced Aug. 24 that William R. Stuhler, director of its radio department, has taken on the additional duties of complete responsibility for all talent buying. Mr. Stuhler will maintain offices in both New York and Hollywood. Clarence Olmstead has been named radio department manager in New York, assisted by Fred Wile Jr. Tom Harrington continues as manager of the Hollywood branch of the agency.

Our hat's off to Dale Carnegie's best seller . . . but

KLZ could write a book on this subject!



● Examination of the programming, the showmanship and community service records of KLZ during the past two years under present management reveals clearly the reason for this station's rapid climb to top popularity among listeners in the Denver-Rocky-Mountain region.

KLZ has a personality and a manner that wins friends and influences people. Its every action is a studied and planned effort to widen its circle of friends and to merit the high favor and esteem of this region.

KLZ's superior ability to win friends and influence people in the Denver-Rocky-Mountain region is a powerful force which more and more advertisers are finding highly profitable to put behind their products.

KLZ DENVER CBS

UNDER MANAGEMENT AFFILIATED WITH STATION WKY AND THE OKLAHOMA PUBLISHING COMPANY

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

Radio Emanations From Movie Colony Are More Than Tripled During Year



Maj. Taylor

HOLLYWOOD radio releases have increased about 340% over last fall, Maj. David Taylor, member of the Los Angeles Chamber of Commerce research statistics committee, states in a report made on the amount of money that Hollywood radio production brings into Los Angeles county annually. Maj. Taylor, who is also production manager of American Radio Features, Los Angeles transcription and radio production concern, points out that this figure is not based upon increased percentage of shows themselves.

"Size of the show, cast and orchestra have been taken into consideration and while it would be a presumption to say that the revenue has increased 340%, still that is about as close as anyone can come," his report reads. "When one considers that increased Hollywood productions have compelled NBC to build studios locally and that they have in less than two years outgrown their use to handle releases, one can get a better perspective of the increased activity. Then there is CBS, building its new $2,000,000 West Coast headquarters in Hollywood and the advent of the Mutual network into the field. More and more Hollywood production for the networks also has a perculiar effect upon local shows.

From East to West

"To cite as example: Joe Doaks, a local man, becomes assistant to an eastern producer who has come to the Pacific Coast to produce a show. A local sponsor who has been satisfied with phonograph records for his program, becomes aware of the fact that Joe Doaks can produce a show for him. Before he knows it, Joe Doaks is producing three or four shows using dramatic talent. Here we have an increased payroll — a purely local payroll, but tracing its beginning to the fact that an eastern release became a western release.

"Leaving the network for the moment, we come to transcriptions. The realization by sponsors that Hollywood can hold its own with New York talent, production, etc., will mean that transcriptions produced locally will receive a better reception by eastern clients than has hitherto been the case because the sponsor, despite his denials, is influenced by the fact that the people on *Hollywood Hotel*, for example, are also appearing in the transcribed serial he is asked to buy.

"There are pitfalls in trying to estimate the increased revenue to Los Angeles county because to state that increased production in Hollywood to the tune of 340% means that the revenue to the city will be increased 340% over the previous year is entirely wrong. The increase in Hollywood production over the previous year is in programs whose costs run into the thousands each, where the locals are in the hundreds of dollars each.

"Good local actors who last year were playing three or four shows a week and getting paid top prices of perhaps $10 per show, are today playing three or four network shows a week and getting all the way from $25 to $75 per show.

"Slowly but surely, the choice radio accounts have for one reason or another migrated to the West Coast. Among those who have taken up permanent abode in California and who for years previous were noted as definite eastern originators are: Amos 'n' Andy; Lum & Abner; Burns & Allen; Marion Talley, Ken Murray; Eddie Cantor; Joe Penner.

"As if this were not enough we might safely say that within the next few months Kate Smith, Rudy Vallee; Fibber McGee & Molly and Lanny Ross are some of the many still originating in the East who contemplate moving to Hollywood to stay. Likewise it might be well to take note that sponsors are no longer looking to the East when budgeting for new radio programs. Joe E. Brown, Jack Haley and stars of like rank are shining examples of the new trend in added radio originators. These new shows are deciding the future of the radio capital, not losing sight of television.

"Increased percentage of originating programs in Hollywood has already had a telling effect on necessary budgeting for additional office space and personnel for advertising agencies dealing in radio. Heretofore agencies have considered New York as the focal point of interest and although this is a 'die-hard' rule, agencies are nevertheless awakening through sheer necessity to the increasing demand for technical and production supervision, which of course must be done at the point of program origination. All this means new money, additional work for many."

Rodent Ravage

KROW, Oakland, broke into a dead silence one recent Saturday morning. Engineers were befuddled but after a check-up they found that mice nesting in the main power transformer had short-circuited it, throwing the station off the air. It was one hour and 23 minutes before KROW got back its voice.

WICA, in Ashtabula, O., Goes on Air This Month

HEADED by R. B. Rowley, the new WICA, Ashtabula, O., 250 watts daytime on 840 kc., will go on the air between Sept. 15 and Oct. 1, according to C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph* and *Conneaut News-Herald*, Ohio dailies. Harrison Bailey, formerly with KMOX, St. Louis, will be program director, and George E. Gautney, formerly with WRBL, Columbus, Ga., will be chief engineer. Commercial manager and announcers remain to be selected.

The FCC last January authorized the construction of WICA. It is installing a Western Electric transmitter with RCA studio equipment. Johns-Manville Co. is handling the sound engineering and acoustic treatment. C. V. Martin, of Ashtabula, was architect for the new studio and transmitter house. A Truscon tower is being installed.

Joint Brewer Series

PLANS for a network series of weekly sports highlights featuring Clem McCarthy, to be sponsored by a group of independent brewers, have been announced by Harry S. Dube, New York radio producer and talent management company. As outlined in a letter sent Aug. 20 to a number of brewers throughout the country, the plan calls for a weekly quarter-hour program, broadcast by Mr. McCarthy from New York, with the commercial announcement of each sponsor to be done locally by an announcer at the station in his city. Cost of the program varies with the size of the market and power of the station, with only one brewery in a city being permitted to participate. No specific network is mentioned for the series. which is expected to get under way about Oct. 1.

Penick & Ford Plans

PENICK & FORD Ltd. Inc. New York, will start a spot announcement campaign for Brer Rabbit molasses and syrup in the fall, using daily announcements on some stations in October and on others in November, following the return of the pancake season in various localities. Extent of the campaign and number of stations is now being worked out by J. Walter Thompson Co., New York, agency of the company.



LISTEN, SI, WHAT THEY SAY ABOUT US!

The latest Brookmire map gives North Dakota first place in the nation with 53% increase in estimated income for the next six months.

Building activity at Fargo is already up 56%, compared to the nation's average of plus 9% above 1936. North Dakota's gasoline consumption shows plus 52% against the nation's plus 14%.

Maybe you think our present advertisers aren't feeling these gains. Are you?

WDAY, INC.

N. B. C.

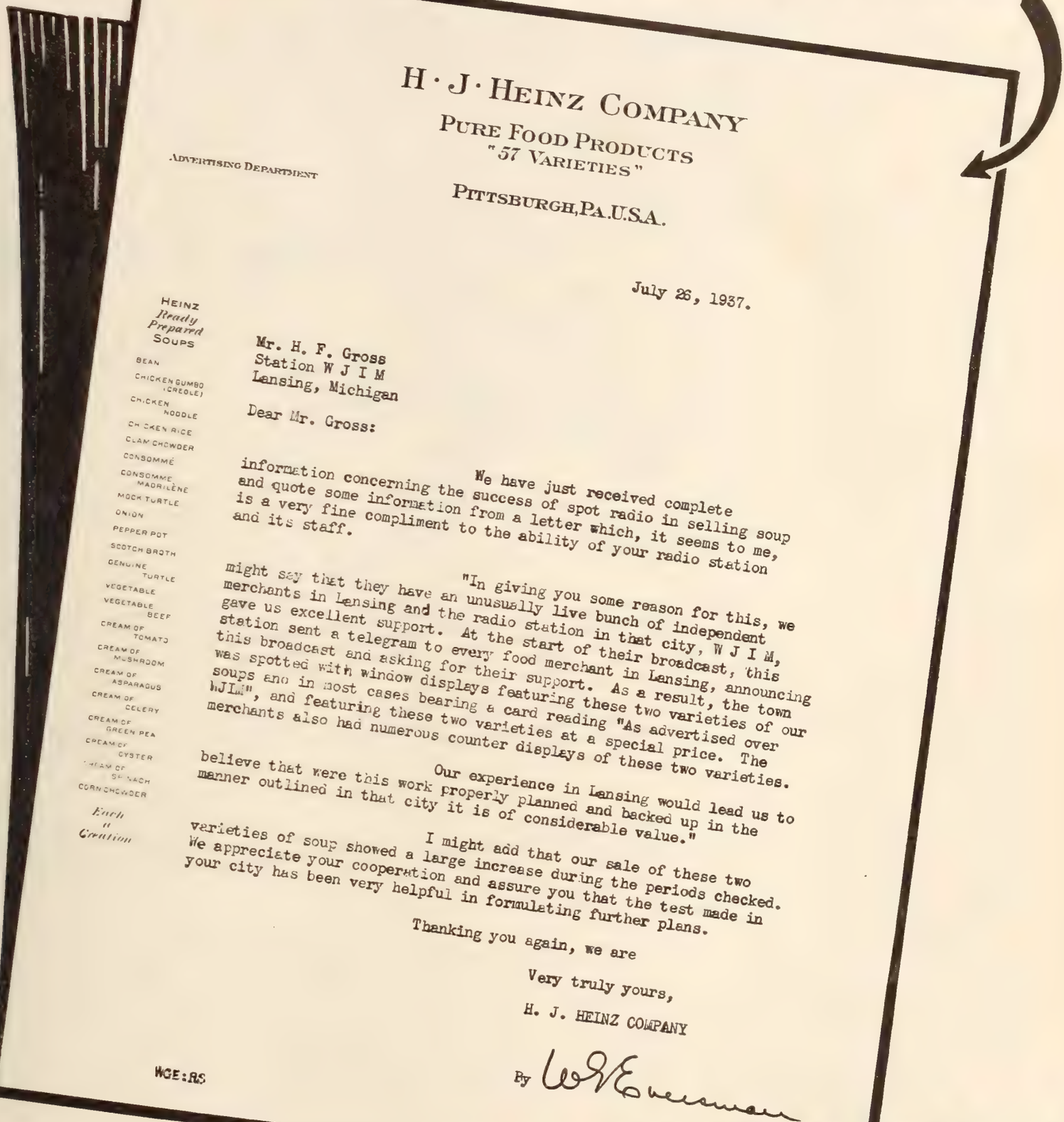
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

THIS UNSOLICITED LETTER SPEAKS FOR ITSELF



H · J · HEINZ COMPANY
PURE FOOD PRODUCTS
"57 VARIETIES"
PITTSBURGH, PA. U.S.A.

ADVERTISING DEPARTMENT

July 26, 1937.

HEINZ *Ready Prepared* SOUPS
BEAN
CHICKEN GUMBO (CREOLE)
CHICKEN NOODLE
CHICKEN RICE
CLAM CHOWDER
CONSOMMÉ
CONSOMMÉ MADRILÈNE
MOCK TURTLE
ONION
PEPPER POT
SCOTCH BROTH
GENUINE TURTLE
VEGETABLE
VEGETABLE BEEF
CREAM OF TOMATO
CREAM OF MUSHROOM
CREAM OF ASPARAGUS
CREAM OF CELERY
CREAM OF GREEN PEA
CREAM OF OYSTER
CREAM OF SPINACH
CORN CHOWDER
Each a Creation

Mr. H. F. Gross
Station W J I M
Lansing, Michigan

Dear Mr. Gross:

We have just received complete information concerning the success of spot radio in selling soup and quote some information from a letter which, it seems to me, is a very fine compliment to the ability of your radio station and its staff.

"In giving you some reason for this, we might say that they have an unusually live bunch of independent merchants in Lansing and the radio station in that city, W J I M, gave us excellent support. At the start of their broadcast, this station sent a telegram to every food merchant in Lansing, announcing this broadcast and asking for their support. As a result, the town was spotted with window displays featuring these two varieties of our soups and in most cases bearing a card reading "As advertised over WJIM", and featuring these two varieties at a special price. The merchants also had numerous counter displays of these two varieties.

Our experience in Lansing would lead us to believe that were this work properly planned and backed up in the manner outlined in that city it is of considerable value."

I might add that our sale of these two varieties of soup showed a large increase during the periods checked. We appreciate your cooperation and assure you that the test made in your city has been very helpful in formulating further plans.

Thanking you again, we are

Very truly yours,

H. J. HEINZ COMPANY

By W R Emerson

WGE:RS

The NATION'S GREATEST TEST STATION

WJIM is the perfect locale for a test campaign . . . it is the capital of the state (20,000 state employees) . . . the home of Oldsmobile, Fisher Body, Reo and Motor Wheel . . . an agricultural center and the site of Michigan State College. A perfect cross-section of 50,000 American homes. WJIM receives programs from three networks.
National Broadcasting Company (Blue)
Michigan Radio Network Canadian Broadcasting Corporation

WJIM
LANSING—The CAPITAL of MICHIGAN



"ONE FO
TWO FC

—three to get re

that was a logical progression before the days of

factor—a very important fifth factor! ● When th

lected (No. 2), merchandising and other plans com

● *Where* are you going? Into what markets? On

are headed for Spot Broadcasting success. ● H

important factors in the most successful Spot Bro

THE MONEY,

THE SHOW,

and four to go", ran the old jingle. ● And

ot Broadcasting which has injected a fifth

ppropriation is set (No. 1), the program se-

ted (No. 3) and you're ready to go (No. 4)____

at stations? If *these* are properly chosen, you

are markets—here are stations—that are

asting campaigns.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

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The New Order

A NEW ERA looms in radio regulation. Infusion of new blood into the FCC to revitalize it, and to acquire for it the prestige such an important governmental agency merits, are the first signs. The elimination of internal friction and the rooting out of the causes for repeated charges of political manipulation have been ordered by the White House itself.

Merit, not politics, prompted President Roosevelt in his selections of Frank R. McNinch and Comdr. T. A. M. Craven for the two FCC vacancies. The President made it plain he wants to "clean up the mess." The FCC has been the most sharply criticized of all of his New Deal agencies—some of it justified, much of it the outgrowth of agitation from within the FCC's own ranks.

In drafting Mr. McNinch from the Federal Power Commission to take over temporarily as FCC chairman, the President chose a man in whom he had implicit faith and confidence. While Mr. McNinch has had no experience in radio, he served with distinction as a Democratic member of the Power Commission under Hoover and since 1933 has directed that agency's destinies as its chairman. Possessed of a keen, analytical mind, a man of the highest integrity and a "square shooter", Mr. McNinch is said to be the type of executive who acts promptly and hits hard when necessary. The FCC needs that kind of direction.

The second appointee, Comdr. Craven, is well known in the radio world and recognized as one of its foremost engineers. Since 1935 he has served as chief engineer of the FCC. He has been instrumental in formulating many of its policies, notably in the international field, and he is held in high esteem not only by the President but by Secretary of State Hull. In all the hubbub over the Commission, there has never been one word of criticism so far as we are aware of his direction of its engineering department in spite of the often controversial and sometimes delicate nature of its work.

In view of the shortwave "Teapot Dome" innuendoes and the more recent suggestion of "surreptitious" activities in connection with power allocations, it can be said that the new appointments are a blow to the standing of Telegraph Commissioner Payne, whose press statements and visits with members of Congress, Democrats and Republicans, New Dealers and anti-New Dealers alike, have been responsible for many of the eruptions over the FCC. Payne has been in repeated conflict not only with other members of the FCC but with Comdr. Craven as chief engineer. It develops that this was known to the White House, which apparently led many newspapers to interpret the Craven appointment as a "rebuke" to the New York Republican.

The Craven appointment came in the face of opposition stirred up by certain factions who attempted unsuccessfully to block his confirmation by the Senate, only to see Senator after Senator arise to praise the selection [see page 67].

The new order on the FCC does not mean that an inquiry into the FCC and the industry will be averted. This was made plain in the Senate debate. More than likely, the comprehensive White Resolution for a fact-finding inquiry will be authorized at the second session of this Congress which convenes in January. Such an inquiry, we say again, should tend to clear the atmosphere, for radio has nothing to fear from any Congressional effort to get at facts and utilize them to bolster the law and the industry.

Resolutions — a half dozen of them — have been introduced in the House to investigate the FCC, the radio industry, the "radio monopoly" and even this publication. Just before Congress adjourned on Aug. 21, Rep. Bacon (R-N. Y.) introduced a resolution asking that a committee be named to investigate a "vicious and arrogant lobby" which he alleged influences the industry and attempts to control the FCC. BROADCASTING was specifically mentioned as "the channel of communication of the lobby's views."

With due deference to Rep. Bacon, a splendid gentleman who did not take the trouble to inquire into the situation, we think it is more than a coincidence that he represents the home district of Telegraph Commissioner Payne.

We might point out that Payne is plaintiff in a $100,000 libel suit against BROADCASTING still pending in the courts.

We cannot quite fathom the term "lobby". But if it means, as used in the resolution, that BROADCASTING has used its editorial prerogatives and the right of a free press to fight for higher standards in broadcasting and good government in its regulation; has condemned the playing of politics with the FCC; has criticized self-serving agitators who snipe at the American Plan of radio; has deplored trumped-up charges of "Teapot Dome" and legal and engineering "skullduggery"; has sought to expose malice and misrepresentation —then we plead *guilty!*

The RADIO BOOK SHELF

THE 452--page book *Television* recently published by RCA Institutes Inc., training subsidiary of RCA, containing more than 300 illustrations, has gone into a second edition. It is available only with the quarterly *RCA Review* as a premium, subscription $1.50 per year.

GENERAL FOODS makes Huskies, General Mills makes Wheaties, Kellogg makes Krispies, Krumbles and other cereals, Lou Gehrig mixes them up for a reputed fee of $1,800 and BROADCASTING *erroneously blames Kelloggs for making General Foods' Huskies. They're all good and we're all wrong. Please pass the cream and sugar.*

Foolish Figures

RADIO business up 29%! Network income soars! Spot business doubles!

Such headlines, combined with fantastic tales of radio as a Get-Rich-Quick-Wallingford type of business, in no small measure have been responsible for the fire aimed at the industry as a whole. It is because the impression is widely prevalent that radio simply exudes gold, that every conceivable type of service is trying to exact tribute from the industry and that state and national bills are introduced for confiscatory taxation of stations.

It is true that radio, as an industry, is now enjoying prosperity. But so is industry generally. Newspapers are carrying more lineage. Magazines and billboards are eclipsing all previous records. Crops are up and retail sales monthly are smashing records. The percentages of increase may not be as spectacular as radio's, but that is because broadcasting is a young industry that started from scratch when other basic media were well entrenched. And it should be remembered, too, that broadcasting, from the standpoint of monetary turnover, represents but a fraction of the income of most other advertising media.

But more important is the fact that broadcasting income figures now published monthly are *gross* income and not profits. And it should be kept in mind by those throwing the bricks that it is only in the last three or four years that the industry has emerged from large smudges of red ink.

Certainly the majority of stations and networks are earning money. But each issue of BROADCASTING reveals that the industry trend is toward diverting profits and income toward new plants, new studios, modern equipment—all with the objective of rendering improved service to the public and to the client. That is healthy development and should be encouraged.

Figures are risky because they are susceptible of outlandish interpretation, particularly by those who wish to distort them. Moreover, income figures are based on one-time rates of stations and of networks, which obviously tend to bloat them. We think the matter is one worthy of serious consideration within the industry.

We Pay Our Respects To —



BERTHA BRAINARD

ONE summer day 15 years ago a young woman crossed the threshold of radio with a new idea—an idea for a program linking the infant of the entertainment world with the seasoned veteran, the Broadway stage. The idea clicked. She got the job.

That young woman—the name is Bertha Brainard, "Betty" to her friends—on Aug. 28 celebrated the 15th anniversary of her association with radio. Celebrate isn't quite the right word. Miss Brainard's daily appointment pad is too crowded with matters of immediate import to leave much time for nostalgia of the pressed-flower variety. She isn't that kind of a person, anyhow. And, besides, it's a man-sized job to manage the commercial program department of NBC. Miss Brainard is five feet two, and intensely feminine. But in business she's neither woman nor man; she's a competent and successful executive who has come up the ladder in and with radio.

Miss Brainard's ability to think quickly and calmly under the fire of modern business is one of her best assets. With that, there's judgment, authority, responsibility, the capacity and the willingness to make decisions and to carry them through. These qualities are, of course, supposed to be typically masculine. Yet she has them—and in her, they're not masculine; they're Miss Brainard in action.

You would have to sit in at a number of conferences to learn that Miss Brainard has an uncannily accurate faculty for judging human beings, and for handling them. She somehow knows how to get people out into the open, bringing out their views, ideas, prejudices, feelings, judgments. And when the talking dies down and the decision is to be made it's seldom far from the one favored by the quiet little woman at the head of the table.

Miss Brainard's name doesn't figure much in her present job—at least not to the uninitiated. Instead of being out front, she works for others, for the public, agencies, clients, the artists, actors and musicians. In addition, she does a full time job of working for radio itself. Above all, Miss Brainard watches over—and contributes to—the creation of high standards of radio.

Others may think of one show—of the show in hand. Miss Brainard must think of the whole course of radio showmaking—its past, present and future. And Miss Brainard goes on to figure out whether the program will help the client and the agency to keep on making money in the future.

On the biographical sheet Bertha Brainard once filled out for NBC, there were exactly 37 words and all but a half-dozen were names—birthplace, schools, other factual details. She was born in South Orange, N. J., the daughter of a newspaperman. After learning to be a teacher at the Montclair (N. J.) Normal School, she travelled for a while. During the World War, she drove an ambulance in New York, carrying the wounded from transports to hospitals. Then she managed a resort hotel in Greenwich, Conn., and quit to take a job on the *Daily News Record*, trade paper of the dress industry.

Whiling away her evenings at home, listening with her brother to the new-fangled crystal radio set, she was fascinated by its newness. Here, she thought, was something of the future, something which was bound to grow and develop; here was a great entertainment medium and here was the career she was seeking. Then she had an idea. Radio programs were all right so far as they went, but they could be a lot better. How? By getting Broadway performers to sing and talk over the air. It was simple. But in common with many good ideas, it wasn't so easy to put into effect.

She had been listening to WJZ, then a small experimental unit, operated in an out-of-the-way corner of Newark by Westinghouse company, and went to look it over. Turned away, she used her newspaper credentials to open doors, and, on a second attempt, succeeded in visiting the station.

The idea began to take shape. Why not link radio to the stage by broadcasting a weekly dramatic review? Why not, indeed, answered the late C. B. Popenoe, then manager of WJZ. Miss Brainard didn't tell him she knew nobody on Broadway. Instead, she went to Heywood Broun whom she had never met. After all, wasn't Broun a newspaperman too? Through Broun, she met Claude Greneker, press agent for the Shuberts. She saw "Letty Pepper", then starring Charlotte Greenwood. She wrote her first script. She won her first battle with the microphone. The weekly dramatic program, *Broadcasting Broadway*, was a reality and Miss Brainard was in radio.

But that was only a beginning. Her idea wasn't merely to steer people to Broadway shows. It was to make radio an entertainment medium which could do as well as, if not better than the stage. So, she began to cajole and convince stage stars to appear before the microphone. And that was another beginning. It was the beginning—or, at least, one of the lineal ancestors—of the great modern radio show.

Miss Brainard stayed in radio. She came up the ladder with it. After creating her program, she moved over to New York to act as talent scout and booking agent for WJZ. When NBC took over management of the station in November, 1926, she was its assistant manager. The subsequent steps led from the management of WJZ steadily upward to the top of the whole NBC commercial program setup.

PERSONAL NOTES

SENATOR WALLACE WHITE, Congressional leader in radio legislation and author of the White Resolution for an investigation of radio, sailed with five of his colleagues, including Senate Majority Leader Barkley, on Aug. 25 for Paris to attend a conference of the Interparliamentary Union.

JOHN SANDBERG has resigned from the NBC-Chicago local sales department to join Swift & Co., Chicago.

FLORENCE FREER, formerly of Central States Broadcasting Co., Omaha, has joined Oklahoma Network, Oklahoma City, as assistant to J. Buryl Lottridge, managing director.

DON E. GILMAN, vice-president of NBC, in charge of Pacific Coast operations, and Miss Sarah E. Hobson, his secretary, were married Aug. 14 at a quiet wedding in Santa Rosa, Cal. The ceremony was performed by the Rev. Dr. E. E. Ingram in the study of the First Presbyterian Church. The witnesses were Lewis S. Frost, Mr. Gilman's assistant and Mrs. Frost, sister of the bride. The couple honeymooned at Blue Lake, Cal.

J. W. WOODRUFF, operator of three Georgia stations—WRBL, Columbus; WATL, Atlanta, and WGCP, Albany—has been named by Gov. Rivers as a member of the State Planning Board.

SYDNEY DIXON, NBC western division assistant sales manager, Hollywood, has been appointed ways and means committee chairman of the Pacific Advertising Clubs Association which will hold its 35th annual convention in Los Angeles next June.

H. A. SCHILLINGLAW, assistant manager of KFI-KECA, Los Angeles, has resigned to become assistant to the general sales manager in California for the Earle C. Anthony motor interests.

A. E. BENNETT, managing director of 2GB, Sydney, Australia, left for a business trip to New Zealand in August and expects to come to the United States shortly.

HAL I. LEYSHON, director of WIOD, Miami, and managing editor of the *Miami Daily News*, returned on the French liner *Ile de France* Aug. 24 from a European vacation.

M. E. KENT, commercial manager of WJBK, Detroit, on Sept. 1 joins the new WOTL, Toledo, as manager. The station was recently authorized for construction by the FCC, with Frazier Reams, former prosecuting attorney of Lucas County and Ohio campaign manager for President Roosevelt, as its chief owner.

KENNETH FAGERLIN, manager of WMFG, Hibbing, Minn., and Virginia Temples, WLS radio actress, will be married Sept. 11 at the home of the bride, Joplin, Mo. Miss Temples is on the *Ma Perkins* show on NBC and on the *Virginia Lee & Sunbeam*, *Pa & Ma Smithers* and *Chief Waldo* programs on WLS.

LESLIE JOY, manager of KYW, Philadelphia, has been appointed to the Pennsylvania Constitution Commemoration Committee by Gov. Earle. George Jaspert, of the KYW sales staff, has recovered from an appendix operation performed Aug. 4.

EPES W. SARGENT Jr., has joined the Chicago staff of Radio Sales as junior salesman. Sargent, who graduated from Rutgers last June, is one of a group of college graduates selected annually by CBS's New York office for training in radio.

DUDLEY FAUST, for seven years a member of the advertising department of the *Chicago Evening American*, where he was in the merchandising and display departments, has joined the WBBM, Chicago, sales staff, succeeding Tom Kivlan, who resigns Sept. 1 to join the George H. Hartman Co., Chicago agency.

D. E. (Plug) KENDRICK, former manager of WIRE, Indianapolis, who heads a company seeking a new local on 1210 kc. in Louisville, has taken up his residence at 310 S. Fifth St., Louisville.

ELMER PRATT, Washington radio attorney, left for San Juan, Porto Rico, on Aug. 21 to confer with Juan Piza, operator of WNEL. He will return to Washington Sept. 6.

DEWEY L. DRUM has been promoted to assistant commercial director of WSOC, Charlotte, N. C. Edwin Turner has joined the WSOC sales staff.

A. B. HENDRY, onetime commercial manager of WIL, and later on the sales staff of WTMV, E. St. Louis, is now on the editorial staff of the St. Louis *Globe-Democrat*.

BEN S. FISHER, Washington radio attorney, who has been touring Europe with Mrs. Fisher, is due to return to his office Sept. 12.

GEORGE FREY, NBC sales representative, recently defended successfully his title as club champion of the White Beeches Golf Club, Haworth, N. J.

HAROLD STRETCH Jr., salesman of WHN, New York, married Miss Elinor Wood Aug. 16.

H. M. BEVILLE Jr., chief statistician of NBC, sailed aboard the *Normandie* Aug. 16 for a European vacation.

GEORGE W. CLARK, formerly with Radio Circulation Builders, Chicago, radio contest promoters, as well as Rhodes & Leisenring, Chicago, publishers' representatives, has joined the sales staff of WLS, Chicago.

Emmett Moore

EMMETT MOORE, for the past year account executive and announcer of KFVD, Los Angeles, died in that city August 10, after an illness of one month. Before entering radio he was a vaudeville producer and well known in the theatrical world.

SIX-month-old son of Stanley McAllister, supervisor of CBS building operations, died recently of pneumonia. The burial was held in Salt Lake City.

BEHIND the MIKE

CHARLES GLENN HICKS, Jr., formerly of WPTF, Raleigh, N. C., has been promoted to program director of WSOC, Charlotte, N. C. Dick Faulkner will assist Mr. Hicks in his new capacity. Ron Jenkins, formerly of WQAM, Miami, Fla., has been named traffic manager of WSOC and Paul W. Norris has been appointed merchandising director of WSOC.

PERRY CRANDALL has resigned from the continuity staff of KGB, San Diego, Cal., to join Atlas Radio Corp., Hollywood transcription and program production concern as writer-producer.

NELSON OLMSTED, formerly of KNOW, Austin, has joined the announcing staff of WBAP, Fort Worth, replacing Russ Lamb, who has moved to Chicago.

IRVING AARONSON, musical director of WHN, New York, is the father of a baby girl born Aug. 18.

VIOLA OSWOOD GLOWERS, who conducted the *Famous Philadelphia Women of the Week* series on WIP, Philadelphia, for 26 weeks, has returned to Louisville to supervise and announce a department store schedule over WAVE and to conduct its *Musical Clock* morning program.

CAROLYN ANN CROSS, director of the *Homemakers Club* of WIP, Philadelphia, has been appointed a judge of the 1937 Atlantic City Beauty Contest.

CHARLES STARK, announcer of WABC, New York, became the father of a boy, Charles Jr., born Aug. 2. Mrs. Stark is the former Mary O'Rourke and was a model at the Gimbel store in Philadelphia when Mr. Stark was an announcer with WIP.

GENE HALLIDAY, recently named head of the music department of KSL, Salt Lake City, has been chosen night director of station operations of that station. Fred Taylor has been moved into the continuity department, while Byron Ray takes on the duties of auditioning commercial transcription shows.



FROM TRAIN—Here is Jack Harris (left) of WSM, Nashville, in charge of production on the recent 900 mile broadcast aboard the Louisville & Nashville's Pan-American, with J. J. Elder, executive assistant of the L & N Railroad. At right is Jimmy Wilson, of WWL, New Orleans. Seven stations gave the crack passenger train a salute on its fourth radio anniversary, WSM, Nashville; WHAS, Louisville; WCKY, Cincinnati; WWL, New Orleans; WSGN, Birmingham; WSFA, Montgomery, and WMFO, Decatur, Ala.

RICHARD L. SCHEIDKER, formerly of KXBY, Kansas City, has joined the continuity department of KMOX, St. Louis. He replaces Harrison Bailey, who resigned to become program director of WICA, Ashtabula, O.

JACK SIMPSON recently joined the announcing staff of WJDX, Jackson, Miss. Mr. Simpson, a page at the NBC-Chicago studios for the last four years, is the sixth graduate of the NBC announcer's school conducted by Senior Announcer Everett Mitchell to get a station position.

EDITH NIXON, on the news staff of the *Chicago Herald & Examiner* for seven years, and society editor of the *Chicago Daily News* for the past year, has been made publicity director of WLS and managing editor of the station's weekly magazine, *Standby*. Miss Dixon succeeds Virginia Seeds, resigned.

JANET BAIRD, interviewer at NBC, San Francisco, donned a diving helmet and costume Aug. 23 and was submerged beneath the waters of San Francisco's famed Golden Gate. She was lowered 45 feet under the surface where she viewed the sunken hulks of wrecked tankers.

MARTHA MURRAY, product of the United Broadcast Co. dramatic school, is the first student to become a professional artist. She is heard on WJAY, Cleveland, as a newscaster.

JOSEPHINE WELCH, program director of WSAR, Fall River, Mass., has returned to her duties after injuring her arm while swimming. Francis J. McLaughlin Jr., former announcer, has been named production manager and will handle special events.

MABEL ALBERTSON, Hollywood woman gag writer, is collaborating with Ken Platt on a cartoon strip of "The Countess of Kleptomania" for newspaper publication. Miss Albertson created the character on the *Dress Rehearsal* program sponsored last year by Iodent Chemical Co.

LYLE DeMOSS, program director of KFAB, Lincoln, is the father of a son, born recently. Mr. and Mrs. DeMoss have one other child, William Lyle DeMoss, age 2.

CHARLES O'CONNOR, announcer, has resigned from NBC, New York, to join Philip Morris & Co. Ltd., to announce the sponsor's network series.

ERIC BAUME, Australian radio commentator and editor of the *Sydney Sunday Sun*, is in the United States on a combined business and pleasure trip.

FRED YOUNG, of NBC's music division in New York, recently won six prizes at the annual gladiolus show held on the 11th floor of the RCA Bldg.

PAUL CRUGER, former scenario writer for First National and Universal, and Vina Jarboe, screen writer of M-G-M, have joined the dramatic continuity staff of Wood Radio Productions, Hollywood.

J. CHARLES McINTIRE, sports announcer of WMBH, Joplin, Mo., was honored recently when the local baseball corporation and fans staged a "McIntire Appreciation Night", presented him with a set of golf clubs and paid tribute to his four years of sportcasting.

ALBERT WOAS, formerly of WPAD, Paducah, Ky., has joined the announcing staff of KFYO, Lubbock, Tex. Mr. Woas recently signed an RKO Junior Players Contract which will become effective on his graduation from Texas Tech. Bruce Collier has been named to the sales staff of KFYO to replace Harold Scott who has joined KGGM, Albuquerque, N. M.

SARTELL PRENTICE Jr., former script writer for *March of Time*, has joined the continuity department of WDRC, Hartford, Conn.



Can You Use Radio's Greatest One Man Show?

For years a successful artist on the national networks, Dale Wimbrow is an even greater entertainer today over WXYZ and the Michigan Radio Network. His daily quarter-hour program at 8:45 a. m. has become a one-man variety show of state-wide fame.

Songs—often original—homely quips that make everybody chuckle, pointed hillbilly philosophy, an occasional verse, a bit on the wimbrola or the giant guitar—everything clicks. And there's a swell organ accompaniment by lovely Marguerite Werner.

A versatile chap this Wimbrow. And how he can put over a sales message!

Whose sales message? Why yours, of course!

Another WXYZ feature complete with audience and covering not only Detroit but 85% of all Michigan's buying power. Write!

King-Trendle Broadcasting Corporation

300 Madison Theatre Building • • Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building, New York

Western Office:
Russ Building, San Francisco

Fall and winter buying power in Detroit and Michigan will reach the highest levels since 1928.

WXYZ — DETROIT



BEN H. DARROW

WBEN
BUFFALO

Takes pleasure in announcing that on Sept. 1, 1937

BEN H. DARROW

FOR NINE YEARS Director of the Ohio School of the Air; Radio Chairman of the National Congress of Parents and Teachers, and considered the country's foremost authority on EDUCATION BY RADIO will become—

Director of Education at WBEN

MR. DARROW will devote his entire time to organizing and conducting a comprehensive series of educational programs for broadcasting over WBEN exclusively.

¶ THE INITIAL SERIES of programs will be scheduled at an hour convenient for the listening habits of young and old alike, namely 7:45 to 8:00 p.m. EST., and will commence about October 15. Later on, additional periods at other hours of the day will be added to the educational schedule.

¶ THIS SERIES will not be available for commercial sponsorship.

¶ IT IS HOPED that WBEN's pioneer move in the direction of education by radio may demonstrate that strictly educational material, so earnestly sought by educators, is susceptible to showmanly presentation acceptable to listeners.

WBEN takes pride in making this announcement, because:

- *We believe* that WBEN is the first independently owned, commercial broadcasting station to employ an educational director exclusively to devote his time and talent to this important phase of broadcasting.
- *We have deliberately* scheduled these educational features during the choice evening hours when the peak audience potential is available.
- *We have secured* the services of the nation's outstanding figure in the field of educational broadcasting, MR. BEN H. DARROW.

WBEN THE RADIO STATION OF THE BUFFALO EVENING NEWS

LEE WYNNE, announcer of KGER, Long Beach, Cal., has been assigned to the newly-created position of public relations director. Another new addition to KGER is Gordon Mills, announcer, six years with Los Angeles stations. Clete Roberts, formerly of KOL, Seattle, has joined KGER as news editor.

RALPH MADDOX, former production director and announcer of WJDX, Jackson, Miss., has joined the production department of NBC in Chicago. Jack Simpson, former page at NBC Chicago studios and a graduate of the NBC announcers' school, has replaced Maddox on the announcing staff of WJDX.

TOM DALY, veteran announcer of KWK, St. Louis, has joined WDOD, Chattanooga, as chief announcer and sportscaster.

CHET GOWAN, formerly of KPLT, Paris, Tex., has joined the announcing staff of KFAB-KFOR, Lincoln, Neb., where he replaces Carl Saunders who has joined KFXM, San Bernadino, Cal.

ERNIE SANDERS, announcer of WHO, Des Moines, Ia., spent the last two weeks of August in Fort Riley, Kan., where the fourth army maneuvers were held. He is in the officers reserve corps.

Phooey on Papa

GORDON HERRIOT, news commentator of WNYC, New York, recently received a fan letter from Ralph Kaltenborn, son of the well known commentator, who wrote, "There was a time when I considered my father the only liberal and honest news commentator gracing the air . . . But that was up until last week when I heard you for the first time. And now unhesitatingly I place you as the best of all by far."

ROBERT LONGENECKER, assistant to Bill Lawrence, CBS Hollywood producer, has been made a full-fledged producer.

ALMA McKENZIE, dramatic radio actress of WIP, Philadelphia, recently married George Spittale of that city.

JOHN WAGNER, of the auditing department, NBC, San Francisco, recently married Miss Jean McCracken, of New Jersey.

THERESA AEZER, music librarian at KFRC, San Francisco, resigned recently to move to Los Angeles and has been succeeded by Edith Drydon.

PAUL HEALY, formerly of the Scripps-Howard central office in Cincinnati, has joined WNOX, Knoxville, in charge of accounting.

BILL DURNEY, director of public relations at WIL, St. Louis, and Bart Slattery, publicity manager, were guests of the American Airlines on a preview flight of the flagship of its new fleet of 21 passenger planes.

JANE LOCKE has joined the staff of KDB, Santa Barbara, Cal., as society reporter and Klyde Kraft has been appointed director of KDB's *Radio Theatre*.

LYLE FLANAGAN, head of the continuity department of WHO, Des Moines, suffered facial injuries in a fall last month from a moving automobile when the door accidentally opened.

HAROLD L. NORMAN, formerly with KIUL, Garden City, Kan., KVSO, Ardmore, Okla., and WIRE, Indianapolis, will join KFH, Wichita, Kansas, Sept. 1.

BOB SNOW, formerly of KGDE, Fergus Falls, Minn., has joined the announcing staff of KFVS, Cape Girardeau, Mo.

HAYDEN ROBERTS, formerly WBBM, Chicago, commentator, is being heard five times weekly in a quarter-hour of news on KFWB, Hollywood under Arden Farms Inc. (dairy) sponsorship.

JOHN NESBITT, commenator of the weekly quarter-hour *Passing Parade* series sponsored by Duart Mfg. Co., on 14 Mutual-Don Lee stations, has been signed by M-G-M to write, direct and produce a series of short subjects based on his radio program.

ALEX BUCHAN, announcer of WTMV, E. St. Louis, Ill., has returned from a vacation spent with relatives in Scotland.

HERBERT LATEAU, former Oklahoma City newscaster, on Sept. 1 joins KARK, Little Rock, taking charge of news and dramatics. David Byrn, who recently was promoted to chief announcer of KARK, has taken over *The Farmers' Hour*, 6-7 a. m.

BERNARD SMITH, formerly publicity director of Milton Weinberg Adv. Co., Los Angeles, has gone to KFI-KECA, that city, in a similar capacity. Hal Bock, NBC Hollywood publicity director, has been handling KFI-KECA releases for several months. KFI-KECA are the NBC outlets in Los Angeles.

KARL KELLOGG, who formerly headed his own Los Angeles promotion agency, has been appointed manager of the new promotion department of KFI-KECA, that city.

TED BLISS, KHJ, Los Angeles, writer-producer, has been named director of program operations for the Don Lee Broadcasting System, succeeding Charles Bulotti, resigned.

JAMES WALLINGTON, CBS Hollywood announcer, became the father of an 8 pound baby girl Aug. 16.

HECTOR CHEVIGNY, Hollywood continuity writer, will have his new book *Lost Empire*, published by Macmillan's on Oct. 17. Book is a biography of the founder of the Russian American Fur Trading Co., a little known phase of California history.

RUSS JOHNSTON has been appointed CBS Pacific Coast continuity editor, headquartered at KNX, Hollywood, and replaces Beverly Latham who resigned because of ill health. Johnson was formerly of Neisser-Meyerhoff Inc., Los Angeles agency.

ARTHUR BRYAN has resigned as producer of KFWB, Hollywood, to devote his time to writing.

BERT BUZZINI, announcer of KYA, San Francisco, has resigned to enroll at the University of California law school.

MORT WERNER, "singing-announcer" at KJBS, San Francisco, flew to Hollywood for a screen test recently and is awaiting the outcome.

JEAN PAUL KING, network announcer, is currently conducting a class in broadcasting technique at the Provincetown Wharf Theater.

MARTIN BLOCK has been named program director of WNEW, New York.

JOSEPH C. GARRETT, announcer and producer of WNEW, New York, has resigned to go to the West Coast.

J. CHARLES McINTIRE, sports announcer of WMBH Joplin, Mo., and Blanche Sullivan were married Aug. 18.

JACK COSTELLO has replaced Milton Cross as announcer on the *Vox Pop* program sponsored by Cummer Products Co. for Molle shaving cream Tuesday evenings on NBC. Costello will also announce the same sponsor's new Sunday afternoon NBC show, *Radio Newsreel*, for Energine cleaner.

LEWIS TITTERTON, manager of the NBC script division, was to sail Sept. 1 for a vacation in England.

E. C. PAGE

Consulting Radio Engineer

and

GEORGE C. DAVIS

Radio Engineer

formerly with the Broadcast Section

Federal Communications Commission

Announce

the formation of

Page & Davis

Consulting Radio Engineers

Munsey Building
WASHINGTON, D. C.

Field Office
EVANSTON, ILL.

What Are the Most Popular Stations for Spot Programs?

First Quarter—1937

(Based on Publishers' Information Bureau Figures)

WEST SOUTH CENTRAL

Louisiana			
KTBS	Shreveport ...	8	242
KWKH	Shreveport ...	30	1239
Oklahoma			
KOMA	Oklahoma City	7	105
WKY	Oklahoma City	48	1558
Texas			
KFRO	Longview	1	13
KFYO	Lubbock	7	215
KGBK	Tyler	2	64
KGNC	Amarillo	14	348
KIUN	Pecos	1	92
KTAT	Fort Worth ..	11	500
KTSM	El Paso	13	404
WACO	Waco	4	140
WOAI	San Antonio ..	46	1395

From SALES MANAGEMENT
AUGUST 15, 1937

1st IN SPOT IN THE SOUTHWEST

• WKY was first in the Southwest during the first quarter of 1937 both in number of advertisers using spot radio and in number of sponsored spot programs, according to Publishers' Information Bureau reports. Only thirteen stations in the entire country had more spot advertisers than WKY; only twenty had more programs.

WKY is no stranger in the group of top spot stations. Year after year it gets more business from advertisers because it gets more business for advertisers.

WKY has the frequency (900 kc.) and the facilities which give it a coverage advantage in Oklahoma over all other stations. And because the aggregate attractiveness of its programs and the alertness of its showmanship have won majority listener preference, WKY can furnish advertisers a "standing" audience in Oklahoma far greater than any other station.

WKY OKLAHOMA CITY

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN • NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

GILBERT McCLELLAND, head of the trade paper division of the Chicago-NBC publicity department, is back at his desk after being away for five weeks. A tonsillectemy which Mr. McCleland had performed during his two-week vacation did not heal properly and he was forced to remain home an additional three weeks.

RALPH MADDOX, formerly production director and announcer at WJDX, Jackson, Miss., has been added to the NBC-Chicago production staff succeeding Wyn Orr who resigned to become radio director of Stack-Goble Adv. Agency, Chicago.

WILLIAM C. HODAPP, former Indiana University dramatic instructor and recently with the Fort Wayne civic dramatic players, has joined the NBC-Chicago continuity staff.

J. O. (Buck) WEAVER, CBS-Chicago news editor, has returned from a visit to Mexico City where he spoke in Spanish over station XGW.

LLOYD E. YODER, NBC press relations head on the Pacific Coast, has been named Commissioner of Officials for the Far Western Football Conference. Yoder also is secretary of the Northern California Football Officials Assn.

MISS EDITH BRODY has been added to the KYA accounting department.

DICK WYNNE, who recently resigned his announcing post at KYA, San Francisco, to take a like position at KJBS, has returned to KYA as the voice of Columbia Outfitting Co. and also staff announcer.

JOHN F. McNAMARA, program director of WBZ, Boston, returned in August from a British tour, in which he inspected broadcast stations.

BOB EVANS, announcer of WSPD, Toledo, married Miss Irene Osborn, vocalist, in Akron Aug. 8.

MISS BETTY LEVEE, movie gossip editor of KCMO, Kansas City, left for Hollywood Aug. 14 to visit movie studios.

HIBBARD CLEVELAND, formerly of WHO, Des Moines, and Gene Leffler, formerly at KTUL, Tulsa, KFAB, Lincoln, KOIL, Omaha, and WHO, Des Moines, have joined the announcing staff of KSO-KRNT, Des Moines.

BOB JONES, continuity writer of KVOO, Tulsa, has resigned his position to return to Oklahoma University.

RAY COLCORD, formerly of KFRU, Columbia, Mo., has joined the announcing staff of KVOO, Tulsa. Porter Randall, also from KFRU, has been named assistant news editor at KVOO.

LEROY SIMMONS, formerly of KWTO, Springfield, Mo., and KCMO, Kansas City, has gone to KWK, St. Louis, to replace Tom Dailey, who is now chief announcer of WDOD, Chattanooga, Tenn.

JACK PATTON, formerly on the announcing staff of KIEV, Glendale, Cal., has joined KMTR, Hollywood, in a similar capacity. He succeeds George Artz, who resigned to return to college. William Kelso, a recent addition to the KMTR announcing staff, has been made night supervisor.

CY FEUER, musical director of Brunswick Record Corp., Los Angeles, has taken on the additional duties of musical director of KEHE, that city. He succeeds Ivan Eppenoff.

DON BERNARD, CBS Hollywood producer, has been assigned to the Eddie Cantor *Texaco Town* program sponsored by Texas Oil Co., taking over production duties of Bill Goodwin who resigned to join William Esty & Co. Inc., that city.

JACKSON WHEELER has resigned as CBS Hollywood producer and announcer to free lance and act in motion pictures. He has been given a stock contract at M-G-M. Wheeler will continue to handle the commercials on the CBS *Joe Penner* (Cocomalt) show which resumes next month.

Asleep at Sea

SCOTT WEAKLEY, Production manager of KROW, Oakland, nearly missed several programs recently when, on a fishing junket in San Francisco Bay, he fell asleep in the boat. When he awoke he found himself stranded on a mud flat. He had to wait several hours before a high tide re-floated his craft and he could put back to port. He didn't report how many fish he caught.

DAVID MORRIS, formerly on the announcing staff of KFEL, Denver, has joined KGER, Long Beach, Cal.

EDDIE LYON, formerly chief announcer of KTUL, Tulsa, has joined KRKD, Los Angeles.

ROY WINSAUER, formerly with CBS in New York, has joined the production staff of WCCO, Minneapolis, under Hayle C. Cavanor. He is a Harvard alumnus and spent a year with Columbia.

LARRY GENTILE, who has been conducting the all-night request program titled *Night Owl* on WJBK, Detroit, has joined CKLW, Windsor-Detroit, to handle a similar program.

JOHN J. H. HURLEY, NBC staff announcer in Washington, who has been attending night law school at Georgetown University, on Aug. 25 was admitted to the District of Columbia bar.

JOSEPH G. COREY, New York free lance radio producer, has been appointed eastern field manager of Radio Transcription Co. of America, Hollywood transcription producers.

TRO HARPER, former special assignment man for *Life* and *Time* magazines, recently joined KSFO, San Francisco as news editor.

RALPH EDWARDS, announcer for the *Major Bowes* and *Horace Heidt* programs, has been given a screen test for possible casting in the picture *Manhattan Merry-Go-Round*.

PAT KELLY, former NBC producer and now director of radio activities for the San Francisco Community Chest, recently returned from England where he studied British radio activities.

KEN CARNEY, program manager at NBC, San Francisco, recently addressed several hundred members of the Berkeley Breakfast Club on the subject of radio production and sales.

BOB GARRED, former writer, announcer and program manager of station KRLC, Lewiston, Id., was recently named newscaster at KSFO, San Francisco.

BOB GOERNER, announcer, has replaced Dudley Manlove at KROW, Oakland.

JOHN HARRINGTON, WBBM announcer broadcasting the baseball games for Kellogg Co., this summer on WJJD, Chicago, received a severe shoulder injury during a recent softball game between WBBM and WCBD.

SYLVAN BROWN, formerly editor of *Zitsm*, has joined the publicity staff of Artists Management Bureau, New York.

JOE BOLAND, special events director of WSBT-WFAM, South Bend, again will assist Elmer Layden as coach of the Notre Dame football team.

JOHN CARL MORGAN, formerly of WRTD, Richmond, has joined WTAR, Norfolk, Va. Ernest Bowman goes from WTAR to WRTD.

TED TURNER, head of the radio program division of Walter Biddick Co., Los Angeles, has been made a detective lieutenant of the Los Angeles police auxiliary.

DOMINATING THE NORTHWEST

CONSIDERING —South Dakota with 71.2 radio ownership, North Dakota 72.0, Minnesota 91.4, Iowa 82.7 and Nebraska 83.8, crop conditions the best in years, a test program on WNAX will definitely include your account to the long list of satisfied national advertisers who have found a proven market on a record mail pulling station. WNAX offers an unusual large rural and city market. Rates and station data upon request.



WNAX

5000 Watts (L.S.) 1000 Watts Night
570 Kilocycles Yankton So. Dakota

Representatives
WILSON - ROBERTSON
Kansas City — Chicago — New York

Flying Radio Base to Follow Explorers in Wilds of New Guinea

Richard Archbold—American Museum of Natural History Expedition is Equipped With BENDIX Radio Apparatus

Into the interior of unexplored New Guinea, Richard Archbold goes equipped with modern science's latest devices. Bendix has installed complete radio transmitting, receiving, direction finding and interior communication equipment in the large Consolidated PBY-1 Plane to be used on this flight, as well as two portable sets used by the ground parties. The plane will transport the exploring parties to this Malay island, and there act as an air base while the expedition heads into the interior. The party is expected to start some time this year.



Bendix Radio Aids Plane in Locating Parties to Drop Supplies

Each of the two ground parties will have portable Bendix Radio equipment consisting of a small transmitter, a small receiver and a gasoline motor-driven generator to furnish transmitting power. The parties will thus keep in constant contact with the plane. By use of Bendix radio equipment the plane will be able to locate the position of the parties and drop supplies as needed.



Interior View of Bendix Radio Equipment in the Archbold Consolidated PBY-1 Plane

(Illustrated in position left to right) Main transmitter; (above) Emergency transmitter; Intercommunication system; Loop rotation indicator. (On the shelf above) Two 6 band, 8 tube superheterodyne receivers. Radio direction finder and loop rotation control in center.

Direct all communications to Bendix Radio Corporation, 9th & Kearny Sts., N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND

BENDIX OFFERS THE COMPLETE RECEIVER WITH AUTOMATIC FREQUENCY SELECTOR FOR AIRPORT CONTROL



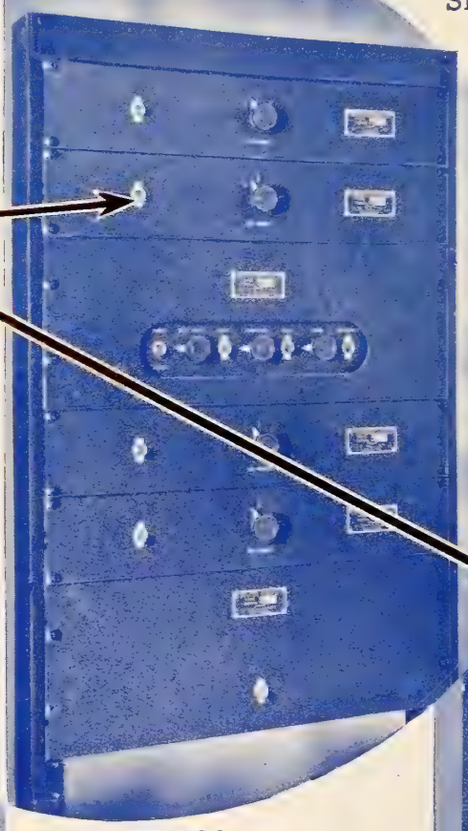
"Number 22 . . . over Brandywine . . . at 4,000 feet . . . Visibility 2 miles . . ." . . . FLICK . . . "Number 16 . . . over Brownsville . . . " A flick of the finger and you have instantaneous reception from planes on any desired frequency. Bendix recognized the need of modern airports for an Automatic Frequency Selector and engineered this unit which combines convenience, accuracy and superior performance. Entirely new in design and construction, it embodies many of the latest contributions of science to Radio communication . . . offering the greatest utility per dollar cost.

The Bendix RG-2 Receiver includes the following features in compact units . . . such as: Manual, Push Button, or Automatic Dial Control • Voice or Telegraph, CW and MCW • AVC or Manual Volume Control • High Image Ratio at high sensitivity • Noise Suppression • Individual Filtering on Control and Power leads • Novel Electro-Static Input Shield (improves use with transmission lines) • Four Channels per Unit • Single Power Supply adequate for 3 Units (12 channels) • Quick-Change Crystals or Tunable Coil Unit.

☆

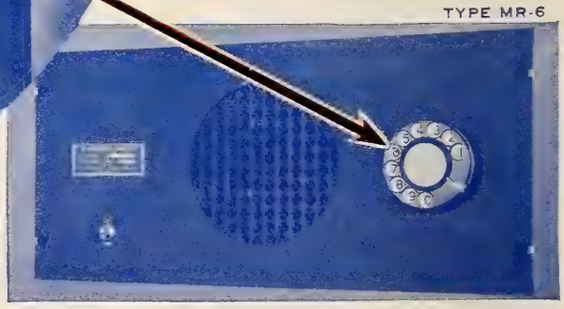
A *Flick* OF THE SWITCH OR DIAL SELECTS YOUR FREQUENCY

☆



TYPE RG-2

Also available with the above receiver is the AUTOMATIC DIAL CONTROL UNIT (pictured below), which may be used as remote control, to instantly and automatically select the desired frequency by the turn of a dial. This allows the operator to avoid troublesome manual tuning and to devote more of his time to the important job of controlling airport traffic, without changing his position.

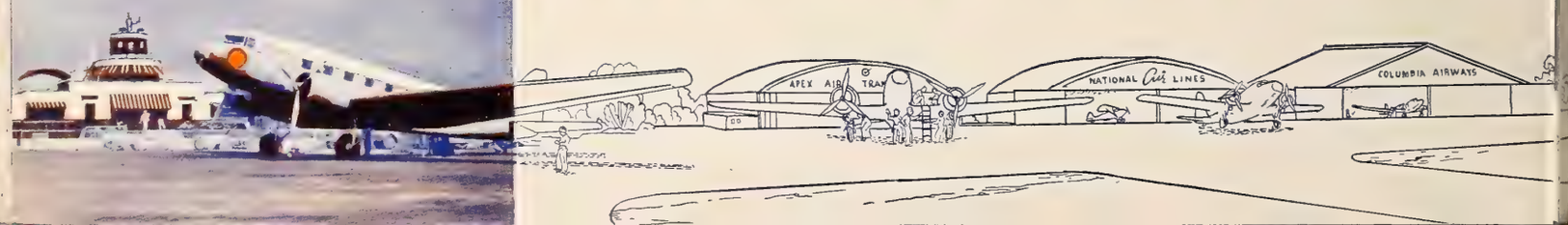


TYPE MR-6

Direct all communications to Bendix Radio Corporation, 9th & Kearny Sts., N.E., Washington, D.C.

BENDIX
RADIO CORPORATION

NEW YORK WASHINGTON DAYTON CHICAGO OAKLAND



in the CONTROL ROOM

A. H. SAXTON, NBC Western division chief engineer, announced Aug. 20 the transfer of L. D. Cully and S. C. Hobat of his plant department to Hollywood, where they will be control supervisors. P. A. Sugg replaces Hobat and T. B. Palmer will act as relief supervisor. Additions to the San Francisco staff are J. E. Burrell, H. N. Jacobs and F. L. Fullaway, studio engineers; R. T. Parker and M. D. Case, stationed at the KGO transmitter at Oakland, and R. B. Barnes and M. S. Brewer, assigned to the KPO transmitter at Belmont.

MARVIN H. EICHORST, NBC-Chicago studio-field engineer, has been promoted to control relief supervisor. Hubert F. Abfalter and Minor J. Wilson have been added to the NBC-Chicago staff as studio-field engineers.

WADE PATTERSON, formerly with WHBF, of Rock Island, Ill., recently joined the announcer's staff of KOIL, Omaha.

EMMETT MELLENTHIN, formerly with WJMS, Ironwood, Mich., has joined the engineering staff of WAAF, Chicago, succeeding Ben Hespen, who has resigned to become manager of a new local station projected for Bozeman, Mont.

PERRY HOFFMAN, transmitter operator at WOWO, Fort Wayne, has been transferred by Westinghouse to KYW, Philadelphia.

EDWARD McGINLEY has joined WJEJ, Hagerstown, Md., as control operator.

Radiator in Lake

KYOS, Merced, Cal., has erected a three-foot levee around the four-acre plot on which is located its vertical radiator. From the canals of the Merced Irrigation District, water flows into the plot and a small lake covers the radiator ground at all times. Increased efficiency of ground system is one of the benefits of location in the irrigation district, according to M. F. Woodling, manager.

LEWIS WINDMULLER, formerly director of National Recording Studios Washington, has been named sales representative for the recording equipment division of Fairchild Aerial Corp. Mr. Windmuller will headquarter in Washington in the National Press Bldg.

LEE PENNINGTON has been placed in charge of the CBS Pacific Coast maintenance department and is stationed at KNX, Hollywood.

PAUL SLOANE, of Wisconsin U., has joined KDKA, Pittsburgh, as studio engineer. Gerald Coleman, renowned for his amateur broadcasts during the 1936 flood at Johnstown, Pa., has joined the transmitter staff at Saxonburg. Kenneth Walborn, apprentice, has been advanced to a transmitter engineer.

W. J. FLEET, formerly of WPG, Atlantic City, has joined the transmitter staff of KYW, Philadelphia. Leroy Nuss, formerly of WIP, Philadelphia, has joined the control staff. Walton W. Wilson, from Mackay Radio Telegraph Co., Chicago, has joined the control staff. At one time he was with KPRC, Houston.



IN A KAYAK—Bill Edwards, KFI-KECA, Los Angeles technician, can paddle his own kayak along with the best of them, it was revealed recently when he admitted to being the mysterious Willard E. Edwards who broke a world's record by paddling a flimsy kayak across the choppy Catalina channel between San Pedro, Cal. and Avalon, Catalina Island. Edwards made the 62 mile round trip in 15 hours. As provisions he took only an orange, apple and quart of water. His 12 foot boat weighs but 40 pounds, and is pictured completing his unprecedented feat.

HARRY GRELCK, formerly of the engineering staff of WOV-WBIL, New York, has joined the technical staff of NBC, that city.

JOSEPH DEPPE and Frank Kearney, formerly of the technical staff of the former WLWL, New York, have joined the engineering staff of WOV-WBIL, that city. Gilbert McDonald, formerly of WNEW, New York, has also joined the WOV-WBIL engineering staff.

ED MANNING, member of the NBC technical staff in San Francisco, is nursing several broken ribs, suffered in an automobile accident during his vacation.

HAROLD PEERY, formerly technical supervisor of Don Lee Broadcasting System, Los Angeles, is now a member of the CBS Hollywood technical department.

WILLIAM GROVE has been named chief technician at KGGC, San Francisco.

BILL BOWEN, of the NBC plant department in San Francisco, recently returned to his duties following a six-months leave of absence because of illness.

A. B. CHAMBERLAIN, chief engineer of CBS, is the father of a baby girl, Nora Angel, born Aug. 13.

PAYSON MALLORY, former amateur, has been added to the control staff of WSOC, Charlotte.

FITZROY KENNEDY has joined the operating staff of WICC, Bridgeport, Conn.

EPHRAIM PAYSON MALLARD has joined the engineering staff of WSOC, Charlotte, N. C.

GERALD D. COLEMAN has been transferred from the transmitter test department of Westinghouse, Chicopee Falls, Mass., to the KDKA, Pittsburgh, transmitter.

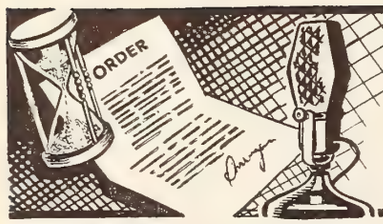
PAUL ADANTI, graduate of Union College, Schenectady, has joined the control of WGY, Schenectady. A licensed amateur, Adanti has previously been with WMBO, Auburn, N. Y., and WSYR, Syracuse.

MERVIN DAMME, formerly of WJAG, Norfolk, Neb., has joined the engineering staff of KFAB-KFOR, Lincoln, Neb.

ROBERT W. NICKLES and Lawrence Trembly have joined the engineering staff of KSD, St. Louis.

KENNETH FEES, formerly in radio in Kansas City, has been added to the field engineering staff of WIP, Philadelphia.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOAI, San Antonio

Coleman Lamp & Stove Co., Wichita, 2 weekly *sa*, thru Potts-Turnbull Co. Inc., Kansas City.
CSO Laboratories, Dallas, 3 weekly *sa*, thru Ratcliffe Adv. Agency, Dallas.
Humble Oil & Refining Co., Houston, weekly *sp*, thru Franke-Wilkinson-Schiwetz Inc., Houston.
H. Fendrich Inc., Evansville, Ind. (cigars), 3 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Bayuk Cigar Co., Philadelphia (Phillies), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.
Carter Medicine Co., New York (liver pills), 5 weekly *sa*, thru Street & Finney Inc., N. Y.
Skinner Mfg. Co., Omaha (food), 5 weekly *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Magnolia Petroleum Co., Dallas, *sa*, thru Bruck-Sacks Inc., Dallas.
Devoe & Raynolds Inc., New York (Pee Gee paint), 2 weekly *t*, thru J. Stirling Getchell Inc., N. Y.
Lewis-Howe Co., St. Louis (Tums), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Frito Co., Dallas (Frito confection), weekly *sp*, thru Erle Racey Adv. Agency, Dallas.

WIND, Gary

Chicago-Roosevelt Steamship Co., Chicago (boat travel), 9 weekly *t*, thru W. W. Garrison & Co., Chicago.
Morris B. Sachs, Chicago (retail clothier), daily *sp*, thru Schwimmer & Scott, Chicago.
Chamberlain Laboratories Inc., Des Moines (Chamberlains Lotion), daily *sp*, thru Coolidge Adv. Co., Des Moines.
Chicago Motor Club, Chicago, weekly *sp*, thru McJunkin Adv. Co., Chicago.

WFIL, Philadelphia

Lever Bros. Co., Cambridge (Spry), 5 weekly *sa*, 23 weeks, thru Ruthrauff & Ryan Inc., N. Y.
Anderson Co., Gary, Ind. (Sleet Master), 6 weekly *sa*, thru Schwab & Beatty Inc., N. Y.
Ironized Yeast Co., Atlanta, 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Brown & Williamson Tobacco Co., Louisville, 6 weekly *sp*, thru BBDO, N. Y.

KYA, San Francisco

Southern Pacific Co., San Francisco (transportation) 2 weekly, *sa*, thru Lord & Thomas, San Franciso.
Transcontinental & Western Air Inc., San Francisco (air transport), 6 weekly *sa*, direct.
Electric Appliance Society, San Francisco, 5 weekly *sa*, thru Jean Scott Frickleton, San Francisco.
Budd & Votow Co., San Francisco (Pebble Beach neckties) 3 weekly *sa*, thru Doreums & Co., San Francisco.

KECA, Los Angeles

Maurice Bell Inc., Los Angeles (furs), weekly *sa*, thru Lee Ringer Adv. Agency, Los Angeles.
Best Furs Inc., Los Angeles (furs), weekly *t*, thru N. J. Newman Adv. Agency, Los Angeles.
Edison Bros., Los Angeles (chain shoe store), 8 *sa*, direct.

WGY, Schenectady

Block Drug Co., Brooklyn, 60 *ta*, thru Husband & Thomas, N. Y.
Baldwin Laboratories Inc., Saegerstown, Pa., 2 weekly *sa*, thru Yount Co., Erie.
Curtice Brothers Co., Rochester (Blue Label food products), participation series, thru N. W. Ayer & Son Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father Johns'), daily *sa*, thru John W. Queen, Boston.
Delaware, Lackawanna & Western Coal Co., New York (Blue coal), weekly *t*, 26 weeks. thru Ruthrauff & Ryan Inc., N. Y.
Florence Stove Co., Gardner, Mass., weekly *t*, thru Wm. B. Remington Co., Springfield, Mass.
International Harvester Co., Chicago (tractors), 26 *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

KFWB, Hollywood

Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), weekly *sp*, thru Jefferson Kaye Wood Adv., Los Angeles.
Arden Farms Inc., Los Angeles (dairy products), 5 weekly *sp*, thru Productive Adv. Inc., Los Angeles.
Lydia Pinkham Medicine Co., Lynn, Mass (medicine compound), 5 weekly *t*, thru Erwin, Wasey & Co. Inc., N. Y.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 3 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.
Dufay Color Film Co., New York (film), 36 weekly *sa*, thru Wm. H. Rankin Co., N. Y.

WAAF, Chicago

Dr. W. B. Caldwell Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), 6 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Beaumont Laboratories, St. Louis (Four Way Cold Tablets), daily *ta*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Histeen Corp., Chicago (hay fever remedy), daily *ta*, thru Ruthrauff & Ryan Inc., Chicago.

KEHE, Los Angeles

Central Shoe Co., St. Louis (Robin Hood shoes), 2 weekly *t*, thru Kelly & Stuhlman Inc., St. Louis.

WCKY, Cincinnati

State of Michigan, Lansing, 10 *sa*, thru Fred M. Randall Co., Detroit.
Southeastern Michigan Tourist Assn., 13 *sa*, thru Brooke, Smith & French Inc., Detroit.
Gardner Nurseries, Osage, Ia., 3 *t*, Northwest Radio Adv. Co., Seattle.
Nestle's Milk Products Inc., New York (cocoa), 52 *sa*, thru Cecil, Warwick & Legler Inc., N. Y.
Chamberlain Laboratories Inc., Des Moines, 151 *ta*, thru Coolidge Adv. Co., Des Moines.
Sherwin-Williams Co., Cleveland, 5 weekly *sa*, thru T. J. Maloney Inc., N. Y.
Bartlett Pear Advisory Board, 14 *sa*, thru J. Walter Thompson Co., San Francisco.
Anderson Co., Gary, Ind. (Sleetmaster), 7 weekly *sa*, thru Schwab & Beatty Inc., N. Y.

KDKA, Pittsburgh

Ralston Purina Corp., St. Louis, 156 *t*, thru Gardner Adv. Co., St. Louis.
Sherwin-Williams Co., Cleveland (paint), 20 *sp*, thru T. J. Maloney Inc., N. Y.
Miles Laboratories Inc., Elkhart Ind., 39 *t*, thru Wade Adv. Agency, Chicago.
Booth Fisheries, Chicago, 27 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Noss Pretzel & Cone Co., Cleveland, 50 *sa*, thru J. Walter Thompson Co., Chicago.

WHN, New York

Famous Fairsex Inc., New York (women's clothes), 3 weekly *sp*, thru Frank Kiernan & Co., N. Y.
P. J. Le Roy, Detroit (piano lessons), 6 weekly, *t*, direct.

KFRC, San Francisco

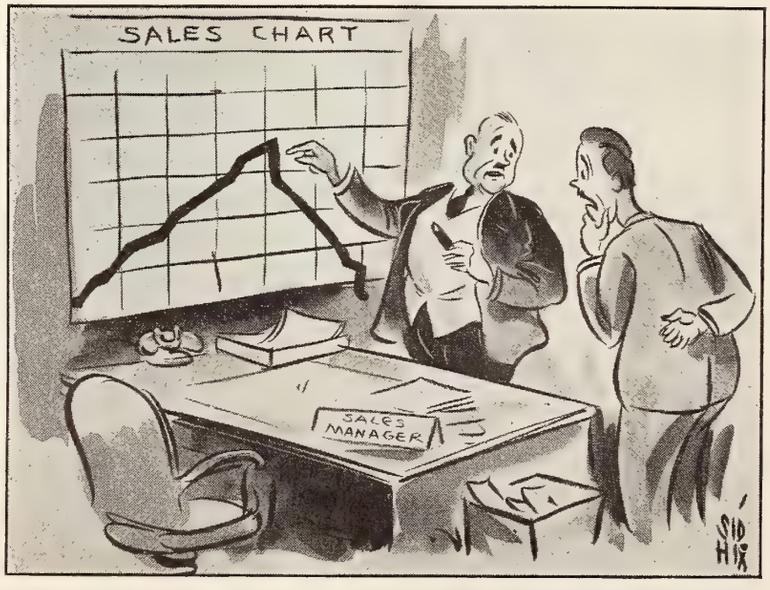
Bartlett Pear Advisory Board, San Francisco, 7 weekly *sa*, thru J. Walter Thompson, San Francisco.

KGO, San Francisco

Gas Appliance Society of California, San Francisco (gas appliances) 6 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WQXR, New York

Ritz Carlton Hotel, New York, 7 weekly *sa*, thru J. Walter Thompson Co., N. Y.



Drawn for BROADCASTING by Sid Hix

"Here's Where the Sponsor's Wife Began to Sing on the Program"

WOR, Newark

Atlantis Sales Corp., Rochester, N. Y. (Coleman's mustard), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Florence Stove Co., Gardner, Mass. (stoves), weekly *t*, thru Wm. B. Remington Inc., Springfield, Mass.
Restland Sales & Management Inc., East Orange, N. J. (cemetery lots), weekly *sp*, thru Hudson Adv. Agency, N. Y.
Weston Biscuit Co. Ltd., Passaic, N. J. (Weston's English biscuits), weekly *sp*, thru Radio Adv. Associates, Passaic.
Lewis-Howe Co., St. Louis (Tums), weekly *sp*, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Chrysler Corp., Detroit (Dodge cars), weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
R. H. Macy & Co. Inc., New York (department store), 5 weekly *sp*, direct.
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison ice cream), 5 weekly *sp*, thru Scheck Adv. Agency Inc., Newark.
Standard Brands Inc., New York (Royal Baking Powder), 5 weekly, *sp*, thru J. Walter Thompson Co., N. Y.
Remington Rand Inc., New York (typewriters), 3 weekly *sp*, thru Leeford Adv. Agency Inc., N. Y.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Gallen Kamp Stores Co., Los Angeles (shoes), 7 weekly *sa*, thru Long Adv. Service. San Francisco.
Standard Oil Co. of California, San Francisco (petroleum), 21 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Block Drug Co., Brooklyn (Omega Oil), 5 weekly *sa*, thru Husband & Thomas Inc., N. Y.

KSFO, San Francisco

Laborite, San Francisco (All Purpose soap), 3 weekly *sp*, thru Allied Adv. Agency, San Francisco.
Rulo Corp., Los Angeles (automotive), 3 weekly *sp*, thru C. Ellsworth Wylie, Los Angeles.
William Wrigley Jr. Co., Chicago (chewing gum), 5 weekly *sa*, thru Neisser-Meyerhoff Inc., Chicago.

WEEI, Boston

Gould Oil Burner Corp., Boston, 312 *sa*, direct.
Massachusetts Motor Car Co., Boston, 26 *sa*, direct.
E. T. Slattery Co., Boston (department store), 312 *sa*, thru J. Clifford Reilly Co., Boston.

KPO, San Francisco

Howe Inc., Seattle (hand lotion), weekly *sp*, thru S. L. Kay Inc., San Francisco.
Bulova Watch Co., New York, 42 weekly *sa*, thru Biow Co. Inc., N. Y.

KNX, Hollywood

Chamberlain Laboratories Inc., Des Moines (hand lotion), 6 weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Bauer & Black Inc., Chicago (hand lotion), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KSL, Salt Lake City

Union Pacific Railroad, Los Angeles, 2 *sa*, thru Caples Co., Los Angeles.
International Harvester Co., Chicago (twine), 5 weekly *sa*, thru Aubrey, Moore & Wallace Inc., Chicago.

WEAF, New York

Glass Container Assn. of America, Toledo, 4 weekly *sp*, thru U. S. Adv. Corp., Toledo.
Bulova Watch Co., New York, 5 daily *sa*, thru Biow Co. Inc., N. Y.

KYW, Philadelphia

Bartlett Pear Advisory Board, Sacramento, Calif. (fresh Bartlett pears), 5 weekly *sa*, thru J. Walter Thompson Co., San Francisco.

Radio Advertisers

BULOVA WATCH Co., New York, will broadcast five time signals each night between 6 p. m. and midnight on WEAF, that city, beginning Sept. 12, and continuing for 52 weeks. Four of the signals will be limited to product identification, but the fifth will include a 50-word announcement. Agency is Biow Co. Inc., New York.

RALSTON-PURINA Co., St. Louis, announces that the *Sing, Neighbor, Sing* disc series being placed on 25 stations by Gardner Adv. Co., St. Louis, promotes poultry feed, a product of the Purina Mills division of the company. Mid-West Recordings Inc., Minneapolis, is cutting the series [BROADCASTING, Aug. 15].

PINAUD Inc., New York, (toiletries) has named Grey Adv. Agency Inc., New York, to service its account.

KENDALL DOG FOOD Co., Portland, Ore., makes up lists, including radio, in September. Agency is W. S. Kirkpatrick Adv. Service, Portland.

NORTHLAND SKI MFG. Co., St. Paul, makes up lists in September. The company has used radio in past winters. Erwin, Wasey & Co., Minneapolis, is agency.

STINEWAY DRUG Co., Chicago (chain) will start a weekly hour recorded program on WCFL Sept. 19. Popular musical numbers will be played every Sunday morning. Contestants will guess the most popular weekly selections on ballots obtainable at the drug stores. Prizes, as yet undetermined, will be awarded the winners. Schwimmer & Scott, Chicago, is agency.

RIVERVIEW PARK, Chicago (amusement park) has found spot announcements on five Chicago stations so successful that it has started a series of weekly quarter-hour programs on a sixth station, WGN. A dramatized program entitled *Thrilling Rides* is being broadcast Friday evenings. Thrilling events such as Lindbergh's Atlantic flight, and Babe Ruth's high spots are interwoven with the amusement park's own rides. Besides the quarter-hour program on WGN, spot announcements are being used on WBBM, WLS, WJJD, WAAF, and WIND. Louis G. Cowan, Chicago, is the agency.

PROCTER & GAMBLE Co., Cincinnati (Drene) has renewed its *Young Hickory* program on WMAQ, Chicago. P & G is continuing a test of the program in Chicago and if successful plans to expand it to NBC, supplementing the two weekly programs featuring Jimmy Fidler. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

SEABOARD FINANCE Co., Los Angeles, statewide finance organization, has appointed Allied Adv. Agencies Inc., that city, to direct its advertising and is planning an extensive radio campaign. Frank Bull and R. V. Smith are the agency account executives.

LAMONT CORLISS Co., New York (Danya hand lotion) commencing Nov. 3 will sponsor two quarter-hour programs weekly on *Women's Magazine of the Air*, a participating program from 3 to 4 p. m. PST on the NBC-Red network on the Pacific Coast (KPO, KFI, KHQ, KOMO, KGW). Program features Benny Walker, master of ceremonies, Janet Baird, an orchestra and others. The agency is J. Walter Thompson, New York.

STOTT BRIQUET Co., St. Paul, is not placing its WDAY schedule through Erwin Wasey & Co., St. Paul, as listed in the Aug. 15 issue on the basis of information from the station. BROADCASTING regrets the error.

HOOKER GLASS & PAINT MFG. Co., Chicago (Luna White enamel), returned to the air Aug. 16 with three weekly quarter-hour programs on WMAQ, Chicago, featuring Jack Holden as the *Old Painter*. The program went off the air in July after doing a successful run [BROADCASTING, June 15], though timed at 6:30 a. m. It will now be broadcast 1:30-1:45 p. m. Mon., Wed., and Friday. Albert Kircher Co., Chicago, is agency.

TEXAS Co. (Texaco gasoline and oils), has taken an option on football games to be broadcast on WCFL, Chicago. WCFL will broadcast all the home games of Northwestern University, the Northwestern game at Wisconsin, and the Illinois game at Ohio. Hal Totten, broadcasting Cubs and Sox baseball games on WCFL for Texaco, will also handle the football games. Buchanan & Co., Chicago, places the Texaco account.

ALL news periods on KFEL, Denver, are now sponsored, with the signing of Rocky Mountain Beverages Inc. (Cleo-Cola) for 52 weeks, through Levy Adv. Agency, Denver. Other sponsors are Bluhill Food Products, Morton Dress Shop and Frumless Jewelry Co.

Can't Be Cancelled

A TWO-YEAR non-cancellable contract has been signed in Chicago between WAAF and Morris B. Sachs, retail credit clothier. The contract, effective Sept. 1, marks the third successive year the *Breakfast Express* a morning recorded program broadcast six times weekly will be sponsored by the Sachs firm. Neither WAAF nor Morris B. Sachs can cancel the program until Sept. 1, 1939. Schwimmer & Scott, Chicago, is agency.

BLUE MOON CHEESE PRODUCTS Inc., Minneapolis, has named BBDO, New York, to handle all advertising of its cheese spreads.

ROANOKE GAS LIGHT Co., Roanoke, Va., is sponsoring two quarter-hour programs weekly on WDBJ, that city, titled *Roundup Rangers*. Agency is Houck & Co., Roanoke.

HOFFMAN BEVERAGE Co., Newark, is using spot announcements, two to five daily, on WMCA, WNEW, WHN and WOR for soft drinks in metropolitan New York. BBDO, New York, is agency.

RITZ CARLTON HOTEL, New York, is making its first use of radio by sponsoring a series of daily announcements on WQXR, New York, placed through J. Walter Thompson Co., New York.

IODENT CHEMICAL Co., Detroit, (toothpaste and powder), has placed its account with Vanderbie & Rubens Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Aug. 16 started a 39-week Polish test program on WJBK, Detroit, Aug. 16. Women's news in Polish is aired two five-minute periods daily except Sunday. If successful, it may be placed in other markets. Blackett-Sample - Hummert Inc., Chicago, is agency.

MODERN PRODUCTS LABORATORIES, New York (Formula 444), has appointed Norman D. Waters & Associates Inc., New York, to handle merchandising and advertising.



And Kansas is BUYING. Bumper crops and high prices have opened bulging pockets in WIBW's 839,770 farm and small town radio homes.

Here is a PROSPERITY MARKET that is dominated by WIBW! A market that can be reached by the most powerful, ***personalized*** selling force in Kansas—WIBW!

WIBW's standing is a proven fact! Let us send you a copy of ***Kansas Radio Facts*** . . . vital marketing information based on an accurate, carefully-conducted survey made by entirely disinterested parties.

WIBW "The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*
Represented by Capper Publications in
New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

EMPIRE SHOE STORES, New York, a chain of retail women's shoe shops on the Eastern seaboard, has appointed Samuel G. Krivit Co. Inc., New York, to direct advertising. Newspapers and radio will be used, but no definite plans have been made. Harold Rieff is account executive.

BOWEY'S Inc., Chicago (Dari-Rich) has placed its account with Stack-Goble Adv. Co., Chicago, and Roy A. Sorenson, formerly vice-president of Russell C. Comer Adv. Co., Chicago, has joined Stack-Goble to continue handling the account.

NELSON BROS. Furniture Warehouse Inc., Chicago, will start a new weekly half-hour program called *Stars of Yesteryear* on WBBM, Chicago, Sept. 15. Radio stars popular in the early days of radio, but no longer top-notch stars, will be presented on the new show. In addition, Nelson has renewed the following for fall: *Bureau of Missing Persons* on WJJD; 2 quarter-hour daily studio programs on WCFL; and a quarter-hour daily studio program on WAAF. Selviair Broadcasting System Inc., Chicago, is agency.

SUSSMAN & WORMSER, San Francisco (food products) has extended its *S & W Junior News Parade* contract, which expired Aug. 15, through Sept. 15, on 11 NBC-Red stations on the Pacific Coast. Botsford, Constantine & Gardner Inc., San Francisco, the agency, is auditioning a new morning variety program.

TEXTILE WORKERS Organizing Committee, CIO union, has added weekly quarter-hour broadcasts on WSAR, Fall River, and WPRO, Providence, to the series already sponsored on WCOP, Boston, and WSPR, Springfield, aimed to aid in the organization of workers and the building of good will and understanding the union's purposes among the general listening public.

HOWE Inc., Seattle, (hand lotion) on Sept. 30 will start a 13-week program entitled *The Hollywood Reporter* on KPO, San Francisco. Agency: S. L. Kay Inc., San Francisco.

ANTROL LABORATORIES, Los Angeles (insect exterminator), has placed its account with Blackett-Sample-Hummert Inc., Chicago.



GOLF PERISCOPE—Ted Husing, CBS sports commentator, using the new golf match device invented by Paul White, public affairs chief of the network. The observer peers into the periscope and can see over the heads of crowds.

Chicago Sales Up

(*Continued from page 16*)

Johnson Co., Chicago; Consolidated Drug Trade Products Inc., Chicago (proprietaries), daily quarter-hour programs except Sunday, starting Sept. 27, through Benson & Dall Inc., Chicago; Olson Rug Co., Chicago, quarter-hour programs thrice weekly starting Sept. 14, thru Presba, Fellers & Presba, Chicago; Purina Mills, St. Louis, (poultry feed) quarter-hour programs thrice weekly, started Aug. 26 and five-minute thrice weekly programs for livestock feed, started Aug. 26, through Gardner Adv. Co., St. Louis; Republic Steel Corp., Youngstown (fences), 2 weekly quarter-hour programs starting Sept. 28, through Meldrum & Fewsmith, Cleveland.

Hamilin's Wizard Oil, Chicago, 2 daily announcements except Sunday starting Sept. 27, through Vanderbie & Rubens, Chicago; Acme Feeds, Chicago (livestock and poultry feeds), 2 minute announcements daily except Sunday starting Sept. 27 through K. E. Shepard Adv., Chicago; McConnon & Co., Winona, Minn. (household necessities), 3 weekly quarter-programs starting Sept. 27, through McCord Co., Minneapolis.

Flexo Glass Co., Chicago (building materials), quarter-hour programs, thrice weekly starting Oct. 5, through Presba, Fellers & Presba, Chicago; Coleman Lamp & Stove Co., Wichita, half-hour on *Barn Dance*, starting Sept. 18 through Potts-Turnbull Co., Kansas City; Mantle Lamp Co., Chicago, half-hour on *Barn Dance*, starting Oct. 2, through Presba, Fellers & Presba, Chicago; Atlantis Sales Corp., New York (Coleman's mustard), announcements thrice weekly on *Homemakers Hour*, started Aug. 16, through J. Walter Thompson Co., New York; Lamont, Corliss & Co., New York (Danya), announcements thrice weekly on *Homemaker's Hour*, starting Nov. 1, thru J. Walter Thompson Co., New York.

Busy Season at WBBM

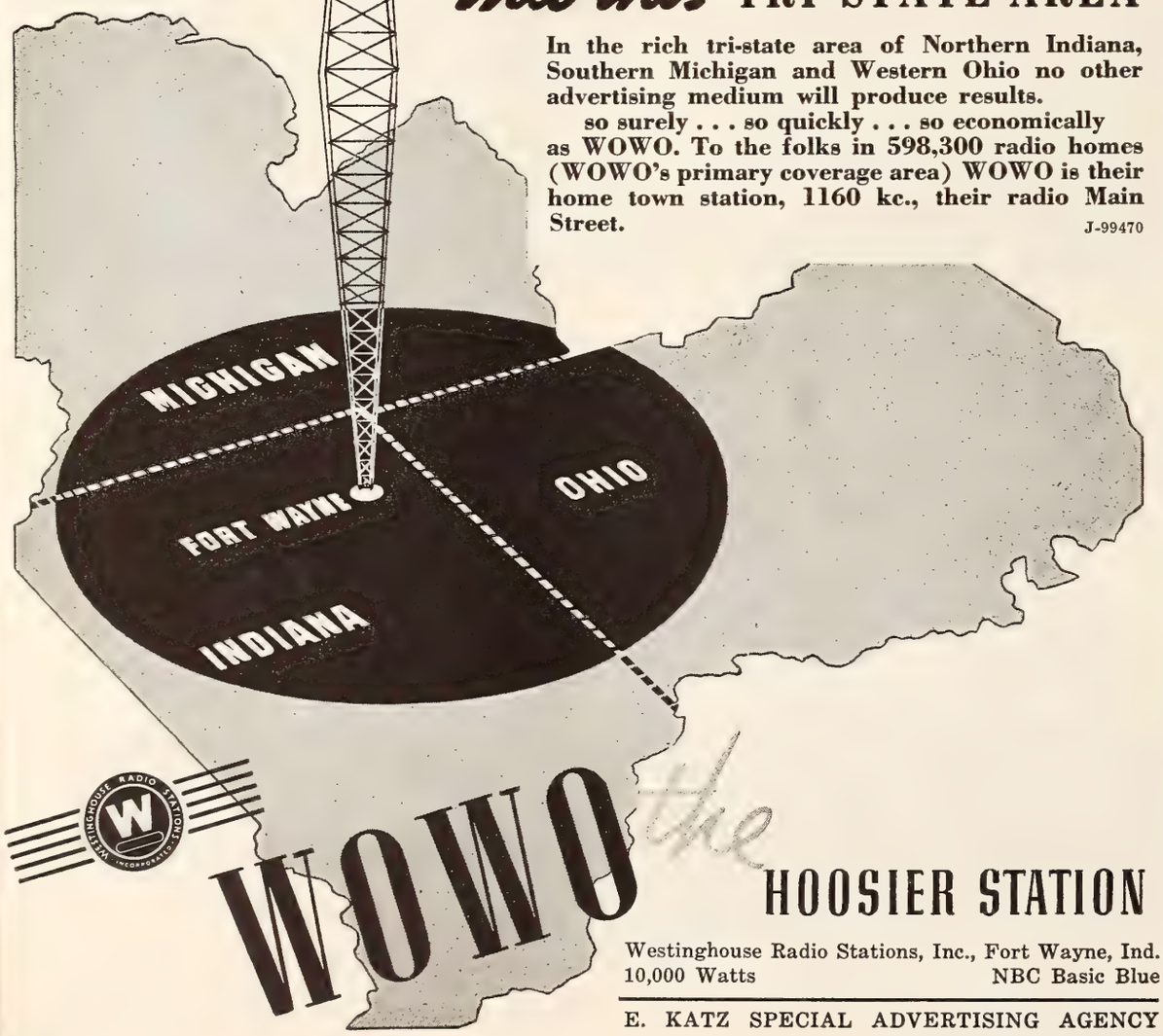
At WBBM, Harry Mason Smith, sales manager, will have almost a complete schedule this fall. Many of WBBM's advertisers are on 52 weeks of the year, including Nelson Bros., Illinois Meat Co., Proctor & Gamble (American Family Flakes) and Builder's Life Insurance Co. Included among new advertisers for fall are Philco, which will start a 16-week quarter-hour program Monday nights; Stephano Bros., Philadelphia (Marvel cigarettes), starting 3 weekly quarter-hour *Sport Huddles* on Oct. 3. Spot advertisers coming back this fall include Simmons Co. (beds, mattresses), Kosto and Maryland Pharmaceutical Co., (Rem and Rel).

Ed Wood, commercial manager of WGN reports about a 40% increase in business this fall over last. Mr. Wood said: "This year business is coming from all over instead of coming only from a few agencies as has been the case in previous years." WGN will be practically solid this fall after 7:15 a. m. Bathasweet Corp. will start a quarter-hour news broadcast Sept. 18. Quin Ryan will handle the microphone for the program

WOWO Pours
POWERFUL PROGRAMS
into this TRI-STATE AREA

In the rich tri-state area of Northern Indiana, Southern Michigan and Western Ohio no other advertising medium will produce results.

so surely . . . so quickly . . . so economically as WOWO. To the folks in 598,300 radio homes (WOWO's primary coverage area) WOWO is their home town station, 1160 kc., their radio Main Street. J-99470



WOWO the HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Ind.
10,000 Watts NBC Basic Blue

E. KATZ SPECIAL ADVERTISING AGENCY

which will be sponsored thrice weekly at 11:30 a. m. A new account, Wallace's Biscuits, will start a quarter-hour show on WGN, Oct. 18 across the board at 9:30 a. m. Reincke-Ellis-Younggreen & Finn, Chicago, is the agency. Sterling Products will be back this fall with *Way Down East* starting Sept. 27. Feature Foods will be on WGN starting Sept. 13 six times a week from 9-9:30 a. m.

At WMAQ and WENR, W. W. (Bud) Smith reports an increase in fall business this year. Accounts currently on WMAQ include Axton-Fisher Tobacco Co., Bulova Watch Co., Chicago & Northwestern Railway; Community Motors, Dodge Bros., Evans Fur Co., Great Atlantic & Pacific Tea Co.; Grove Laboratories; Hooker Glass & Paint Mfg. Co.; Thomas J. Lipton; Mandel Bros; National Biscuit Co.; Penn Tobacco Co.; Proctor & Gamble (Drene); Refrigeration & Air Conditioning Institute; Rival dog food; Ruud Water heaters; Smoniz Co. and Wieboldt Co.

Current WENR accounts include Bulova Watch Co.; Erie Clothing Co.; Hydrox Corp.; Newart Clothing Co.; P & G (Crisco).

Herb Sherman, sales manager of WJJD, said: "Business this fall will undoubtedly be very good as is evidenced by renewal of accounts." Mr. Sherman was of the opinion, however, that many advertisers are much slower in getting started this year than last. Included in new business are the football broadcasts of Northwestern games sponsored by the Chicago & North Western Railway through Caples Co.; American Pop Corn Co., Sioux City, Ia. (Jolly Time popcorn) five-minute live program starting Sept. 1; Beaumont Laboratories, St. Louis (Four Way cold tablets), 4 spots a day, daily except Sunday, through H. W. Kastor & Sons, Chicago; Dr. Preston Bradley, Chicago, 90 minutes on Sundays starting Sept. 12.

Others Expanding

Many other advertisers are increasing their fall schedules. These include 42nd St. Sales Co., Chicago (cosmetics) increasing from 3 to 6 quarter-hour programs weekly, through McGivern-Child Co.; Chicago; Nu-Enamel increasing their schedule from 2 to 8 one-minute live announcements Sept. 1; Holland Jewelry through Malcolm-Howard Adv. Agency, Chicago.

At WIND, Gary, H. R. Makelin, who was recently appointed sales manager, reported that fall business this year was greater than last. Included in the new business is Dina-Mite Cereal Co., Los Angeles, starting thrice weekly quarter-hour transcriptions on Oct. 11; Newart Clothing Co., Chicago, quarter-hour sports programs preceding the University of Chicago football games and following the Chicago Cardinals professional games; Middle West Radio Distributing Co., Chicago, five-minute periods twice weekly for 26 weeks; and Grove Furniture Co., Chicago 10 minute daily except Sunday news programs.

Mel Wolens, who was recently appointed sales manager of WCFL, coming there from NBC, reports a 30% increase this fall over last. Mr. Wolens has started a policy of eliminating foreign language programs from the station retaining only those making all their announcements in English. The *Lithuanian Hour* is switching to English in 10 weeks.

Largest increase in fall business in comparison with last year exhibited by any Chicago station is WAAF. According to Arthur F. Haare, commercial manager, there will be a 50% increase this fall over last. Included in the new national business starting this fall are: Beaumont Laboratories, St. Louis (Four Way cold tablets), minute transcriptions, daily except Sunday, through H. W. Kastor & Sons, Chicago; Dr. W. B. Caldwell, Monticello, Ill. (Syrup of Pepsin), 6 weekly quarter-hour transcriptions daily except Sunday starting Sept. 27, through Cramer-Krasselt Co., Milwaukee; Histeen Corp., Chicago (hay fever remedy) 3 daily transcriptions thrice weekly, through Ruthrauff & Ryan, Chicago. Numerous regional and local accounts will be back this fall, including Checker Cleaners, Fox Secretarial College, General Furniture Co., Bulk Oil Co., Evans Fur Co., Joy Candy Co., Nelson Bros. Furniture Warehouse, Morris B. Sachs.

KPFA Log Cabin Home

WITH its studios and offices located in a neat log building near the state capitol building in downtown Helena, the new KPFA, 100 watts on 1210 kc., is scheduled to go on the air on or about Sept. 15, equipped with an RCA transmitter and Truscon tower. The log building is finished in Western style, an innovation in radio. K. O. McPherson, since 1930 with KGIR, Butte, has been named manager. Station is licensed to the Peoples Forum of the Air, headed by Barclay Craighead, of Helena, state director of the Federal Housing Administration.

Latest Time 'Offer'

LATEST "free time" list of continuities, carrying propaganda for the machine tool industry, has been "offered" to stations by the National Machine Tool Builders' Association, 10525 Carnegie Ave., Cleveland. The continuities consist of weekly talks discussing technological progress. The Association claims it is sending out 140 copies of the talks every week.

KELO, at Sioux Falls, To Make Debut Sept. 5

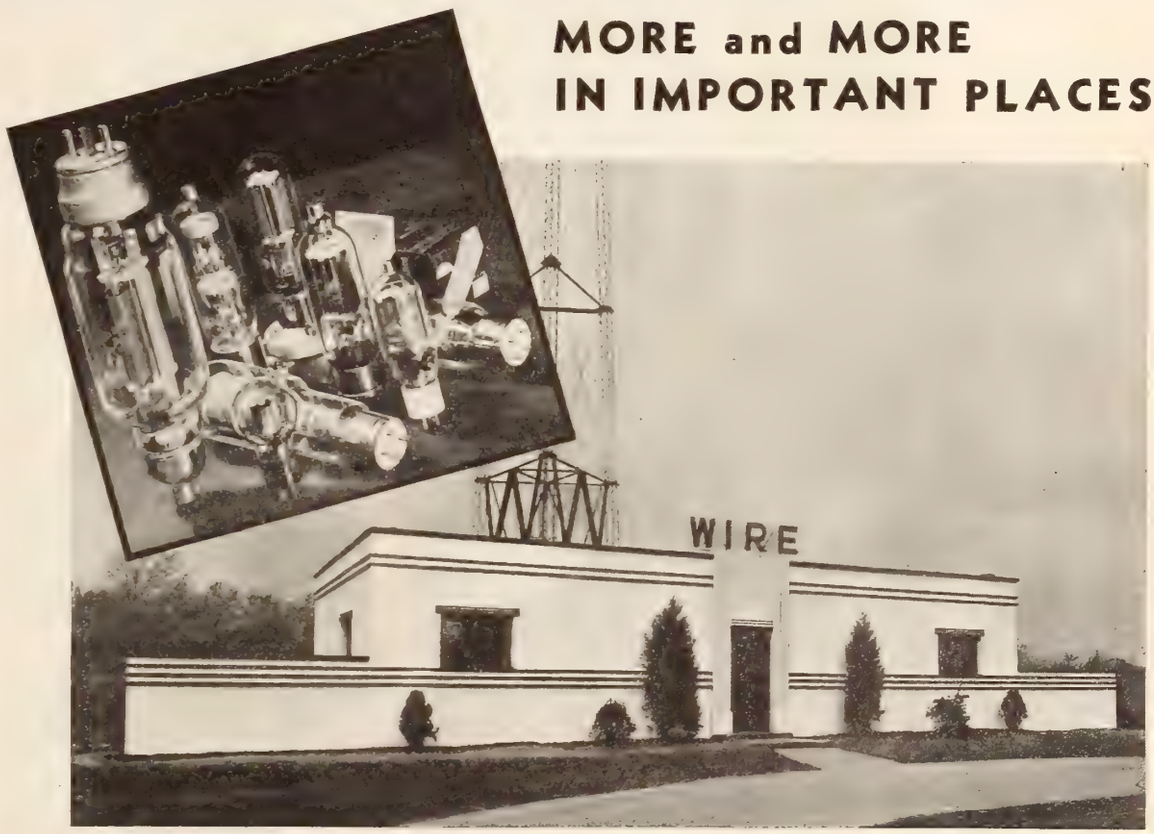


Mr. Henkin

OPERATING under the same management and from the same studios as KSOO, Sioux Falls, S. D., the new KELO, 100 watts on 1200 kc. at Sioux Falls which was authorized by the FCC last year, will be inaugurated Sept. 5, according to Joseph Henkin, president and manager of Sioux Falls Broadcast Association Inc., licensee of both stations. Morton Henkin, his son, is national sales manager of both stations.

The new KELO will use an RCA transmitter, R. C. A. speech input equipment and a 215-foot vertical radiator. It will be a member of the basic supplementary group of both NBC networks, along with KSOO, which affiliated with NBC last April 15.

MORE and MORE
IN IMPORTANT PLACES



MODERN STATION

This modern mid-west station is fast making an enviable name for itself among national radio advertisers. A basic station of the Red Network, it is on the air with 5,000 watts.

Since 1935, WIRE has been using United Transmitting Tubes—another instance of the fast-growing recognition of these tubes by radio centers of importance. Every day adds new significance to the United slogan—"More And More—In Important Places."

Write for complete new technical manual

UNITED ELECTRONICS COMPANY

Manufacturers of United Transmitting Tubes

42 SPRING STREET NEWARK, NEW JERSEY

Cable:--"UNELCO"

USE THE NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE

Make it part of your regular correspondence routine... use it for overnight speed... for dependability... for ECONOMY!



NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents ... two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

F&P Atlanta Office



Mr. Williams

WITH F. Lacelle Williams in charge, Free & Peters Inc., station representatives on Aug. 23 announced the establishment of a branch office in the Bona Allen Bldg., Atlanta. Mr. Williams formerly was on the staff of the *Atlanta Journal*. As manager of the new office, he will travel the Southern territory on behalf of the Free & Peters stations. Other offices maintained by Free & Peters are in New York, Chicago, Detroit, San Francisco and Los Angeles.

Reps

PAUL H. RAYMER Co. has been appointed national representative for the five stations of the McClatchy Broadcasting Co.—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno.

JOHN BLAIR & Co. have been appointed national representative by KQW, San Jose, Cal.; WROL, Knoxville, and KFDM, Beaumont, Tex.

WILSON ROBERTSON Co., has been appointed national representatives of KGER, Long Beach, Cal.

DRUG PROMOTION
E. P. H. James Tells How Radio Aids Stores

SUCCESS of coupling merchandising efforts to those of manufacturers using radio as a means of boosting sales of independent drug stores was described by E. P. H. James, NBC sales promotion director, at the Aug. 17 session of the Davis Brothers' Merchandise Clinic, held in Denver.

Speaking on "Making More Money of Nationally Advertised Brands", Mr. James described in detail the methods used by a number of drug stores in taking advantage of national radio promotion.

Typical among such cases was that of Clark-McGeevy Drug Co., Springfield, Mo., explained to NBC in a letter from Manager W. C. McGeevy. By use of radio tieins with merchandising displays, the store checked sales on certain items between Sept. 1 and Jan. 1, 1936. On the six items covered, no special efforts to promote sales were made prior to Sept. 1; all six items were featured in conjunction with radio tiein material both in window and counter displays during the October-December three-month test period; practically the same prices were maintained on all six items.

Using September as base, or 100%, the monthly sales increases (percentage) were:

	Oct.	Nov.	Dec.
Italian Balm	18	275	106
Lady Esther	23	31	100
Maxwell House	12	21	87
Campana Skin Invig.*	--	--	475
Junis Cream	--	45	125
Pepsodent Antiseptic	35	60	93

* Prize contest in December; entry blank given with each 35 cent bottle.

THE *Lone Ranger* dramatic series, originating over WXYZ, Detroit, to the Mutual Network, has been purchased for the movies by Republic Pictures, which is adapting it into a 15-episode serial.

Freeman Keyes Acquires Controlling Interest in Russel M. Seeds Agency

FREEMAN KEYES, account executive of Baggaley, Horton & Hoyt Inc., Chicago, for the last 20 months, has purchased a controlling interest in Russel M. Seeds Co. Inc., Indianapolis advertising agency, and will be president of the agency, making his headquarters in Chicago. The new Chicago offices are located in the Palmolive Bldg. New Los Angeles offices have been opened at 1584 Cross Roads of the World.

Paul Richey and Jack Harding, both with Russell M. Seeds Co. for 30 years, will be vice president and secretary-treasurer of the revised organization.

Before joining Baggaley, Horton & Hoyt in January 1936, Mr. Keyes was vice-president and later president of the Philip O. Palmer Adv. Agency, Chicago, dissolved after the death of Mr. Palmer. Mr. Keyes also was with NBC in Chicago before going into the agency field.

With the Seeds Co. already handling the Pinex Co.'s black and white advertising and with Mr. Keyes account executive on Pinex's radio advertising, the Seeds firm will now be handling the entire Pinex account. Mr. Keyes also handles the radio advertising for the Sheaffer Pen Co., Fort Madison, Iowa which, with Pinex, are two of radio's largest spot users. In addition to the above two accounts, Mr. Keyes is also handling a portion of the General Mills business. He now has a quarter-hour program, *Hollywood in Person*, on the air for General Mills' Bisquick on the flour firm's full-hour coast-to-coast CBS *Gold Medal show*.

Clay Osborne, formerly of NBC and KFI, Los Angeles, will head the Los Angeles office force of 19, aided by Robert Brillmeyer and Tom Wallace. Jack Harding and Paul Richard are in charge at Indianapolis. A branch is maintained in Toronto.

Included among the accounts being handled by the Russell M. Seeds agency are: House of Crane Co., Indianapolis (cigars); Burrell-Dugger Co., Indianapolis (poultry remedies); Canned Foods Inc., Indianapolis (Baykomo Beans); Durham Mfg. Co., Muncie, Ind. (fireless cookers); Iceland Medicine Co., Indianapolis (Viuna proprietary remedy); General Mills Inc., Minneapolis (in part); Sheaffer Pen Co., Madison, Wis.

Rollin C. Ayres

ROLLIN C. AYRES, vice-president of James Houlihan Inc. advertising agency and founder of the San Francisco Advertising Club, died at his home in Oakland, Calif., on Aug. 20. He was 64. Previous to his agency affiliation Mr. Ayres had been director of sales and advertising promotion for the Zellerbach Paper Co.

'Radio in Education'

A COLLECTION of quotations from newspaper editorials, prominent educators and business men, and from executives of NBC stations regarding the appointment of Dr. James Rowland Angell as educational counselor of NBC has been published by the network in a brochure titled *The Place of Radio in Education*.

Agencies

JAMES BLOODWORTH, recently appointed continuity editor of Don Lee Broadcasting System, Los Angeles, resigned in August to join William Esty & Co. Inc., Hollywood. He is working under Savington Crampton, West Coast manager of the agency and producer of CBS *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co. (Camel Cigarettes), until Benny Goodman goes East. With Harry Holcombe, he will then be assigned to the Goodman part of the *Camel Caravan* and also work on other accounts in New York. Bill Goodwin, formerly CBS Hollywood producer and announcer, was recently signed as Crampton's assistant.

JOHN L. SULLIVAN, former program director of WGES, Chicago, and a member of the WIND national sales staff, has been appointed radio production manager of Malcolm-Howard Adv. Agency, Chicago. Saul R. Woolf, former president of the old Woolf-Gurwit Adv. Agency, Chicago, has also joined Malcolm-Howard as account executive and merchandising counsel. Mr. Woolf was advertising manager for Hartman Furniture Stores, Chicago, for 15 years, and at one time was advertising manager of Standard Home Utilities Inc., a subsidiary of the Spiegel, May, Stern Co., Chicago.

MARY EDITH STAHL, for two years CBS *Hollywood Hotel* production assistant, has resigned from the F. Wallis Armstrong Co. Hollywood staff. Internal changes in the *Hollywood Hotel* setup, which include the disbanding of the stock company idea with regard to bit players and supers on the program and installation of a "call system," are said to be a part of the production changes accountable for Miss Stahl's severance. Whether she will associate with Bill Bacher, formerly *Hollywood Hotel* producer and now with M-G-M, was not learned.

JAMES W. FUSON Jr., formerly with Arthur Kudner Inc., New York, and Erwin Wasey & Co., New York, has joined Watt, Payne-Advertising Inc., Tulsa, as director of the agency's radio accounts.

LOUIS LOWENSTEIN, previously general manager for Vinton Freedley, New York, theatrical producer, has been elected treasurer and director in charge of radio production of Pettingell & Fenton Inc., New York agency.

FRANK WOODRUFF, J. Walter Thompson Co., Hollywood producer and director of the CBS *Lux Radio Theatre*, sponsored by Lever Bros., returns to the West Coast Sept. 13, from New York where he has been vacationing and conferring with agency executives on fall radio activities.

ARTHUR KASS and Sue Tohrner, New York, who have been servicing radio advertising for national advertisers and agencies, have dissolved their partnership to form a corporation, Kass-Tohrner Inc., with Arthur Kass as president, William Isaac as vice-president, and Sue Tohrner as secretary. Offices and studios are maintained in the RKO Bldg.

JULIAN FIELD has joined the copy staff of Arthur Kudner Inc., New York. He was formerly with Young & Rubicam Inc., Lennen & Mitchell Inc., CBS.

CHESTER J. LaROCHE, president of Young & Rubicam Inc., and Donald Stuaffer, the agency's director of radio, both of New York, are in Hollywood for a series of conferences with Tom Harrington, West Coast manager, and to launch the new fall NBC *Packard Hour* sponsored by Packard Motor Car Co., from that city starting Sept. 7.

JERRY FARRAR has joined the Hollywood office of Robert S. Taplinger Inc., radio publicity service, in an executive capacity. Miss Tommy White, formerly New York department store publicity counsel, has joined the agency as editorial assistant to Pauline Swanson, West Coast manager.

FRANK HEALY, formerly of NBC New York publicity department and more recently on the staff of Radio Feature Service Inc., Hollywood, has joined the Helen Ferguson Publicity Service, that city, as head of the radio department.

CONNIE OSGOOD, formerly assistant director of *Lux Radio Theater* assisting Cecil De Mille, was to open Chicago's first actor's clearing house about Sept. 1. The new firm probably to be called the Central Casting Bureau, will supply Chicago agencies with radio talent.

NORMAN FRANKEL, formerly of Freitag Adv. Agency Inc., Atlanta, has joined Houck & Co., Roanoke, Va., as account executive and radio director.

BERNARD WEINBERG, vice-president of Milton Weinberg Adv. Co., Los Angeles, has returned to his desk after two weeks in St. Paul, Minn., where he conferred with executives of A. J. Krank Inc., (cosmetics), on the CBS *Lloyd Pantages Covers Hollywood* program.

CLARENCE B. GOSHORN, formerly with Arthur Kudner Inc., New York, and Erwin, Wasey & Co. Inc., New York, has been named vice-president of Benton & Bowles Inc., New York. Mr. Goshorn was previously with Curtis Publishing Co., Philadelphia.

MARY GARVIN has resigned as office manager of Robert Taplinger Inc., Hollywood publicity service, to become assistant to Diana Bourbon, manager of F. Wallis Armstrong Co. that city.

FRED JONES who recently resigned as publicity director of KEHE, Los Angeles, has joined the Hollywood staff of Young & Rubicam Inc. He is assistant to Bill Stuart, publicity director.

KENNETH HARRIS has joined Freitag Adv. Agency, Atlanta, in charge of production.

AIRCASTERS Inc., Detroit, on Aug. 19 opened its new offices at 4049 W. Lafayette Blvd.

Park G. Parker Is Named Vice-President of B-S-H



Mr. Parker

PARK G. PARKER, assistant to the general manager at NBC-Chicago since 1930, resigned his post effective Sept. 1 to become vice-president of Blackett-Sample-Hummert Inc., Chicago. Mr. Parker is one of the pioneers in radio having started with RCA in 1922. In that year he opened the RCA offices in Chicago. As district manager for RCA in Chicago, Mr. Parker supervised the firm's radio set sales in 24 states. In 1930, he joined NBC as assistant to Niles Trammel, vice-president and head of the network's Chicago office.

Mr. Parker told BROADCASTING that a good portion of his work at the agency will undoubtedly be in the radio field although it would not be confined to this media. As yet no successor has been appointed at NBC.

MIKE STIVER, Australian manager of J. Walter Thompson Co. for seven years, has been transferred to the London offices of the agency and is scheduled to take over his new duties this month. He is now in the United States visiting and conferring with agency executives. His Australian successor, stationed at Sydney, is Sam Dobbs.

ROBERT DORFMAN, with Fairchild Publications for nine years, on Sept. 1 joins Randall Co., Hartford agency, as a member of the firm. The agency is moving Sept. 1 to larger quarters in the Judd Bldg.

BILL DEMLING has resigned from the continuity staff of KFWB, Hollywood to join Young & Rubicam Inc., that city, as writer on NBC *Packard Hour*, sponsored by Packard Motor Car Co.

MARIGOLD CASSIN, of Erwin Wasey & Co., San Francisco and producer of the Alberts' Bros. program *Good Morning Tonight* on NBC-Pacific Red network, is nursing a broken arm, suffered in a fall.

BRYANT GRIFFIN, formerly of Frank Presbrey Co., New York, has joined Chas. Dallas Reach, Newark, N. J. as account executive.

J. ROBERT CORRY, for the last 10 years with Lewis Edwin Ryan Inc., Washington agency, on Aug. 25 was named vice-president and general manager of the firm.

KWK

...like the Missouri Mule: it always has a STRONG PULL.

Hitch Your Wagon to a Star

THOMAS PATRICK, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York Chicago San Francisco

Standard Radio
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

WOKO
ALBANY, N.Y.

—try it for Smashing
SELLING POWER

WOKO, basic Columbia Network outlet, is *the* buyers' guide in The Capital District, a rich zone of highly diversified industry; peak, stabilized purchasing power; widely representative of every trade market.

In the heart of "The State that Has Everything" . . .

HAROLD E. SMITH, *General Manager*

STATION WOKO ALBANY, N. Y.

Purely PROGRAMS

Cover the Waterfront

REALLY covering the waterfront, WHEC, Rochester, N. Y., has had an average of three broadcasts weekly during the summer from Ontario Beach Park on the shore of Lake Ontario. Broadcasts have included interviews with swimmers, merry-go-round riders, and vacationists going and coming via the Canada Steamship docks; historical programs about the Port of Rochester and swimming lessons broadcast from the life-guard boats. Program Director Morden Buck and Announcer Ken French nearly got an impromptu vacation when they failed to hear the warning whistle while interviewing passengers on a departing steamship, but a quick sign-off and a quicker leap saved the day.

* * *

Police Human Interest

THE INSIDE stories of interesting cases from police files make up the *Police Human Interest Stories*, broadcast on WNYC, New York, by Detective George L. O'Connor of the Missing Persons Bureau of New York City's Police Department, each Sunday afternoon. Program follows the regular alarms for missing persons that WNYC broadcasts at 1 p. m. daily. A feature of the Sunday broadcasts is the rhymed summary which Detective O'Connor writes for each case.

* * *

Call of the Wild

MYTHICAL fishing and hunting tour of Michigan, serialized during the next 52 weeks on WJBK, Detroit, by Tom MacClure, conversation engineer, will take WJBK listeners to every county in the state. Assisting Mr. MacClure will be Joe Karmann, chairman of Michigan's Isaac Walton League.

Drama From Abroad

DRAMATIC broadcasts from London and Dublin will fill the Sunday evening *Columbia Workshop* periods on Sept. 12 and 19, through arrangements made by Irving Reis, director of this experimental radio dramatic series, who left recently for extended visits to London, Dublin and Amsterdam to study European radio techniques. On Sept. 12 the *Death of a Queen* from Hillaire Belloc's *Marie Antoinette*, will be transmitted to the United States from the BBC studios in London, where it will be produced by Val Gielgud. The broadcast from Dublin, featuring actors from the famed Abbey Players, will be a radio version of Synge's *Riders to the Sea*. Reis' studies at the BBC headquarters, at Dublin's Radio Athlone and Holland's Radio Avro will be included in two books on experimental radio drama he is writing for fall publication.

* * *

No Longer Missing

THE WJJD Bureau of Missing Person, which celebrates its first year on Sept. 1 has found 134 missing persons since the start of the program. Altogether 25,000 letters have been received since the Chicago program went on the air a year ago. The show is sponsored by Nelson Bros. Furniture Warehouses Inc., Chicago. Selviair Broadcasting System is agency.

Hey! Mr. Motorist

ATTRACTING wide interest is the WOWO feature *Hey! Mr. Motorist*, originating from one of the main Fort Wayne business corners. In cooperation with the Police Department's Safety Bureau, Carl Vandagrift and Bill Davies, WOWO feature men, stop out-of-state automobiles for interviews. Questions put to drivers are all pertinent to motoring, with pointers on safety given particular stress. Booklets on sane driving, as well as Westinghouse souvenirs, give the feature unusual merchandising angles. *Hey! Mr. Motorist* is rapidly becoming one of the most popular noon airings of WOWO, being heard at 12:30 p. m. CDST, Monday, Tuesday and Thursday.

* * *

Tieup With Newspapers

KASA, Elk City, Okla., has arranged a trade for newspaper space against quarter-hour time on KASA. Five county weekly newspapers in the neighborhood of the station now carry complete "Radio Ramblings," program highlights, studio notes and other station activities. In exchange, KASA stages, with the aid of a studio orchestra, a "Hello Folks" community visit once a week to each newspaper's community. The only mention of the newspaper on each program is that the visit is made possible by the particular issue of the community.

* * *

Saturday Opera

WJEJ, Hagerstown, Md., started a new program Aug. 21 devoted entirely to excerpts from operas. It is broadcast Saturday evening and is known as *Operatic Interludes*. Instead of using staff talent, the program features outstanding local artists, both singers and instrumentalists, in guest artist fashion, with no performers appearing on more than one program during the series. Talent has been arranged for a period of 13 weeks. The program is sustaining. Letters to members of musical organizations and women's clubs were sent out in advance of the first program, and card displays were arranged with local music stores. The program is produced by Amos Harper.



VACATION IDEA—Mary Mason, (right), *Home Forum* director of WRC, Washington, gave traveler clocks recently to each of her fans who acted as "Cousin Mary Mason" while she took a vacation.

Guest Announcers

ROUND ROBIN for announcers giving the sportcasts of Detroit Tigers, Cincinnati Reds and the Cleveland Indians is under way with each announcer going from town to town so that Socony-Vacuum and General Mills, co-sponsors, can find out what type of announcing the public likes best. The co-sponsors are offering $100 for the best letter analyzing the most enjoyable announcing style. Sports commentators participating in the round robin are Ty Tyson, WWJ, Detroit; Harry Heilman, Michigan Network; Jack Graney, WHK, Cleveland, and Harry Hartman, WCPO, Cincinnati.

* * *

Having a Fine Time

A SERIES of programs in the form of *Inquiring Reporter* interviews with St. Louisians summering in the north, together with short descriptions of the towns, will be broadcast over KMOX, St. Louis. Jerry Hoekstra, director of public affairs, Marvin E. Mueller, announcer, and Gordon Sherman, engineer, have returned from Douglas and Grand Haven, Mich., where recordings were made.

* * *

The Day's Doings

WSBT-WFAM, South Bend, Ind., has started a quarter-hour morning program titled *Your Engagement Book*. Brief announcements covering all types of social functions, meetings, etc., are made.



4,000,000 NEW YORK HOUSEWIVES DO!

In millions of foreign language homes in metropolitan New York, WBNX is a household word. The foreign housewife, whether she be Jewish, German, Polish, Spanish or Italian, listens to programs in her native tongue and is profitably influenced by WBNX advertisers!

1000 WATTS DAY AND NIGHT
WBNX NEW YORK

"It's the Four Million who Listen to WBNX"

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
MEMPHIS
Wide Range Transmission—5,000 Watts Power

WREC

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

New Bible Series

WHBF, Rock Island, sent 150 letters to Sunday School teachers in Rock Island, Davenport and Moline to invite their cooperation on a new program *Miles of Smiles*, broadcast every Sunday morning at 8:15. Miss Ruth Robinson, a teacher, takes the children on a mythical boat trip to the Holy Lands where she describes the settings of well known Bible stories in the manner of a guide or tourist. Children who come to the studios to take part on the programs are given tickets for the "trip" —but first must present a ticket from their teachers testifying that they attended Sunday School the previous Sunday. Teachers are holding contests to see which youngster will win the most tickets.

* * *

Tales of the Stars

TALKING about the celestial planets in manner comprehensible to the layman, Kearney Walton, known as the "Backyard Astronomer" recently started a weekly series of programs over KFRC, San Francisco and the Mutual-Don Lee network in California. He is heard at 8.30 p. m. P. S. T. Mondays. From time to time the program introduces as guest speakers men prominent in scientific research in astronomy.

* * *

Books Air Reviewed

A WEEKLY series of dramatizations of famous books, to be called the *N. Y. U. Literary Forum of the Air*, will be broadcast on WHN, New York, each Thursday beginning October 7. Programs, which will feature reenactment of the more important scenes of WHN's stock company and a discussion of the book by two professors, will be supervised by H. M. Partridge of New York University's radio division.

* * *

The Big Idea

UNUSUAL listener response is reported by WHN, New York, for its *What's The Big Idea*, a program series dealing with inventors and inventions. Descriptions of inventions ranging from trick mouse traps to alarm bells for motorists who doze while driving have brought mail from all over the country, says WHN.

* * *

Music and Pleasure

DR. FRANKLIN DUNHAM, NBC educational director, is completing arrangements at the National Music Camp, Interlocken, Mich., for a new fall program to be titled *Fun in Music*. The Tuesday series on NBC-Red network feature band lessons from schools and will be under the supervision of Dr. Joseph E. Maddy.

* * *

For Home Inspectors

KDYL, Salt Lake City, takes a microphone inside new homes, under sponsorship of a local realty firm, with Myron Fox taking listeners for a stroll through the homes. Announcements are used the preceding day to call attention to the program and bring interested buyers to the program scene.

* * *

John Q. Shows How

AT WCPO, Cincinnati, Red Thornburgh, m. c., invites the public to step up to the microphone and show how they think announcing should be done. Titled *The Public Announces*, the feature is proving a good drawing card.



FRISKED—KVOR staffmen were frisked when they entered the Colorado State Penitentiary for a broadcast, despite their credentials from Governor Teller Ammons. Roy Best (right center) looks on as a deputy inspects pockets of Manager Hugh Terry and Chief Engineer E. H. Taylor. A 45-minute show was piped to KVOR, Colorado Springs, and KVOR, Denver, using prison talent.

Rehearsal Noises

MICROPHONES planted in the orchestra shell of the Hollywood Bowl give forth interesting and amusing sounds during *Candid Microphone* broadcasts of symphony rehearsals on KMPC, Beverly Hills. Baron Von Egidy and Lee Cooley, KMPC announcers, handle the impromptu broadcasts which have aroused an unexpectedly large listener interest, says KMPC.

* * *

Golf Clinic

TEACHING dubbers how to smack 'em is the purpose of *Golf Clinics*, a weekly program on WENR, Chicago, broadcast from the roof of Merchandise Mart before a select audience of 500 golf fans. The programs include interviews with famous golfers, a weekly prize limerick contest and a golf lesson during which the pro drives ping pong balls into the crowd and prizes are given to those who catch them.

* * *

City Entertains

ALL KANSAS City stations are cooperating in a program series to promote that city's fall festival called "Jubilesta." A young lady chosen as "Miss Jubilesta" is touring the state and making transcriptions of her interviews with prominent citizens whom she invites to attend the festival. The disc series is broadcast on KMBC, KDAF, WHB, KXBY, KCMO and KCKN.

* * *

Fun With Norman

WCFL, Chicago, has inaugurated a full hour program of recordings and banter aimed at a feminine audience and featuring Norman Ross, who is billed as "The Woman's Home Companion." During the program the following announcement is made at frequent intervals: "Ladies, stay home and have fun with Norman Ross." The program is broadcast daily except Sunday at 1 p. m.

* * *

For Nightowls

INTERVIEWS with night club entertainers on its midnight to 4 a. m. *Night Watch* program, are featured by WIND, Gary, Ind. Recordings are made of the interviews at the entertainers' convenience and mail response from the Chicago area indicates a most favorable listener reaction, says WIND.

THE WHY OF THE WIRES OF WIRELESS

In the early days of radio broadcasting, home-made crystal sets  **were a thrilling experience. Whole families were willing to share headphones and listen**  **to the local station giving news and playing recorded music. The scope of a program was necessarily limited to the scope**  **of the station. As radio progressed, chain broadcasts increased the latitude of radio broadcasting. Special telephone wires were designed**  **to carry programs faithfully from city to city. Special telephone equipment**  **was set up to distribute network programs. A complete industry grew up within the telephone industry, to keep pace with the progress of radio.**

BELL SYSTEM
AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES

Spark Oil-Gas Stoves

RADIO along with newspapers and farm papers in California, Washington and Oregon will be used in a campaign being planned by Hammer-Bray Co., Ltd., Oakland, Cal. (Spark gas stoves and oil heaters), which on Aug. 20 announced the appointment of D'Evely & Wadsworth Inc., San Francisco, as its agency. L. M. Clayberger is advertising manager of the concern, and will direct the campaign along with C. R. Ohnimus, sales manager. The company also has branch offices in Los Angeles, Seattle and Portland.

W. PAUL OURY, onetime general manager of WPRO, Providence; Howard Thornley, WPRO chief engineer, and Frank F. Crook, outo dealer, are partners in an application filed with the FCC for a new 1,000-watt station on 1390 kc. in Pawtucket, R. I.

COVER LOUISVILLE AND YOU COVER ALMOST ALL!

Louisville alone has about 11% of Kentucky's entire population, but does more than 30% of Kentucky's retail business. Station WAVE *covers* this preferred market as thoroughly as any medium you can buy. But because we *don't try to cover the rest of the world too*, we give you the Louisville area at far lower cost... It's the old story of sharpshooting when you see the whites of their eyes, instead of just banging away at all them shadows out thar!

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K. C.

Prizes by the Thousand

(*Continued from page 15*)

the program each week. Since the C-H-B line consists of a large family of food products, the program lends itself to the manufacturer's advertising needs. One item could be featured in the commercials, and a mention of all of the principal C-H-B products included at the time when listeners were told what C-H-B products to select from, in mailing in their qualifying labels.

Clipped Commercials

Besides the game, the *Who Am I?* program featured an orchestra, soloists, and comedy. The "curse" was taken off the commercials by having the comedian, Charlie Marshall, unsuccessfully attempt to deliver orations about C-H-B products. Throughout the entire 26 weeks, it is doubtful if Charlie ever was allowed to complete even one of his little speeches, being pushed off the air each time by the master of ceremonies.

The *Who Am I?* idea lent itself to ingenious stunts in the grocery stores. Sandwich men, with masks over their faces, paraded slowly around the larger stores, their signs reading: "WHO AM I? Tune In—NBC Red Network—Tuesday at 7:45 P. M."

Thousands of retailers displayed special C-H-B posters, calling the public's attention to the fact that they should buy C-H-B condiments to secure the necessary labels to accompany their guesses.

Likewise, dramatic advertisements calling attention to the *Who Am I?* program appeared regularly on the radio pages of leading western newspapers.

Hundreds of letters have been received by the sponsors, expressing the listeners' thanks for the attractive prizes, and their satisfaction with the quality of C-H-B products which were being tried for the first time as a result of hearing the broadcast.

The heavy response to each program showed that the public was just as interested in responding to the offer of an inexpensive premium as well as of an expensive one. The *Who Am I?* game seemed to act as a mental challenge, and the public entered wholeheartedly into the spirit of the broadcast. The listeners were literally a part of the radio program.

Here is what Bob Hall, radio editor of the *San Francisco Call-Bulletin*, said in his column about another unusual factor disclosed by the program:

"A new means to judge the intelligence of a radio audience has just been found: Rate 'em in percentages — rather than yours. KPO's *Who Am I?* contest has started the gossips and statistical minded along radio row. And now it seems evident that the program producers under-estimated the aptness of their dialers.

"Each week an unidentified person is described and the audience invited to guess.

"The first week 90% gave the correct answer, naming the singer described as Bing Crosby.

"Second week was tough, and the description contained a 'joker' intended to throw the audience off the trail of accuracy. But 20% named Stalin, the dictator. It was the correct reply.

"Another "joker" the third week, yet 40% correctly identified Garfield as the President.

An off-shoot of this original radio adaption of the Who Am I? game, was the formation of numerous "Who Am I" clubs, informal but regular parties held 'round the radio set every Tuesday evening at the time of the C-H-B broadcast.

The *Who Am I?* program was created for California Conserving Co. by the San Francisco office of Emil Brisacher and Staff, advertising agency.

It is soon to continue on the air after a brief interval as mail returns were at an all time high as the summer season approached.

KMPC

Beverly Hills, California

★ ★ ★ ★ ★ ★ ★

"The Station of the Stars"

Continues its march to the top with three new program "scoops" that have the whole town *listening.*

G. A. RICHARDS, *President* ★ LEO. B. TYSON, *Vice-Pres.-Gen. Mgr.* 710 KILO

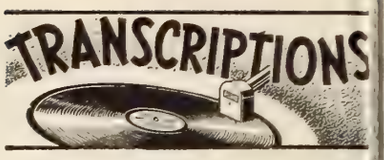
WPA Education Series Serving Large Audience

WITH some 2,755 foreign-born persons as regularly enrolled members in the course in beginners English, the *New Voice in Education* program being broadcast over 13 stations in the New York metropolitan area under auspices of the Radio Division of the WPA-Adult Education Program, New York City Board of Education, has established itself as a potential force for academic instruction in New York, according to S. Alexander Shear, project administrator. He estimated that the 181 programs broadcast during June alone served 200,000 listeners.

Lessons in elementary English are given along standard scholastic lines, a learner's book being mailed free to students to serve as a guide during the broadcasts. Students send in their exercises to be corrected, thus making it possible to count "attendance". Nearly 5,000 are enrolled in the entire program, which includes other courses.

HARRY A. MacFAYDEN, of the NBC production staff, is adaptor and director of a series of three Friday 3-4 p. m. adaptations of former stage successes being presented by the NBC Radio Guild.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.



LUCIO VILLEGAS, of Pan-American Radio Productions, Hollywood, in August started to record a Spanish version of *Chandu* on 78 transcription for release in Latin-American countries. Arrangement was made through Harry A. Earnshaw of Earnshaw Young Inc. A similar arrangement will also be made for the series of 26 *Radio Short Stories.*

RCA MFG. Co., Chicago (transcription division) will move Dec. 15, from the Merchandise Mart to 589 E. Illinois St., where the entire RCA family in Chicago with the exception of NBC is now located. RCA transcriptions will occupy the entire sixth floor which will be modernized and air conditioned. In all, there will be three studios with the main one 50 by 30 feet. RCA will do all processing at the new plant, Ed Foreman, head of the Chicago office, recently returned from a two-month European trip.

ORLANDO R. MARSH, head of Marsh Laboratories Inc., Chicago founded in 1922, has retired from the business. The company is now in the process of reorganization and will henceforth be called Chicago Recording Studios. The organized company has moved to 615 Lyon & Healy Bldg. Although a representative of the firm did not care to divulge the complete personnel of the company, it is understood that J. H. Bosley and Miss Faber, both of the Marsh Laboratories, will be associated with Chicago Recording Studios.

HECTOR CHEVIGNY, formerly head of CBS Hollywood script department and later writer on *Hollywood Hotel* program sponsored over that network by Campbell Soup Co. is under exclusive contract with Associated Cinema Studios, that city, to write the May Robson transcription serial, *Lady of Millions*, being cut for Bauer & Black Inc. (Velure vanishing lotion). Series will be placed on 21 stations nationally, starting Oct. 15, through Blackett-Sample-Hummert Inc.

NBC announces the following new subscribers to its Thesaurus service: WIBM, WMBS, WBLK, WBOW.

WBS announces the following new subscribers to its library service: CJIC, Sault Ste. Marie, Ont.; KATE Albert Lea, Minn.

RCA-VICTOR studios, Hollywood, has recorded music from seven of the latest Walt Disney "Silly Symphony" cartoons in Spanish, for Latin-American distribution.

J. O. WITTE has resigned as vice president of Fitra Productions Inc. Hollywood transcription and production concern and Edward Pavaroff secretary-treasurer has acquired his interests. Dr. William H. Voeller is president.

Historic 'Document'

RECORDINGS of the voice of the late Guglielmo Marconi, speaking a few words of farewell during a short-wave broadcast to America a few months ago, have been sent as souvenirs by NBC to a select list of persons in the radio industry. Marconi's words are preceded on the record by a brief dramatization of the first Transatlantic wireless signal. On the reverse side of the disc is a tribute to Marconi by his friend of 30 years, David Sarnoff, RCA president.

Court Decision Continues Brooklyn Case Litigation

WITH THE issuance Aug. 16 by the U. S. Court of Appeals for the District of Columbia of a stay order, further litigation in the five-year-old "Brooklyn cases" was assured.

Upon petition of WLTH and WARD, Brooklyn stations which were ordered deleted by the FCC, the court authorized the stay order, restraining the FCC from making effective its decision in the cases pending determination of the appeals filed by the stations. Thus, another year of litigation appeared certain. In its decision, promulgated to become effective Sept. 15, the FCC ordered assignment of three-fourths time on the 1400 kc. regional channel to WBBC, Brooklyn, and the remaining one-quarter time to WVFW, Brooklyn. Deletion of the other two quarter-time stations was ordered, together with denial of several other applications for the facilities. The cases have been heard by the FCC en banc after they had been decided on two other occasions only to be reheard and reconsidered.

Net Programs Prepared

TWO NEW network programs, one to feature Walt Disney's Mickey Mouse and the other Mary Pickford, are being prepared for sponsorship by Ruthrauff & Ryan Inc. Myron Kirk, the agency's New York radio director, was in Hollywood for two weeks in August conferring with Edmund (Tiny) Ruffner, West Coast manager, on the shows which will emanate from that city. Lever Bros., for an unnamed product, will sponsor the Mickey Mouse series on CBS starting Oct. 5, and has reserved the Tuesday, 8:30 p. m. period which comes directly before the Al Jolson half-hour program sponsored by the same firm. Lever Bros. is now committed to 4½ hours weekly on CBS exclusively. Mary Pickford will be sponsored by an unnamed cosmetic company of which she is said to be a stockholder. What network will be utilized and title of the program was not learned but show is also scheduled for early October.

Developing Broadcasters of Future

(Continued from page 28)

commend the commercial stations I have had experience with for their cooperation in the teaching of broadcasters. A popular introductory course in broadcasting may be given which will appeal to all radio listeners and users. If the class is located in a city where there is a radio station, members of the staff of the station may grant weekly interviews concerning their work in the station. The technical staff will explain the operation of the microphones, control board, and electrical-transcription pickup, and will take the class to visit the transmitter.

Contractual Relations

The general manager will discuss contractual relations with the network and with ASCAP, costs of operation, the NAB, and FCC. The program director, announcers, sports announcer and news commentator will explain and demonstrate their methods and duties. The dramatic director, with his cast will demonstrate a rehearsal of a play, later to be heard over the station's facilities. Using the public-address equipment, the musical director will illustrate balance and distortion causes by different placing of musical instruments before the microphone.

Continuity writers will discuss their problems. The sales department representative will tell of the station's rates, explain how campaigns are planned for the sale of radio time, show by charts the station's coverage, and explain tie-in and merchandising campaigns. Through these interviews and demonstrations the class will gain a general view of the work done in the station and studios by the broadcaster. A number of advertising agencies which figure in radio advertising, a commercial motion picture producer, and the telephone company also assist in the instruction of classes. This service is not only valuable to the student but has publicity value for the stations and organizations.

A general cultural course is of advantage to the student who looks forward to a career in broadcasting. English courses in composition or rhetoric are essential both for the preparation of continuity and for grammatical speech. A knowledge of English literature is helpful to the interpretative reader and book reviewer. An insight into civics or political science will be a worthwhile foundation for the commentator or interviewer. Probably one of the first questions asked by the station manager of an applicant is whether or not he has had any dramatic training. Announcers for the networks are required to have some knowledge of foreign languages.

Courses in music appreciation, the history of music, and creative listening will prepare the announcer for the introduction of and comment upon operas and classical selections. Many schools of journalism are recognizing the entrance of radio into the field of dissemination and current news, and journalistic training is of great value to the broadcaster. Courses in business management and economics will help the announcer into executive positions with the station. The life blood of the broadcasting station is its commercial accounts, and over one half of the station staff is in the sales department; consequently courses in advertising and the psychology of advertising are among those recommended.

Piel Places Spots

PIEL BROS., Brooklyn (beer), is using one-minute live announcements on WBT, Charlotte, four days a week; WALA, Mobile, three days a week; WSFA, Montgomery, three days a week; WMBG, Richmond, Va., three days a week; WSGN, Birmingham, three days a week. WAGF, Dothan, Ala., is carrying a 15-minute news show six days a week. KNX, Los Angeles, has also carried a 15-minute news show, three days a week, but new plans are being formulated for this outlet. The agency is Kenyon & Eckhardt Inc., New York. Robert Degen is account executive.

18 Hours a Day — 5,000 Watts, Day & Night

LA PRESSE'S

CKAC

MONTREAL

Canada's Busiest Station

Representatives: Joseph H. McGillvra

Palmolive Bldg. CHICAGO — 366 Madison Ave. NEW YORK — Metropolitan Bldg. TORONTO

WSPD

OFFERS THESE PROVEN AUDIENCE SHOWS—FOR SPONSORSHIP

★ Brush Creek Folks

A Rural Comedy team—
3 years on station—
a guaranteed audience—
5 days weekly, 4:45
to 5:00 P. M.

★ The Smile Club

A children's show of unusual merit, featuring 20 professional kiddies is a Saturday morning Variety show —full hour duration, 9:15 to 10:15 A. M. A five-year established WSPD Feature.

★ RETA RAY
Sunshine Girl

This Southern Gal has everything—a personality blues singer, plays own accompaniment — five quarter hours weekly, 4:30 P. M.— over a year on this station.

For Further Information
Write or Wire

WSPD

TOLEDO, OHIO

An N. B. C. Basic Blue Outlet

Another Poetic Drama

CONTINUING the cycle of dramatics which has characterized this summer's features on the networks, NBC announces that Maxwell Anderson, Pulitzer Prize playwright, has written an original poetical drama for presentation over NBC-Blue on Monday, Sept. 20, 9:30-10 p. m. (EDST). It is titled *The Feast of Ortolans* and is his first radio play. CBS recently presented a poetic drama, also written exclusively for radio and later published in book form, by Archibald MacLeash, Pulitzer poet, titled *The Fall of the City*, which was highly acclaimed.

A NATIONAL memorial to that late Guglielmo Marconi as one "who should be remembered by all mankind" was proposed in a resolution introduced in Congress Aug. 17 by Rep. Dickstein (D-N. Y.).

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
Repts. 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

Studio Notes

WJBY, Gadsden, Ala., will move into its combined studio and transmitter building about Sept. 10. Structure is modern in design. New equipment including vertical radiator, has been added and the day power of the station has been boosted to 250 watts.

KOY, Phoenix, Ariz., has inaugurated Transradio leased wire service, having previously received Transradio service direct by wireless. Special correspondents have been mobilized throughout Arizona. News manager of the station is Gerald Gordon.

KGER, Long Beach, Cal., recently began receipt of the full leased teletype service of Transradio Press. The station is on the air with five- minute spots hourly and with 15-minute news roundups and late flashes at appropriate intervals during the day. Clete Roberts, former Seattle newscaster, is news editor.

RADIO FEATURES SERVICE Inc., Hollywood radio publicity service, has moved to larger quarters in the Taft Bldg., doubling its space. Irving Parker is vice-president and general manager.

WOL, Washington, will enlarge its educational program this fall by opening a children's school in radio technique. Training will be given for 13 weeks in microphone technique in the belief that many youngsters possess talent but merely lack proper training. Staff members and invited instructors will participate. Practical elements of broadcasting will be included in the course, which opens in September.

PEOPLE'S MEDICAL LEAGUE, a nonprofit organization to provide medical and dental care for people of low income, began a series of programs on WBIL, New York, recently featuring talks by prominent physicians.



HELP!—Paul Hodges, announcer of WMPS, Memphis, was marooned atop the 22-story Columbian Mutual tower when a practical joker pulled down the 22-foot ladder that provided egress to the world below. Using shortwave equipment he had taken up for test purposes, he broadcast to the studio for help, breaking into a sustainer. Police responded but figured it was a gag and refused to aid. Hodges finally came down hand-over-hand on the flagpole rope.

WMBD, Peoria, Ill., established "trailer" studios at the annual Illinois State Fair at Springfield, Ill., Aug. 14-22, to maintain a daily schedule of special broadcasts direct from the fairgrounds. Emil Bill, WMBD farm news reporter, handled broadcasts from stock and agricultural exhibits while Howard Dorsey, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, announcer, conducted daily interviews with fair visitors. WHO, Des Moines, redecorted its Crystal Studio in the Varied Industires building in preparation for the 1937 Iowa State Fair which opened Aug. 27.

KGGC, San Francisco, has announced that effective immediately station employes no longer will be required to be combination men. No longer will technicians have to double in brass as announcers, and vice versa. Announcers will stick exclusively to their profession and the technical men will be expected to do nothing more than operate the transmitter, control booth apparatus and monitor programs.

THE Holden Expedition under the direction of Dr. Wm. Hall Holden, staff surgeon of the American museum of National History, is planning a series of broadcasts on NBC-Blue network from the Amazonian jungle where the expedition has gone to collect animals for the museum and study the folkways of the Indians.

A RELIGIOUS program appealing to all classes is *Mac 'n' Henry*, now on KFRO, Longview, Tex. Mac 'n' Henry are two ficitional negro characters and the program is back with singing of a choir. It had been presented previously in New Orleans and Shreveport.

THE ALLIS-CHALMERS Mfg. Co., Milwaukee, (farm implements), sponsored a daily broadcast at the Missouri State Fair in Sedalia, Aug. 23-28, over KFEQ, St. Joseph. The program was a combination of musical entertainment by a hillbilly band and also questions and answers, interviews being conducted by Earl Williams, farm program director of KFEQ.

A NEW after-midnight program has been started at CKLW, Windsor-Detroit, called *Dawn Patrol* and broadcast 1-4 a. m. daily, with Larry Gentile as master of ceremonies. Three sponsors were obtained for this program before its inception Aug. 28.

WEVD, New York, will move its studios to the building at 117 W. 46th St., recently purchased by the *Jewish Daily Forward*, major backers of the station, when alterations have been completed, probably about the first of the year. Station's lease on its present quarters at 160 W. 44th St. runs until Feb. 1, 1938.

WINS, New York, is broadcasting a Monday series of non-political talks by members of the Fusion Party's speakers bureau designed to acquaint voters with the workings of the various city departments prior to the coming elections.

AN organization to provide financial assistance to meritorious inventions introduced on *Your Invention* program on WMCA, New York, has been formed by Sam Hammer, director of the program. Known as The Inventors' Institute, and comprising a board of industrialists and engineers, the organization has capitalized on two inventions recently presented on the series, a light magnifier and a novelty toy.

DETAILS of dealer spot broadcasting and cooperative programming were the subject of a monograph issued by Service Programs Inc., New York. The study will analyze the problems involved in planning, writing and arranging for dealer transcription and script programs designed to tie in with network broadcasts or to sell on their own. Miss Gladys Miller of the New York U. school of retailing will prepare the monograph and it will be distributed to sponsors, station executives and advertising agencies.

THIRTY-FIVE San Francisco Bay district radio station managers and executives will be the guests of the California State Fair at Sacramento on "Radio Day," Sept. 6. The party will be headed by Don E. Gilman, NBC vice-president and chairman of Radio Day, and Lloyd E. Yoder, assistant chairman.

WBNX, New York, has revised its weekday schedule slightly. Station now broadcasts from 9 a. m. to 6 p. m. and from 7:30 p. m. to midnight. Formerly the intermission was from 5:30 to 7 p. m. There is no change in the Sunday schedule.

KYA, San Francisco, is broadcasting three announcements every night urging dialers to softpedal their sets after 10 p. m.

ADVENTURE, exploration, mystery and romance are the features of a new Saturday series on NBC-Red network called *Vagabond Adventures* with Tom Terriss, globe trotter, as narrator.

STUDENTS and faculty of three local colleges—Virginia Intermont, Sullins and King College—will participate in a series of broadcasts on WOPI, Bristol, Tenn.

MR. SPACE BUYER

- - - and other Big-Wigs

Is It True What They Say About Networks?

We know *it's true what they say about Dixie*, and it must be *true what they say about Networks!*

In the last issue of *Broadcasting* I cluttered up a quarter-page ad with my picture. No vanity, of course,—just wanted to let you know that, after *21 months* of being *off* a network (CBS), I'm still alive and well. Fact is, we've been ridin' high, wide and handsome down here at WDSU, and setting new records for *local* business.

Since we couldn't throw the switch and air a network program, during this 21-month period, we just buckled up the old belt a couple of notches and bore down heavier than ever on *local* features, news, sports, and everything the yokels on *any* Main Street just must have.

Looks like we kicked smack over the traces and almost ran away from ourselves.

Down South, they say you can't fool an old Horse Fly . . . neither can you fool New Orleans merchants. Canal Street knows it's radio. WDSU phones rang, wanting rates, contracts were signed, more local business on WDSU than any other local, surveys were the cause of it,—surveys that showed WDSU to be *tops*.

So this time I'm taking another quarter-page to tell you that I took the fifty thousand and put it in to make WDSU better. New equipment —the first high fidelity wide range quality in the old town, renovated studios, bigger staff, etc.

And did it go over big? Well, we had to stop selling spot ads one month before we went on NBC. Just thought one spot on an average of every six minutes all day was *too much*.

Now, we are back on the Network—the Big Fellow (NBC), and coupled with our *local leadership* and *finest features*, our advertising friends in New Orleans are asking us: "What are you going to do with all the *extra* business that *network prestige* inevitably brings to a *local* station?"

Honestly, we don't know what we'll do. Have to order bigger trousers, I guess. But I'll guarantee you one thing, sure:

WDSU will always lead locally, and coupled with *NBC's leadership* and quality programs, *we're sure 'nuf goin' places.*

Will be glad to hear from you anytime. Au revoir.

JOE UHALT,
President, WDSU, Inc.

National Representatives: John Blair & Company
New York Detroit Chicago San Francisco

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

WGN, *Chicago Tribune* station, will start broadcasting news for the first time in the daytime on Sept. 8. Heretofore the station's only news broadcast, called *Tomorrow Morning's Tribune*, has been broadcast nightly 8:45 p. m. Quin Ryan, manager of WGN, will broadcast the new daily quarter-hour news show which will be sponsored Mondays, Wednesdays and Fridays at 11:45 a. m., by the Bathasweet Corp., New York (cosmetics). H. M. Kiesewetter Adv. Agency, New York, handles the account.

WHEN KGW, Portland, Ore., dedicated its new antenna Aug. 14, ten former members of the staff of that station participated in a special salute from the NBC's San Francisco studios. The group included Harry Anderson, NBC Western division sales manager; Larry Allen, head of the San Francisco office of NBC artists service; Archie Presby, Larry Keating and Hal Gibney, announcers; Helen Kleeb, actress; Jane Burns, receptionist; Van Fleming, producer; Glen Hurlburt, accordionist-conductor; and Mary Alice Moynihan of the auditing department. The group did a burlesque of *Homicide Squad*, a police drama formerly written by David Drummond, NBC producer, while at KGW.

KGGC, San Francisco, is seeking a new location for modern studios and offices in the downtown section. The station wants a new spot to house both its transmitter and its studios before beginning a 24-hour daily broadcasting schedule.

WATL, Atlanta, and WRBL, Columbus, Ga., have contracted for the leased wire news reports of International News Service. WATL will receive the complete day and night reports, while WRBL will receive the day service, starting Sept. 15.

EFFECTIVE Oct. 1, KECA, Los Angeles, will abolish the dual rate card, according to Harrison Holliway, KFI-KECA general manager. The local rate will be discontinued and the one rate card in force will carry national rates.

JOHN NESBITT, through special arrangement with his sponsor, Duart Sales Co., Ltd., San Francisco, to whom he is under exclusive contract, arranged to do four quarter-hour broadcasts over the Mutual network for World Peaceways. Nesbitt is scheduled to begin his *Passing Parade* on Mutual Sept. 12. The sustaining programs for World Peaceways were broadcast on Aug. 15, 22, 29 and the final one is scheduled for Sept. 5. The first broadcast was released from Hollywood and the remainder from the KFRC studios in San Francisco.

NEARLY 3,000 boys and girls, attending the state 4H-Club roundup on the campus of the Oklahoma A & M College at Stillwater, Okla., took part in a series of broadcasts during the past week over KVOO, Tulsa. The special events department of KVOO installed lines to the campus, a distance of 75 miles, and broadcast five half-hour programs during the four days of the roundup. Included on the broadcasts were interviews, descriptions of competitive demonstrations, and group singing by the 3,000 delegates.

TRANSRADIO Press has signed contracts with WIP, Philadelphia, and WCLO, Janesville, Wis. WCAU, Philadelphia, also is served by Transradio. WCLO is owned and operated by the *Janesville Gazette*.

WHEN KFNF, Shenandoah, Iowa, recently made plans to pick up the Waubonsie State Park Sunset Services, it found no power lines and only one country telephone circuit into the Park—ten miles away. It solved the problem with its ultra-high frequency station W9XPL and its own gasoline operated power supply. The broadcasts worked perfectly.

COOPERATING with the local weather bureau WGBF, Evansville, Ind., now has a five-minute noon broadcast giving local forecasts and detailed river stages.



CINCINNATI's — Youngest radio announcer, Lee Bland, is just 4½ years old. Little Lee was guest announcer on *Dow's Dawn Patrol* conducted daily except Sunday by his father, Al Bland, over WKRC at 7:30 a. m. He gave the station call letters with such distinction that numerous requests have been received for a return engagement.

McNinch: Liberal

(*Continued from page 10*)

early life became only a memory.

A political revolution took place in the South in 1928 and Frank McNinch was in the middle of it. A life-long Democrat, the Charlotte lawyer joined the forces of the then Senator Furnifold M. Simmons in seeking to prevent the nomination of Alfred E. Smith. Mr. McNinch was a personal and political dry and his convictions ran deep on this subject in 1928. After Smith was nominated and refused to accept the dry plank of the platform, Mr. McNinch became chairman of the anti-Smith forces in North Carolina and put that state in the Republican column for the first time since Civil War days.

Mr. McNinch expected no political favors from President Hoover. He met the President for the first time in 1929 when he went to the White House to endorse a North Carolina friend for a position he failed to get.

Into the Federal Scene

In July, 1930, President Hoover tendered Mr. McNinch a place on the Power Commission but it was declined. In December the Charlotte lawyer was again offered the place, and after Senator Simmons and other friends urged him to accept he decided to enter the official life of Washington.

The appointment of the anti-Smith Democrat to a Democratic vacancy on the Power Commission was like waving a red flag in the faces of regular Democrats in North Carolina. Josiah W. Bailey had defeated Senator Simmons on a party loyalty issue and before he took his seat he roared out of the old North State to fight Senate confirmation of his Charlotte enemy. McNinch, however, was confirmed with only 11 votes against him.

President Roosevelt, during his power fight as Governor of New York, became attracted to McNinch as a result of some of his liberal opinions on the issue. The two men, however, did not meet until after Mr. Roosevelt was elected President. Before he was sworn in, Mr. Roosevelt made a swing through the Tennessee Valley, and among those invited to accompany him was the Hoover appointee to the Power Commission.

Since then their official relationship and mutual personal esteem have increased month by month. Power had been a paramount issue in the 1932 campaign and one of Mr. Roosevelt's first acts as President was to request the resignation of Chairman George Otis Smith, of the Power Commission. Mr. McNinch was designated as his successor, and in 1934 was reappointed by the President for a five-year term.

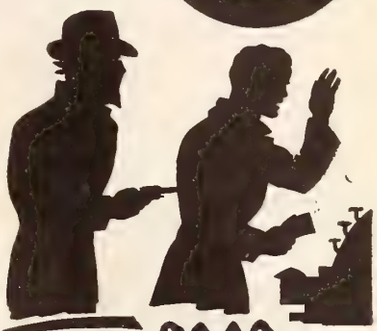
Mr. McNinch is a modest, home-loving man, with clock-like habits. His hobby is growing flowers in his garden at his suburban residence. He arises early and when he arrives at his office around 8:30 has already done three hours work in his garden or his study, or both.

In 1905, Mr. McNinch married Mary Groome, of Greensboro. They had three children, Frank Ramsey, Mary Groome and Ariel. Before he became mayor, Mrs. McNinch died. A few years later he married Huldah Groome, the sister of his first wife, and they have two children, Huldah and Robert Groome.

Mr. McNinch is a member of the Presbyterian Church, a Mason and a Knight of Pythias, and belongs to the Junior Order of United American Mechanics.

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Radio Advertising "Sell-Via-Air" Radio Productions

FCC Leadership to Start Clean-up

(*Continued from page 11*)

along with the two other members, Sykes and Case. Comdr. Craven presumably would succeed Mr. Stewart on the Telegraph Division as its chairman. But it is regarded as a foregone certainty that Mr. Craven will be identified with the Broadcast Division—if it is retained by that name — possibly through enlargement of its personnel to a five-man group. And it is just as logically anticipated that, should the division be enlarged, Col. Thad H. Brown, now a member of the Telephone Division, but formerly a Broadcast Division member, and a member of the old Radio Commission, would be assigned the fifth post. His broad knowledge of broadcast matters, plus his former experience as general counsel of the old Radio Commission, are construed as qualifications which would warrant such an appointment.

During the floor debate on the Craven appointment, Senator Wheeler reiterated statements about rumors of "rottenness and corruption" on the FCC. He said he felt that there would have to be an investigation unless something is done to cleanse the atmosphere. He recited Comdr. Craven's testimony to the Committee, in the course of which the nominee said he left a consulting practice that in its last year grossed $49,000 of which some $32,000 was net, to become FCC chief engineer.

Senator Wheeler also outlined the charges made by Kiernan about Mr. Craven's ownership of stock in certain stations, notably WPEN, Philadelphia, which he disposed of prior to becoming chief engineer. The contract of sale, it was developed, was handled by Horace L. Lohnes, Washington radio attorney. The Kiernan telegram charged that Mr. Lohnes held this stock and that he (Kiernan) had information to that end.

Wheeler Favors Craven

On the floor and in committee, Senator Wheeler charged that the FCC was being used as a "political football" and that unsavory reports that pressure has been exerted from "high places" in the Administration had gained currency. He declared he was satisfied that Comdr. Craven was a competent engineer and that he only delved into the matter of confirmation because he was skeptical of the FCC and its past and future. He added it was unfortunate that the Craven nomination came up so late in the session and failed to give the Committee the opportunity to make the study it desired.

Other members of the Committee, to a man, however, extolled Comdr. Craven in high terms after his Committee appearance. In the floor discussion, which was eclipsed by the impromptu address delivered by Senator White, regarded as the best-informed man in Congress on communications, a half-dozen members of the Committee took occasion to commend the President on Mr. Craven's appointment. Senator Truman (D-Mo.) asserted that he had entered the Committee deliberations with a "violent prejudice" against the naval officer because of reports he had received, but that after listening to his testimony he felt he was highly qualified for the post. Others who supported the appointment included Byrnes of South Carolina, Chavez of New Mexico, and the Democratic floor leader, Barkley of Kentucky.

During the confirmation colloquy, both Senators Wheeler and White emphasized they felt the appointments could not be regarded as sidetracking the proposed investigation, said to be opposed by the Administration. On the contrary, they held it strengthened the need of a probe, with Senator White declaring that he had in mind a broad fact-finding inquiry which would have as its object the modernizing of the existing law.

Comdr. Craven testified in committee in reply to Senator Wheeler that he had no definite views on newspaper ownership of stations. He asserted he regarded the whole issue of special allocations as an important one. Asserting he had "strong views" on policy matters, Comdr. Craven said he favored a diversity of licensees among broadcasting stations and in the various communities. He read a prepared statement covering his previous service and experience.

Special Supplement

THE editors of BROADCASTING acknowledge with gratitude the many letters and calls of commendation they have received for their special supplement to the Aug. 15 edition, mailed first-class on Aug. 17 to all subscribers, announcing President Roosevelt's appointments that day of Frank R. McNinch and Comdr. T. A. M. Craven to the FCC. The supplement was published to furnish complete background of the circumstances of the appointments and the men selected, in view of their special significance to the broadcasting industry at large at this time.

Three Mentioned For Craven's Post

WITH elevation of Comdr. T. A. M. Craven to a commissionership, appointment of his successor as chief engineer of the FCC is expected this month. The appointment will be made by the Commission itself and it is presumed that Comdr. Craven's recommendation will prevail.



Lieut. Jett

The present field of prospects, so far as known, is limited to the three assistant chief engineers. They are Lieut. E. K. Jett, retired naval officer, now in charge of Telegraph Division activities; Andrew D. Ring, in charge of broadcasting, and Andrew W. Cruse, who recently became assistant chief engineer for the Telephone Division.



Mr. Ring

Both Jett and Ring are veterans on the FCC and its predecessor, Radio Commission staff. Mr. Jett has been identified with communication aspects of engineering regulation practically since he was assigned to the old Radio Commission in 1929 while Mr. Ring, who joined the Radio Commission shortly after its creation in 1928, has devoted his entire attention to all phases of broadcasting. During the last several years he has also had supervision over visual and high-frequency broadcasting, including television.



Mr. Cruse

Mr. Cruse, likewise a former naval officer, was with the International Telephone & Telegraph Co. and for a time managed its broadcast station CMC, in Havana. He joined the Commission on Nov. 18 last year after having served as chief of the Electrical Division of the Department of Commission since 1933.

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THE BRANHAM COMPANY

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RADIO STATION

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The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

GET TEXAS MONEY!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" – TEXAS

Highlights of Senate Debate on FCC and Radio . . . . . .

DESPITE the flurry in the Senate over the nomination of Comdr. T. A. M. Craven, to the FCC, he was the subject of glowing tributes paid by various Senators, Democratic and Republican alike, during the Aug. 4 confirmation debate. Most of the outburst in the Senate was against the FCC itself, labeled by Senator Wheeler "a political football," and assurances were given on the floor that the White Resolution for an investigation would receive favorable consideration in the next Congress.

The high esteem in which Mr. McNinch is held was manifested by the fact that not a word of objection to his appointment was raised. Senators freely asserted that they expected the McNinch-Craven combination to "clean up" the FCC situation, as urged by President Roosevelt himself. Some of the sentiments expressed in the Senate debate were as follows:

SENATOR WHITE (R-Maine)—I have had occasion to know this man [Comdr. Craven] and to know something about the esteem in which he is held by the radio industry of this country and by the radio experts of the world. I say to the Senate that he is an outstanding engineering authority in America today. I say to the Senate that he is recognized by the communications authorities of the world as one of the outstanding authorities in the world. Mr. President, engineering problems constitute a major part and most difficult part of the problems presented to the Radio Commission. No engineer is now a member of the Commission. In this instance the President of the United States has gone to the very highest sources of authority in radio matters. He has presented to the Senate of the United States, as I believe, an outstanding nominee, a man of unquestioned knowledge and ability in his chosen field, and, I believe, a man of unquestioned personal character. I personally have had as much to say in criticism of the Federal Communications Commission as has any other Member of this body. I think I know of many particulars in which that criticism is justified; but I personally was delighted when the President of the United States sent this nomination to the Senate, because I believe that throughout the length and breadth of this land we could not have found a man better qualified to serve the country and to meet the problems which are presented by this amazing industry.

SENATOR BORAH (R-Idaho)—I trust that the confirmation of Commander Craven will not dampen the ardor of the Senate to pass the resolution providing for an investigation of the Federal Communications Commission and then to make the investigation. Though the situation may be taken care of for the future, yet if there were some past transactions that were improper they ought to be revealed, and the persons who indulged in them ought to be punished.

SENATOR JOHNSON (D-Col.)—Mr. President, in connection with the report from the Interstate Commerce Commission Committee recommending the confirmation of the nomination of Mr. McNinch and Mr. Craven as members of the Federal Communications Commission, I agree with the President in his selection of them; I voted in the committee for their confirmation, and believe they should be confirmed by the Senate. I have long felt that some corrective measures are necessary in the workings of the Commission. For example, I have just learned from Colorado that a constituent of mine practicing before this Commission, a man of splendid reputation in Colorado, had accusations made against him by one member of the Commission. Instead of following the generally accepted practice of referring such charges to the recognized bar association and its grievance committee, the Federal Communications Commission has been spending months in fooling around with these charges, with a great deal of publicity. I understand that the chairman of the bar association wrote to the Commission and offered the services of the bar association, but the same member of the Commission who brought the accusation also refused to accept the bar association's offer. It seems to me that the confirmation of men of wide experience and courage would result in putting a stop to such practices. In my opinion the President has made a wise choice in these men, and their addition to the Commission will be very wholesome.

SENATOR WHEELER (D-Mont.) Mr. Craven is a graduate of the Naval Academy at Annapolis. While he was in the Navy he studied radio communication. I have been told by two or three members of the Senate that he is one of the outstanding experts and engineers in his line. He is not only recognized in the United States as such by people who understand the business but throughout the entire world.

SENATOR BYRNES (D-S.C.)—I have never spoken to Mr. Craven outside of the committee room, but he is the best-informed man of whom I know in the engineering division of the Commission, and we have come to accept his statements without question as to matters before the Commission. The impression made upon us is that he is not only an unusually efficient man, but that he is a patriotic public servant.

SENATOR CHAVEZ (D-N.M.)—If Senators want to keep politics out of the Radio Commission, if they want good technical advice, if they want the Radio Commission to function the way it should function, he might as well confirm Comdr. Craven now. He is the only one named to the Commission up to this particular time who understands radio. He is honest, a man of the highest integrity, a man who understands what it is all about. I believe it is the best appointment that could possibly be made. It will do something for radio.

SENATOR BURKE (D-Neb.)—In the light of what the Senator from Idaho has said, I will state my position. Although I feel that the confirmation of the nomination of Mr. Craven to the Commission might so straighten out the affairs of the Commission that no investigation would ever be necessary, for myself I shall be very glad to support the resolution now pending and have the investigation made.

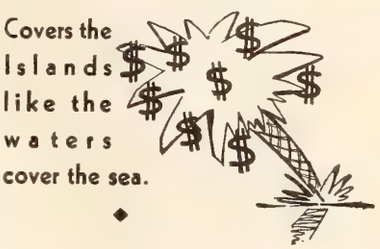
Orange Crush Spots

ORANGE CRUSH Co., Chicago (Orange Crush), started five-minute daily participation on the Polish program on WJBK, Detroit, Aug. 16, and participation on the weekly Friday night Arabic program Aug. 20 on the same station. In addition a daily five-minute sports program is being broadcast on WAVE, Louisville. J. Walter Thompson Co., Chicago, is the agency.

CHARLES J. CORRELL, The "Andy" of *Amos 'n' Andy*, has announced that his marriage to Miss Alyce McLaughlin, of Chicago and Hollywood, will take place Sept. 11, in Glendale, Cal.

Schering Test Series

SCHERING Corp., Bloomfield, N. J., will launch a test spot campaign for Saraka laxative on Sept. 7 in seven markets. Program, titled *Doctors Who Dared*, is a series of 15-minute dramatic programs based on the life of Dr. William E. Aughinbaugh, transcribed by RCA-Victor in New York. Programs will be broadcast twice weekly for 13 weeks on stations WHP, WMBD, WSBT, WIBX, KTBS, KFBK, WFEA. Campaign is handled by Marschalk & Pratt Inc., N. Y.



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TYPE FOR PROFESSIONAL RECORDING
WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.
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In the Proven Primary Listening Area your advertising dollars will produce greater volume sales at lower cost.
● Sales of 2,257 drug stores total more than $52,545,833 annually.
● 20,749 stores sell over $292,726,889 in foods yearly.
WHAS
Represented by Edward Petry & Co.
Owned and Operated by The COURIER-JOURNAL & LOUISVILLE TIMES
50,000 WATTS ● 820 KILOCYCLES

Cornish's Radio Course

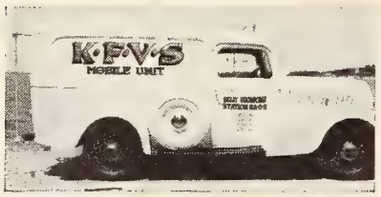
THE establishment of a division of radio, offering courses in broadcasting technique and writing for the radio, has been announced by the famous Cornish School of Seattle, headed by Miss Nellie C. Cornish. George Jennings, production director of WILL, University of Illinois station, who is now completing a course in training at NBC in New York, will head the new department, assuming his new duties Oct. 1. The Cornish School has equipped a new studio costing $15,000 with complete RCA speech input equipment. The studio is used also by KOMO-KJR, Seattle.

NBC-Blue on Sept. 1 will carry a 15-minute speech by Earl Browder, secretary of the Communist Party and its recent candidate for President, as a sustaining public service feature.

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA



MOBILE UNITS—KFVS, Cape Girardeau, Mo., has put a new mobile transmitter into service for remote broadcasts, A new program *Know Your City* is broadcast from the truck.

Havana Fund Voted

A $15,000 appropriation for the expense of the InterAmerican Radio Conference to be held in Havana beginning Nov. 1 was approved by both Houses of Congress just prior to adjournment. The conference, having treaty-making powers, will consider distribution of broadcast and high-frequency facilities among nations of North and South America and also technical requirements governing their use. President Roosevelt signed the bill Aug. 18.

Rulo Starts Campaign

RULO Corp., Los Angeles (automotive device), has appointed C. Ellsworth Wylie Co., Los Angeles agency, to service its national advertising and on Aug. 12 started for 13 weeks, using three weekly quarter-hour transcriptions on KSFO, San Francisco, and five weekly on KLX, Oakland, supplementing the latter with daily spot announcements. A Pacific Coast radio campaign is being planned for fall.



This Man— directs the buying in 520,500 homes*

Bumper crops, coupled with the highest prices in years, have put these homes into the class of LUXURY BUYERS . . . . a market that you can reach as a UNIT by using KMA.

Twelve years of friendly, helpful service have built a loyal, responsive audience that no advertiser can afford to overlook . . . 520,500 farm and small town radio homes with implicit confidence in the recommendations of Earl May and KMA.

Let us show you fact, figures, results . . . what KMA is doing for other advertisers . . . what KMA can do for YOU!

***In Iowa, Nebraska, Kansas and Missouri.**

The Earl May Station **KMA** Shenandoah, Iowa

Represented by
Wilson-Robertson—New York, Chicago, Kansas City

Uniform Antenna Marks Are Sought by the FCC In Revised Regulations

UNIFORMITY in antenna marking is sought by the FCC in an order issued Aug. 23 by the FCC, designed to reduce the hazard to air navigation. The rules are effective at once and licensees were ordered to comply with them at once. They follow:

(a) All antenna marking fixtures now equipped with lamps of 100 watts or less shall be equipped with 100 watt traffic signal lamps, Type A-21 clear, medium screw base. All lamps must be enclosed in aviation red prismatic obstructions light globes.

(b) All 200 watt code beacons shall be equipped with 200 watt general lighting service lamps, Type PS-30, clear, mogul prefocus base (where mogul prefocus base sockets are not now installed, these shall be installed).

(c) All 100 watt code beacons shall be equipped with 500 watt general lighting service lamps, Type PS-40, clear, mogul prefocus base (where mogul prefocus base sockets are not now installed, these shall be installed).

(d) All 500 watt rotating beacons shall be equipped with 500 watt aviation lighting service lamps, Type T-24 clear, mogul bi-post base.

(e) All 1000 watt rotating beacons shall be equipped with 1000 watt aviation lighting service lamps, Type T-20 clear, mogul bi-post base.

Attention is invited to the fact that these lamps which are particularly designed for the services specified, having considerably longer life than ordinary lamps of similar wattage, and in addition are much more efficient for these services. The use of the proper lamps as above stated, should materially increase the effectiveness and reduce the cost and inconvenience of maintenance.

(f) The tower paint shall be kept in good condition and repainted as often as necessary to maintain this condition. Towers now painted black and yellow shall when repainting is necessary, be painted in accordance with the present standards as follows:

"Each tower shall be painted throughout its height with alternate bands of international orange (orange yellow No. 5 of Color Card Supplement to the United States Army Quartermaster Corps Specifications No. 3-1) and white, terminating with international orange bands at both top and bottom. The width of the international orange bands shall be one-seventh the height of the structure (if towers are over 250 feet, bands should be from 30 to 40 feet). The white bands shall be one-half the width of the international orange bands."

Monitor Rule Extended

THE FCC Broadcast Division Aug. 18 further extended the working date of Rule 981 for six months from Sept. 15, 1937. This rule requires all relay, international, television, facsimile, high frequency and experimental broadcast stations to have a frequency monitor in operation by Sept. 15, 1936. This monitor does not have to be approved by the Commission but must have an accuracy of one-half the allowed tolerance of the class of station with which it is to be used. The unavailability of commercial monitors on the market has necessitated this third extension of the effective date of Rule 981.

WITH M. Jardillier no longer Minister of Communications of France, having relinquished that post with the last change of governments, France is considering the establishment of a new cabinet post of Minister of Radio. At present French radio falls under the jurisdiction of Ministry of Posts, Telegraphs & Telephones.

Equipment

RCA equipment has been ordered for the new KEUB, Price, Utah, 100 watts on 1420 kc., authorized by the FCC. Construction, however, has been held up pending a court appeal of interests opposing the station. Frank C. Carman, manager and chief engineer, reports that present plans call for starting the station about March 1, 1938, with Jack Lee Powers as commercial manager and David G. Smith as program director.

AN RCA 250-G 250-watt transmitter has been ordered for the new KPFA, Helena, Mont., which the FCC recently authorized the People's Forum of the Air to construct. The operators will be Barclay Craighead, Helena; E. B. Craney, Butte, and Sam C. Ford, Helena.

WSBT-WFAM, South Bend, Ind., plans installation of a new pre-set type control panel in the main control room and a new WE program amplifier has been ordered. Technical staff is also conducting tests with the new mobile unit, WATD, and relay pack transmitter.

KSO-KRNT, Des Moines, are installing new equipment which includes a Fairchild Proctor recorder, speech input and amplifiers. New offices have also been built in connection with the recording unit.

KFBK, Sacramento, operated by McClatchy Broadcasting Co. Inc., has purchased an RCA 10-C-B modulator unit to increase its power from 5,000 to 10,000 watts, pursuant to the recent FCC Broadcast Division grant.

WCNW, Brooklyn, plans to have its 180-foot shunt-fed Lehigh radiator in operation by Oct. 1, and is negotiating to purchase a new Western Electric 310-B transmitter.

KASA, Elk City, Okla., has undergone complete modernization. Studios have been remodeled, offices have been enlarged, and the reception room has been rearranged.

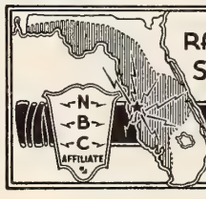
MODERNIZING and re-wiring of the control room of WBZ, Boston, under direction of Plant Manager Dwight A. Myer and Chief Supervisor Robert G. Duffield, is nearing completion. John O. Felmley, who handled the wiring assignment, has returned to Chicopee Falls to work on new equipment for KYW.

ASTATIC Microphone Laboratory Inc., Youngstown, announces a communications type microphone incorporating a "grip-to-talk" switch, so designed that a light grip on the standard will cut the microphone in and when the grip is released the unit is cut out, eliminating possibility of the microphone being on when not in use.

WJBO Has Lehigh Tower

THE new radiator of WJBO, Baton Rouge, La., was constructed by Lehigh Structural Steel Co., New York. The description of WJBO's new tower in the Aug. 15 issue was incorrect. BROADCASTING regrets the error.

APPLICATION to move the 100-watt daytime WKEU, Griffin, Ga., into Macon, was filed with the FCC Aug. 17. At the same time the station sought authority to shift from 1500 to 1310 kc. and to operate full time with 100 watts night and 250 day.



RADIO STATION **WFLA**
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

KHJ Makes Staff Shifts Anticipating Busy Fall

ANTICIPATING a heavy fall schedule of coast-wide as well as transcontinental sponsored programs, the Don Lee Broadcasting System, Pacific Coast outlet of Mutual, has reorganized and made several personnel changes at KHJ, Los Angeles.

Walter Johnson, formerly writer-producer of Lord & Thomas, Los Angeles, and more recently on the staff of Young & Rubicam Inc., Hollywood, has been appointed the network's continuity editor, succeeding James Bloodworth who resigned in August to join William Esty & Co. Inc. in its production department. Ted Bliss, writer-producer, has been promoted to the post of program operations director of the entire network, succeeding Charles Bulotti, with the Don Lee organization for approximately five years.

James Burton has been elevated from staff to chief announcer, succeeding John Conte. Arthur Q. Bryan, formerly on the writing staff of NBC and CBS, New York, and WCAU, Philadelphia, has joined KHJ and has been assigned to the Mutual-Don Lee transcontinental *Ecstasy*, and coastwide *Wedding Bells* programs. Floyd Mack and Frankling Bingman are new announcers. Mack was formerly announcer, writer and producer at WLW, Cincinnati. Bingman is also from WLW. Paul Dudley has left the Don Lee organization, where he was writer and assistant to Bulotti.

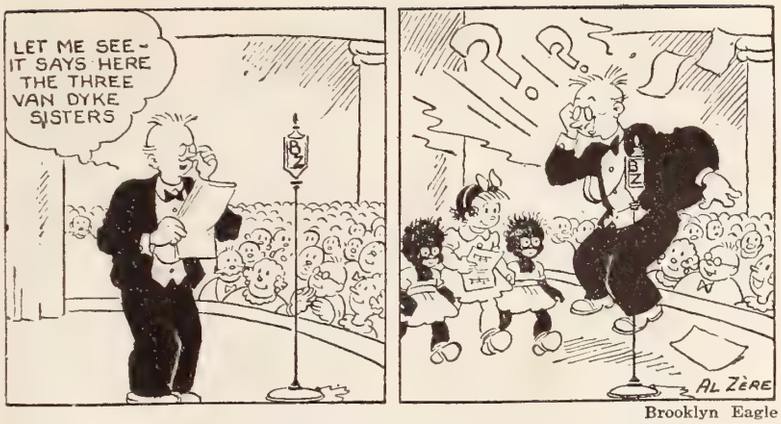
WCCO Plans New Home

WCCO, Minneapolis, has leased all of the second floor and part of the third of the Elks Club Bldg., 2nd Ave. and 7th St., and within the next few months will move its studios and offices to that location, according to an announcement Aug. 27 by E. H. Gammons, manager. In this location, WCCO and its parent company, CBS, will build six new studios of latest design, and install all new speech input and electrical equipment at a cost of more than $100,000. Fred Semmens, CBS designing architect, drew the plans and was in Minneapolis the week of Aug. 23, making final checks and measurements. Hugh McCartney, chief engineer, is handling construction work.

WHEN WHN, New York, recently announced that Robert Taylor, movie idol, would appear in its studios, the crowd of women was so great that in order to escape them the interview had to be broadcast from Mr. Taylor's hotel suite. Last year at a WHN broadcast Mr. Taylor lost his coat and shirt when anxious women grabbed at him.

J. T. GRIFFIN, president of a large wholesale grocery concern in Muskogee, Okla., and chief owner of KTUL, Tulsa, has applied to the FCC for a new 1,000-watt daytime station on 880 kc. in Fort Smith, Ark.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives



Brooklyn Eagle

'Helen's Home' Sponsor

HAVING gone into 500 sustaining episodes over WPAB, Fort Worth, *Helen's Home*, serial depicting life in a college community, on Oct. 4 goes on the Texas Quality for Lehn & Fink Co., New York (Hind's Honey and Almond Cream). Contract placed through William Esty & Co., New York, calls for 250 broadcasts over WBAP hooked up with KPRC, Houston. The script is written by Della West Decker, of Fort Worth, who is also author of *Your Home Town*, released currently over 14 stations by J. Walter Thompson Co., Chicago. The cast remains intact, with Dorothy Campere, WBAP dramatic director, playing the title role.

Schlitz's Big Campaigns

SCHLITZ BREWING Co., Milwaukee, used 100-word announcements six days a week featuring jingles concerning Schlitz beer on 10 North Carolina stations during August. Stations were WWNC, WBT, WDNC, WBIG, WMFR, WFTC, WPTF, WEED, WMFD, WSJS. The brewing firm is planning sport programs this fall on an extensive list in addition to the transcribed program, *Schlitz Palm Gardens of the Air*, currently on 20 stations. Sports programs will be carried for five minutes six times weekly and 15 minutes thrice weekly. McJunkin Adv. Co., Chicago, is agency.

F. & M. SCHAEFER BREWING Co., Brooklyn, will return to the air Sept. 9 with a variety show on WEAF, New York. The Schaefer agency is BBDO, New York.

The Best SPOT!


Full Daytime
NEW STUDIOS
APPROXIMATE POPULATION 1,560,000
1390 KC
WQDM 1000 WATTS
ST. ALBANS VERMONT

'Lone Ranger' Records

THE *Lone Ranger*, western drama of Gordon Baking Co., Detroit, through Sehl Adv. Agency, Chicago, which has renewed its MBS contract for 52 weeks, recently reached its 700th broadcast. First broadcast was heard in January, 1933, on WXYZ, Detroit, where it has continued to be produced since. During that time, Fran Striker, the author, has written more than 3,000,000 words, or the equivalent of 30 novels of 100,000 words each. The drama has filled 350 hours of air time. Two records claimed for the program are top mail response for a serial program, and the fact that no listener has ever seen a picture of the hero unmasked.

FREDERICK STRAUSS, a director of RCA and NBC, and senior partner in the banking firm of J. & W. Seligman Co., died Aug. 11 at the age of 72.

Virginians Organize

FORMATION of the Virginia Association of Broadcasters was effected in Richmond Aug. 20, with C. T. Lucy, general manager of WRVA, Richmond, and advertising manager of Larus & Bros. Co. (Edgeworth tobacco), elected president. Other officers are Edward A. Allen, WLVA, Lynchburg, vice-president, and Earl Sowers, WRNL, Richmond (formerly WHPR), secretary-treasurer. The group heard an address by James W. Baldwin, managing director of the NAB, who also is owner of WGH, Newport News, Va. Ovelton Maxey, resident manager of WRTD, was the host to the meeting which was held in the new studios of that station.

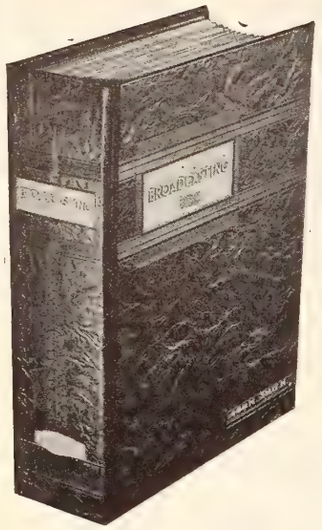
★
WATL
offers you
the greatest
buying audience
in
ATLANTA
at
LESS COST
You pay less to get the
BEST Results!


WHO CLIPPED THIS?

YOU CAN'T BE GUILTY
IF YOU RECEIVE
YOUR OWN COPY OF

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. ● WASHINGTON, D. C.



KEEP

Your Copies of BROADCASTING in This Handsome

BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold, 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.



Drawn for BROADCASTING by Sid Hix

"It's That Hillbilly With the Musical Saw . . . He Insists on Getting an Audition."

Retail Creditors Hear Proposed Disc Series

PLANS for a nationwide spot campaign to increase the amount of credit buying which greatly decreased during the depression were formulated Aug. 24 during the convention of the Credit Retailers Association of America in New York. A. Ralph Steinberg, president of Radio Film Methods Corp., New York transcription and program firm, presented two transcribed programs for the convention's consideration.

The first was a series featuring Teddy Bergman, comedian, in five-minute transcriptions two of which the Association plans to release weekly to members for broadcasting locally. The second series is a service program titled *Budget Facts* consisting of household facts and trends designed to aid housewives in credit buying. In conjunction with the second series a device called the "Budget Saver" will be given housewives by local retailers. The programs will be released locally and a number of CRA members have signed for the two series.

Silvers Back on *Lux*

LOU SILVERS, one of Hollywood's leading musicians, returns Sept. 13 as musical director of the *Lux Radio Theatre*, which comes back to the air Sept. 13. Silvers, musical director of Twentieth Century-Fox, and his 20-piece orchestra will provide the "musical backdrop" for the full-hour dramatic broadcast over CBS Mondays, 9 p. m., EDST. He became musical director of the show when it moved to Hollywood on June 1, 1936.

F & F Using Net, Spots

F & F LABORATORIES, Chicago (F & F Cough Lozenges) will start a program, *Jenny Peabody*, on Oct. 11, over 45 CBS stations. Series will run 20 weeks, and be broadcast at 2:30 p. m. (CST) Mondays, Wednesdays and Fridays, keyed from WBBM, Chicago. In addition quarter-hour spot programs, as yet undecided, will be broadcast at the same time as the network show over KFYR, Bismarck, and WHO, Des Moines. Blackett-Sample-Hummert Inc., Chicago, is agency.

Big Pinex Campaign

PINEX Co., Fort Wayne, Ind. (Pinex) whose complete advertising is now being handled by the reorganized Russel M. Seeds agency, will start 50 to 125-word announcements on 67 stations in the United States and Canada Oct. 4. Announcements will be broadcast one to four times daily. Following is the complete list of stations:

WLS WGN KFBI KGNC WGST WFBR KGHL KFYR WBZ-WBZA WBEN KGIR WMT WLW KMMJ KRLD WFAA KOA KLZ WHO WJR WEBC WDAY KFBB KPRC WREN WKBH KLRA WMAZ WTMJ WCCO KSTP WWL WOR WHN KFAB WLAC WNOX KDKA KGW KTSA WTOC WGY KSL KIRO KMA KWKH KSCJ KFPY KFEQ KMOX WJSV WWVA KFH WNAX CFRN CFNC CKAC CHRC CJRM CHSJ CFQC CFRB CJOR CJRC.

AFRA Eyes Chicago

A CHICAGO drive for members for the newly-formed American Federation of Radio Artists is planned within two weeks, according to Frank Dare, head of the Chicago office of Actor's Equity. Mr. Dare said between a third and a half of the radio actors in Chicago are members of Actor's Equity and will transfer to the AFRA, Equity's AFL sister unit.

Gumpert on WOR-WCAU

S. GUMPERT Co., Inc., Brooklyn, has taken time on WOR, New York and WCAU, Philadelphia, for its gelatine, thru Gardner Adv. Co., New York, and will sponsor Harry Balkan, character analyst, for 13 weeks starting Sept. 13. Program titled *The Success Doctor* will be heard on WOR, Mondays, Wednesdays and Fridays, and WCAU, Tuesdays and Thursdays.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

Gulf Refining Promotes Southwest Expositions

IN AN EFFORT to promote greater interest in the Frontier Fiesta at Fort Worth and the Greater Texas and Pan-American Exposition at Dallas, Gulf Oil Corp., Houston, on Aug. 30 started a series of 13 quarter-hour broadcasts over the Texas Quality Network, featuring Ken Millican, Houston commentator and humorist. Running daily except Sunday, the series will be broadcast from WOAI, San Antonio, 5-5:15 p. m., with a repeat show over WFAA, WBAP and KPRC, 5:45-6 p. m.

Titled *Gulf Presents Ken Millican*, the first broadcast originated in Houston, with the second, third and fourth due from San Antonio, Dallas and Fort Worth, respectively. Remaining periods will alternate between Dallas and Fort Worth for their origin. Intent on advertising its products even more effectively throughout the Southwest, Gulf Oil has taken on this series of broadcasts to draw attention to its elaborate broadcasting facilities at both expositions.

Bird Food on MBS

AMERICAN BIRD PRODUCTS, Inc., Chicago (bird food), will start *Canary Chorus* on Oct. 10 over four Mutual stations. The program will originate at WGN, Chicago and will be broadcast at 10:45 to 11 a. m. (CST) also over KFEL, WJAY and WHKC. Weston-Barnet Co., Chicago, is the agency.

Barbasol Returning

WASEY PRODUCTS Inc., New York, for Barbasol shave cream, will sponsor a half-hour program on MBS and the Don Lee network, Fridays at 8-8:15 p. m., starting Oct. 29. The show, not yet prepared, will probably be a musical. Agency is Erwin, Wasey & Co. Inc., New York.

Canada Dry Starts

CANADA DRY GINGER ALE Inc., New York, will start Oct. 4 a spot campaign on WOR, Newark, and other stations not yet decided, using Transradio Press reports on Monday, Wednesday and Friday at 6:30-6:45 p. m. (EDST). J. M. Mathes Inc., New York, is agency.

ALTHOUGH station men, advertisers and agency men have already made inquiries regarding commitments on baseball broadcasts for 1938, L. C. McEvoy, radio director of the American League, told BROADCASTING Aug. 27 there would probably be no agreements made until the two major leagues meet in Chicago Dec. 6.

KFI-KECA, Los Angeles, technical and announcing staff, on Sept. 1, were granted a salary increase retroactive from the date of original employment, according to Harrison Holliway, general manager.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

Contest on 200 Stations To Be Started by Philco

PHILCO RADIO & TELEVISION Corp., Philadelphia, will begin a $50,000 cash radio mystery contest during the week of Sept. 6, using transcriptions on 200 stations. First announcement of the plan had been made at Philco sales conventions in June, calling for 100 stations, but distributor and dealer enthusiasm forced Philco to expand the program, according to C. E. Carpenter, manager of the radio tube division, which is sponsoring the contest.

The chief objective of the contest is to create store traffic. Contestants must apply to Philco radio tube dealers for entry blanks and contest books. Each mystery book contains diagrams and synopses of four mysteries; this means that during the 16 weeks of the contest contestants will have to apply to their dealers four times. A total of 2,016 cash prizes will be awarded weekly winners, with 51 grand prizes, also cash, at the conclusion of the series. The first grand prize will be $5,000. Geare-Marston Inc., Philadelphia, is the agency and has prepared all material and advertising for the contest.

New Transradio Office Opened; Discs Planned

IN LINE with its announced plans to enter new radio fields, Transradio Press will open an office in the RCA Bldg., Rockefeller Center, New York, on or about Sept. 15 as a center for its dramatized news service. Following the program method used in *March of Time*, the new service will consist of dramatized on-the-scene recordings, a radio equivalent of the news reel.

W. G. Quisenberry, Transradio vice-president, who returned from a recent European trip with recordings of prominent political and religious persons, such as Mussolini, Hitler and Pope Pius, is arranging for a complete foreign library of newsworthy personalities. The new service is not yet for sale and no rates have been announced.

Florida Citrus on CBS

FLORIDA CITRUS COMMISSION on Oct. 12 will start Emily Post on a CBS network Tuesdays and Thursdays, 10:30-10:45 a. m., placed through Ruthrauff & Ryan Inc., New York. The agency also has reserved the 8-8:30 p. m. period preceding the Al Jolson program on CBS, for the Citrus Commission.

IODENT CHEMICAL Co., Detroit (toothpaste) which placed its business with Vanderbie & Rubens, Chicago, has made no definite advertising plans, but it is understood that radio will be one of the mediums used.

COCA COLA BOTTLING Co., Memphis, will sponsor college and high school football games in that region on WHBQ, Memphis, with Bob Al-burty announcing.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH



SOVIET RADIO—New stamps to be issued by U. S. S. R. will illustrate radio aspects of that government. In center is a 3 kopeck stamp showing the Soviet Radio Palace, now under construction. At left on a 20 kopeck stamp is the Central Theatre, from which plays are broadcast, and at right is a 5 kopeck stamp showing the new telegraph offices from which transmissions designed to reach foreign nations are broadcast.

CAPT. DOBBSIE TELLS THE TIME

West Coast Participator Has Waiting List for Its Early Morning "Alarm" Audience

AMONG the popular early-morning programs in San Francisco is the seven-year-old *KJBS Alarm KLOK KLUB*, on the air with transcriptions and frequent weather and time announcements between 7-8 a. m. More than 20 Bay Area concerns regularly use the program for short announcements and there is a standing list of sponsors waiting for spots.

One of the basic reasons for the program's popularity is the frequent announcing of the correct time, accompanied by the ringing of an alarm clock. This occurs after each recording, or approximately every three minutes. At 7:30, 7:45 and 8 a. m. the U. S. weather forecast is given, including temperature, rainfall, barometric pressure, wind, sky, weather forecast, etc. Tempo of the show is brisk and informal, with commercials being given in a chatty style. Much of the success of the broadcast must be credited to Hugh Barrett Dobbs, known nationally as *Capt. Dobbsie*, who identifies himself on the program simply as H. B. D. During its history on the local air-waves, the *Alarm Klok Klub* has had other well-known conductors, including Frank Cope, now production manager for NBC in San Francisco, and "Al, the Dunker," nationally-known radio personality.

A partial list of advertisers now using the *Alarm Klok Klub* includes: Earle C. Anthony, Inc. (autos), DeSota Sedan Service (taxis), Del Monte Creamery, Firestone Tire Company, Morris Plan Co. of S. F., Progressive Optical Co., Paramount Theater, Stempels Do-Nuts, Selix Clothing Co., S. A. Scherer (loans), Benophene (mouthwash), Samuels Jewelry Co., Provident Budget Plan, Ghirardelli's Chocolate, Seven-Up (beverage), Stanley's (clothing), Tire Service Co. Among those waiting for time is Heald's Business College.

PROCTER & GAMBLE Co., Cincinnati (Dreft) on Sept. 13 will start *Kitty Keene* for 41 weeks on 12 NBC-Red stations, Monday through Friday, 4:45-5 p. m., through Blackett-Sample-Hummert Inc., Chicago. P & G also has renewed the *Jimmy Fidler* series.

ARTHUR HAAG & ASSOCIATES, publisher's representatives with main offices in Chicago, have gone into the radio representation business. First station to be represented is KGNO, Dodge City, Kan.

CLIFF HALL, Jack Pearl's "Sharley", will be heard on the NBC-Blue network sustaining program, *Home Towners*, starting Sept. 4. Formerly a 15-minute show, *Home Towners* will now be broadcast at 8-8:30 p. m., Saturdays. With Mr. Hall are *Swor & Lubin*, blackface team, the *Inkspots* quartet, and Bill Wirges and his orchestra.

AMOS 'N' ANDY will be guest stars on the first program of the new series sponsored by Packard Motor Car Co., Detroit, which will start Sept. 7 at 9:30-10 p. m. (EDST). Starring Lanny Ross and Charles Butterworth, the program is heard on the NBC-Red network. The agency is Young & Rubicam Inc., New York.

Local Bakery Series

LOCAL bakers will begin sponsorship of *Adventures of Ace Williams* on Sept. 15 on six stations with more to be added before the program gets under way. The quarter-hour transcribed show will be broadcast five times weekly on WWVA, KOY and KVOA, plus stations to be chosen by bakers in Waterloo, Ia., Uhrichsville, O., and Bluefield, W. Va. The programs were transcribed by Columbia Transcription Service, Chicago, with W. E. Long Co., Chicago, producing the show.

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri

There were many choice spots
But now there are few
The time is short
It's up to you

National spotters now well know the power of Georgia radio. Thru 'TOC they've found the place to push their wares at furious pace.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

Advertisement

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

LET'S GO: This column is back from summer vacation—a national calamity these vacations, what with "Summer Shows" on radio, etc.—there should be a law!

* * *

LOOKING BACK: Most popular Summer program on WCBD was broadcast of girls' baseball games — alive with thrills, comedy and glamor. We'll do it again next year — and maybe you'll want to do it on your station.



* * *

LOOKING AHEAD: Prospects couldn't be any better — we have sponsors on a "waiting list" for each of our four stations!

* * *

NEW: On WGES—a "shut-in" program conducted by shut-ins. If the invalids can't come to the studio mike, the mike is brought to them.

* * *

LOYALTY: More than 100,000 persons have attended WGES-WSBC outdoor events this season —living testimonials of friendship, we say.

* * *

PLUG: "Little Radio City" is what an important ad. exec. dubbed the combined studios of WCBD, WGES and WSBC the other day. They're all under the same roof now, you know.

* * *

QUIZ: What's the largest radio county in America? Cook County (Chicago) with more than 900,000 radio homes —more radio listeners in a single county than any one of forty-one of the states in America can claim in their entire state — and, it's hard to believe—more radio listeners than the combined list of a dozen states we could name—but won't!



* * *

ACADEMIC: Colleges of Chicagoland are being scheduled for educational series over WGES this Fall and Winter. Ten have already enrolled. Only restrictions: Programs can't be "high-brow".

* * *

MERCHANDISING: A carload of canned milk sold from one half hour show on WSBC!

* * *

SUCCESS: WEMP, Milwaukee, carries more local accounts than any other Milwaukee station. And WEMP isn't a two-year-old yet!

Gene T. Dyer

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

THE LITTLE RADIO SCHOOLHOUSE

WLS Broadcasts Educational Series Including On-the-Scene Remotes From Industries

CAN a radio station set itself up as an educational institution? It not only can; it did. And in so doing, it won the enthusiastic support of educators in the Midwest. In February, 1937, WLS, Chicago, started *School Time*, under the quasi-sponsorship of its parent organization *Prairie Farmer*. A quarter-hour program of very salable time was presented every school day, designed for the school room and for pupils about the 12-year age level. Teachers and shool officials were not asked until the programs were started what they thought of the idea.

Diverse Industries

Four topics were chosen and were presented the same day each week. On Monday, Julian Bentley, WLS news reporter, presented a program of current events scaled down to the understanding of the sixth grade pupil. This was more than a job of reporting, for Bentley gave the important news events of the week, with the hows and whys of those events. Each Tuesday, music was brought closer to the understanding of the pupils by Ralph Waldo Emerson, popular with WLS listeners as organist and entertainer. In a friendly, almost casual manner Emerson literally took music apart and showed the boys and girls what made it tick. Each program was built with the thought in mind that most of the boys and girls are going to be listeners rather than performers.



HOW STEEL IS MADE—Was told to *School Time* listeners when John Baker (right) of WLS interviewed Walter E. Hadley, general superintendent of a steel mill.

The more progressive schools are following the policy these days of taking their pupils to visit the post office, a bank, a meat packing plant and other industries and service institutions when they are conveniently located. But even boys and girls in the back country were taken to visit a different industry every week, one that made things or performed services which they used every day. The boys and girls learned about such things as maps, books, ink, paint, leather, gasoline, coal, watches, steel, weather forecasting and airplanes. In each case, John Baker interviewed an official of the industry being visited and the operations were followed step by step through the plant. The boys and girls heard the machinery in operation, whistles blowing and trucks moving about, for activities were kept going regardless of the broadcast. The station paid the line charges rather than invite a speaker to the studio because it felt there was a cash value in being honest with the audience and because showmanship has its place in educational broadcasting.

The Thursday programs were devoted to a sort of glorified geography during which the boys and girls heard men and women who had lived in the countries concerned. Area, products and nationalities were minimized, because the geography books have that sort of information. Instead, the boys and girls learned that Mexican boys want to be toreadors when they grow up; that at Fairbanks, Alaska, a baseball game at midnight is an annual event on June 21; they met a nephew of General Barrios, the George Washington of Guatemala; they heard the American chosen by the Panchan Llama of Tibet to fly Tibetan gold to the outside world and learned that this man has a "passport to heaven" granted him by the Panchan Llama. A jeweler who owns the Crown of the Andes, perhaps the most valuable piece of jewelry in the world, brought this crown about which is woven a fascinating story of South American history, out of its vault so that it could be described in detail and its story told.

The Friday programs were devoted to talks by representatives of midwestern colleges. Each speaker chose his own topic, and they covered a wide range, such as "What Engineering has Done for the World;" "Geology;" "Why Study English;" "When a Freshman Comes to College;" "If You Want Success," and many others.

Audience Develops

School Time was started without fanfare of trumpets. Listeners were invited to notify their local school officials and teachers that a program was being presented especially for the boys and girls in the class room. With this sort of promotion the school audience grew steadily through the year. By the end of April when the peak probably was reached, approximately 400 schools in the Midwest reported that they were listening regularly. State school officials told the station that probably at least that many more were listening but had never made the fact known. An offer of a booklet on the making of ink brought more than 4,000 requests, most of them from schools; a booklet on steel brought 3,200 requests.

In May, *Prairie Farmer*-WLS invited school officials from the midwestern states to meet in Chicago. Figuratively speaking, the station laid its program on the table and said. "Here's what we've been doing for the schools. Are we headed in the right direction and do you want us to keep it up?" The answer is found in the fact that plans are being made now for the fall semester with *School Time* continuing on about the same basis as the original plan.

JOE HORVATH, staff musician of WTMJ, Milwaukee, and a model airplane hobbyist, has built a motor the size of a spark plug. Fed gasoline through a medicine dropper, the gadget putt-putted a half-inch from the mike in a valiant attempt to kick over the needle.

KFH
DOMINATES

Radio Station KFH, in Wichita, Kansas, dominates South-Central Kansas and Northern Oklahoma, the bright spot on the Nation's Business Map. Bank clearings, greater . . . postal receipts show substantial increase . . . much larger incomes for the rich agricultural territory around Wichita . . . passenger and freight traffic on the railroads in the Southwest is up . . .

These are facts . . . Take these facts into consideration when you decide where to concentrate your sales efforts.

KFH CBS
WICHITA • KANSAS
National Representative EDWARD PETRY AND CO.

OPEN FOR SPONSOR
"CHRONICLES COLONIAL"
An American Romance After The Revolution.
New Radio Serial
By
VINA JARBOE
Screen Writer
Thrilling — Entertaining Historical.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

NEWS
is your best bet
TRANSRADIO

FCC Gets Protest On Toledo Station

Scripps-Howard Seeks Inquiry Into Community Company

INVESTIGATION by the FCC en banc of the status of Community Broadcasting Co., successful applicant for a new 100-watt station (WOTL) in Toledo, was requested in a petition filed Aug. 17 by Scripps-Howard Radio Inc., unsuccessful applicant for a station in the same city.

In a recital of facts involved in the proceedings, the petition alleged that Community was not the principal in seeking the new station but that it could be inferred it was acting as agent for WSPD, Toledo, which previously had vigorously opposed a new station in Toledo. Community, it was also held, had procured an option for the purchase of WALR, Zanesville, seeking to remove to Toledo, with money borrowed from Fort Industry Co., licensee of WSPD.

The petition recited that WSPD, WWVA, Wheeling, and WMMN, Fairmont, are controlled by the Fort Industry Co., of which George B. Storer, of Detroit, is controlling stockholder. As far back as 1934, it was held, WSPD opposed removal of WALR to Toledo on economic grounds, which removal had been authorized without hearing by the FCC on Sept. 25, 1934. WSPD fought this grant both before the Commission and in the courts, it was pointed out.

Contentions in Petition

Inferences which can be derived from the facts outlined, the petition concluded, are:

Fort Industry Co. and its predecessor, Toledo Broadcasting Co., fought most energetically before the commission and the courts to avoid the establishment of another station in Toledo, but with the obtaining of the option upon WALR by Community Broadcasting Co., with money loaned without security by Fort Industry, WSPD gave up its opposition. Therefore it is suggested that Community Broadcasting Co. was acting in this particular as agent or trustee for WSPD and hence it was expected that WALR would ultimately become, or in fact was, owned by Fort Industry; or in the alternative, some arrangement had been made between WSPD and the optioner of WALR to the effect that competition of the 100-watt station against WSPD would be kept within limits fixed by WSPD.

It was also contended that an inaccurate statement of fact was made to the FCC under oath in the application of Community, when, in reply to Question 11(a) on the application, it stated that it was not directly or indirectly interested in the ownership or control of another station. Further, it was alleged that an inaccurate representation was made under oath in the applications for renewal of the license of WALR in response to Question 11(c) when it replied affirmatively to the question whether the applicant had absolute control of the station.

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

PICTURE PUBLICITY
Networks Feeding Photos in Larger Quantities

RADIO talent is having its photographic innnings, with heavy calls for candid portraits swamping Hollywood network publicity bureaus. The broadcasters, with no Will Hays office ban on poses and plenty of "lookers" on their talent rolls, are giving motion pictures keen competition in all branches, from newspaper syndicates to class magazines.

With a heavy schedule of transcontinental shows to emanate from Hollywood in the fall, rivalry among the networks for space is greater than ever before. Publicity bureaus of Mutual-Don Lee, CBS and NBC are giving their utmost cooperation to newspapers and magazines in the scramble for space. Orders to build up picture files are understood to have been issued by network executives and intensive campaigns are planned for every big show to originate from Hollywood this fall. Latest move to cope with the demand is that of CBS which has added Ted Allan to its publicity staff as head of the newly-organized photographic department. Allan, formerly still photographer of Metro-Goldwyn Mayer studios, has set up a laboratory and studio in the CBS Hollywood Music Box Theatre. He has brought in Ben Polin as assistant and laboratory technician. Jeanne Brooks has also been added to the department as re-toucher.

Hal Bock, NBC Hollywood publicity director, has been emphasizing photo publicity for sometime, using both freelance photographers and portrait artists, and it is understood that the network will shortly establish its own photographic department similar to that of CBS. Seymour Peyser, Mutual-Don Lee network publicity director, Los Angeles, also uses freelance photographers and recently had his budget increased to meet the demand for pictures.

Sure Plans Net Series

SURE LABORATORIES, Chicago (breath purifier), is planning a quarter-hour program on a six-station Mutual hook-up to start at the conclusion of the baseball season. The new show will originate at WGN, Chicago. Talent has not been set. Selviair Broadcasting System Inc., Chicago, is agency.

Results COUNT MOST
WTAG
by actual survey the most popular station in WORCESTER
WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - CHICAGO
DETROIT - SAN FRANCISCO

Delece Starts Test

DELECE Inc., Hollywood, manufacturers of 22 cosmetic products, to introduce a new hand cream to the consumer market, on Aug. 17, thru Margaret Kuhns, Beverly Hills, Cal., started a 13-week test campaign on KHJ, Los Angeles, using a twice-weekly quarter hour program *What Does Your Hand Say?* Program features Doris Field, palmist, doing character analysis. Dialers are invited to send in 10 cents for an impression paper which in turn is remailed, with senders palm imprint, to Miss Field for analysis. This is the first radio to be used by the sponsor and if test is successful, campaign will be extended to include the 11 Don Lee Network stations in California.

New Trade Papers

A NEW supplement, *Selling Sound*, will appear with the September and March issues of *Radio Today*, edited by O. H. Caldwell, former Federal Radio Commissioner. It will specialize in sound apparatus. Bryan Davis Publishing Co., New York, has also announced that it is merging *Communications & Broadcast Engineering* and *Broadcast Engineer* into a new monthly starting in September to be known as *Communications*. Its editors are Ray D. Rettenmeyer and W. W. Waltz.

NATIONAL BISCUIT Co., New York, sponsored the final round of the National Amateur Golf Championship over 65 CBS stations Saturday, Aug. 28, from Portland, Ore., Ted Husing announcing. McCann-Erickson Inc., New York, handled the account.

1ST IN LOCAL ACCOUNTS
Local advertisers can study listening habits at first hand and pick the station with the largest audience. In Providence, WPRO leads.
CHERRY & WEBB BROADCASTING CO.
Providence, R. I.
Representative:
PAUL H. RAYMER COMPANY
WPRO
1ST IN PROVIDENCE
630 KC. 1000 W. DAY 500 W. NIGHT
BASIC COLUMBIA

Hearst Radio's Appointment
of
MURRAY B. GRABHORN
formerly vice-president of John Blair and Co.
and a veteran of the radio industry,
as Manager of KEHE in Los Angeles
is another in the series of moves
to give KEHE the best
in executives, in programs, in broadcasting—
and to serve the public interest.
5000 Watts **KEHE** 780 Kilocycles
A Member of the California Radio System
National Representative: Hearst Radio
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Purity Products on MBS

PURITY PRODUCTS Inc., Jersey City, N. J., (VBEV, vitamin beverage tonic), has appointed Raymond Spector to handle merchandising and Franklin Bruck Adv. Corp., New York, to direct advertising. Victor H. Lindlahr, editor, *Journal of Living*, New York, will be featured in a series of health talks starting Sept. 14, 9:30-10 p. m., on seven MBS stations, Tuesdays, Thursdays and Saturdays. VBEV was introduced three months ago in a test radio campaign on WOR, Newark; WIP, Philadelphia; WAAB, Boston; WEAN, Providence. Additions to the list are WGN, Chicago; WCAE, Pittsburgh; CKLW, Detroit.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

LOUNGE CHAIR SHOPPERS . . .

Tell your story to more than a million of them, who listen to WDRC because THEY LIKE IT. It does a THOROUGH JOB in its territory!

Basic Network Station of the Columbia Broadcasting System

Announcer-Artist Unions Organizing

(Continued from page 13)

for its announcers and production men, and negotiations are under way with the management of WBT, Charlotte. Langham visited both stations to participate in the negotiations.

At WORC, Worcester, the Guild is organizing the complete station staff, with the exception of musicians and clerical help, on a vertical basis, taking in engineers and writers as well as announcers, producers and sound effects men. Gerald Dickler, counsel for the Guild, is handling negotiations here. This vertical system is used only in stations with small staffs, Langham explained, the WORC staff including only 12 persons.

Radio Artists' Union

The American Federation of Radio Artists, newly-formed AFL union, which holds jurisdiction over anyone who appears before a microphone, including actors, singers and announcers and all talent except musicians, has a meeting of its executive board scheduled for Aug. 31, at which time a national executive secretary is to be chosen. Board meeting on Aug. 23, at which the secretary was to have been selected, broke up without any candidate being appointed. Selection will probably be George Heller, treasurer of the group, who has been extremely active in organization work.

At a previous meeting of the governing board of the AFRA on Aug. 16, Eddie Cantor was elected president of the organization; Helen Hayes, Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington were named vice-presidents; Lucille Wall, recording secretary, and George Heller, treasurer. In addition, the board includes Edward Arnold, Phil Baker, Jack Benny, Edgar Bergen, John Boles, Richard Bonelli, Reed Brown, Jr., Frank Chapman, Bing Crosby, Ted di Corsia, Edward Fielding, Georgia Fifield, Martin Gabel, Warren Hull, Carleton Kadell, Joe Laurie Jr., John McGovern, Florence Malone, Queena Mario, James Melton, Ray Middleton, Grace Moore, Osgood Perkins, Dick Powell, Lanny Ross, Mark Smith, Margaret Speaks, Paul Stewart, Rudy Vallee. The eight additional members necessary to bring the board up to its full membership of 45 will be chosen from the local organizations to be formed in other cities.

AFRA, which took over the radio rights formerly held by Actors' Equity Association, is seen as a part of AFL's move to weld the entire entertainment field together to oppose any encroachment by CIO unions. Possibility that AFR and AGRAP will tangle over organization is also forseen.

Increased organizing activities are being started by American Communications Association, formerly ARTA, CIO union covering all branches of the communications industry. Concentrating on the technical employes of broadcasting stations, this union is understood to have won contracts for its members from WBNX, New York; WHEC, Rochester; WIBX, Utica; WPEN and WDAS, Philadelphia; WJW, Akron; WPAY, Portsmouth, O. It has a majority of the technicians signed up on WHOM, WHN and WABC, in New York, and is preparing to start negotiating a contract with the management of WCAU, Philadelphia, whose technical employes, formerly members of a company union, came in as a body, according to ACA officials, who expect the precedent established by the NLRB decision in the WHN case to aid the union in the organization of other stations.

Watch Tower Special Net To Include 80 Stations

WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge J. F. Rutherford, is buying time on a special hookup of some 80 stations for two Sunday broadcasts by Judge Rutherford from Columbus, O., where the society will hold its annual convention. The speeches will each be of an hour's duration, one from 12 noon to 1 p. m. on Sept. 19, the other on Sept. 26 from 10 to 11 p. m. The agency is Acorn Agency Inc., New York.

Stations are WAPI WAGF KGAR KLRA KHSL KIEM KMTR KGFJ KYOS KTRB KROW KQW KVEC KTKC KFXJ KFKA KGEK WNLC WDEL WOL WLAK WTAL WATL WAYX KIDO KSEI KTFI WHBF WDZ WBOW WOC WHO KMA KANS WCMI WPAD WABI WAGM WCAO WFMD WORL WKZO KFRU KFEQ KMMJ KGNF KGKY WCAP KOB WESG WGBB WQXR WFAS WMFR WJW WBNS WCOL WSMK WKBN KTUL KVOO WSAN WLEU WHJB WGAL WRAW WORK WFBC WSPA KSOO WTJS WNOX KBNC KPAC WQDM WSVA WPHR KMO WHIS WMMN KDFN KSL KTHS WRVA.

Cocomalt in Latin America

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), will launch a campaign in Latin America, using radio in the early evening hours starting the first week in October, supported by newspaper and magazine copy. Stations to be used are HP5J or HP5B (undecided), Panama City, Panama; YV5RA and one other, Caracas, Venezuela; WKAQ, San Juan, Puerto Rico; two unnamed stations in Colombia; TIGPH, San Jose, Costa Rica; HRN, Tegucigalpa, Honduras; YSS, San Salvador City, Salvador; HIT, Santo Domingo, Dominican Republic; TGX, Guatemala City, Guatemala, and OAX4A, Lima, Peru. Transcriptions, made by Pan American Broadcasting Co., New York, will present the show *Don Quixote Lives Again*, a comic sequence, once a week. H. N. Elterich Inc., New York export advertising agency, has the account.

Lydia Pinkham Lineup

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., will start Sept. 13 on a list of 53 stations, using 15-minute Transamerican transcriptions five days a week. The program will feature Dr. M. Sayle Taylor, *The Voice of Experience*. Agency is Erwin, Wasey & Co. Inc., New York.

Stations are WHN, WFIL, KQV, WLW, WJJD, WXYZ, WBAL, KWK, WAAB, WSAR, WSPR, WLBZ, WFEA, WNBH, WLLH, WTHT, WBRY, WLNH, WRDO, WEAN, WICC, KWK, WHAM, WWVA, WBT, WGST, WJAX, WAPI, WDSU, KLRA, WMC, WSM, KRNT, WISN, KSTP, KTUL, WKY, WFAA, WPSA, WOW, KOZ, KDYL, KFWB, KOIN, WGAR, WGR, KIRO, KFPY, KYA, KEHE, KFBK, KMJ, KWG, KVI.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

MORE MONEY TO SPEND

Roanoke is a "sales highspot" *because*: —bank clearings are up 23% over last year; building permits are up 111%; large industries have added $1,000,000 to payrolls by salary increases; and an unusually good season has produced large crops in the surrounding territory. Reach the people of the prosperous Roanoke and Southwest Virginia markets—who have *more money to spend*—by using WDBJ.

Representatives

CHICAGO Sears & Ayer

NEW YORK Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LIVE TODAY IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

N. E. A. PREPARES FOR RADIO DEBUT

FIRST broadcasts of the new NEA radio program service will occur on Sept. 27, according to Stephen Slesinger, president of Stephen Slesinger Inc., New York representative of Newspaper Enterprise Association. Service consists of seven daily five-minute scripts suitable for presentation by a single announcer. Scripts, which will be furnished to subscribers five days weekly, may also be combined into two quarter-hour daily programs, one with a masculine and the other with a feminine appeal. Each day's scripts will be sent out so as to reach the station a day in advance.

To avoid the complaints frequently received from stations that news material too often has to be rewritten before it can be broadcast, E. R. McGill, radio writer and producer, has been engaged to supervise all material sent out to NEA's radio subscribers. Material, written by NEA special writers, will be edited especially for broadcasting by McGill, who has written the radio continuities for such successful programs as *Bambi*, in which Helen Hayes was starred, *Cavalcade of America*, and other network programs, including a number of daytime serial script shows.

The NEA features will be offered as a group and contracts will be made exclusively with one station in a town, according to Mr. Slesinger. The following stations have already contracted for the service: KSTP, St. Paul; WWJ, Detroit; WTHT, Hartford; WMEX, Boston; WELI, New Haven.

Quaker Oats Shows

QUAKER OATS Co., Chicago, (Aunt Jemima Pancake flour) started a new musical-comedy type quarter-hour program, *Aunt Jemima on the Air*, on five NBC stations Aug. 31. The program, originating in Chicago, is being broadcast from 8:45-9 a. m. (CDST), daily except Sunday and Monday, over WMAQ, WJZ, WBZ-WBZA, KDKA and WXYZ. *Kaltenmeyer's Kindergarten*, Quaker Oats' Saturday afternoon program, will continue on 48 NBC-Red stations. Lord & Thomas, Chicago, is agency.

P & G in Canada

PROCTER & GAMBLE Co., Cincinnati (soap), began a transcribed series titled *The P & G Rangers* Aug. 30 on 10 Canadian stations, featuring cowboy songs and ballads. The program will be broadcast Mondays, Wednesdays and Fridays on the following stations: CFCN, Calgary; CJCA, Edmonton; CHNS, Halifax; CKCO, Ottawa; CKCK, Regina; CFQC, Saskatoon; CFRB, Toronto; CJOR, Vancouver; CJRC, Winnipeg; CFCF, Montreal.

NBC will return to a five-and-a-half-day week schedule immediately after Labor Day. Columbia employes haven't received word, but will definitely continue to have free Saturdays until Oct. 1.

TWO ex-athletes have been placed under contract by WSOC, Charlotte, to handle sports sponsored by General Mills—Joe McLeskey, former American Legion junior baseball star, assisted by Ben Moffitt, University of North Carolina grid star.

Mills Try Radio

WALLACE WOOLEN MILLS Inc., factory-to-wearer manufacturers of Detroit, adds radio to its advertising schedule for the first time when the firm on Sept. 6 starts a three-a-week series over WJR. Jimmy Stevenson will m.c. a "swing" program Mondays and Wednesdays at 7:30 a. m. and Fridays at 5:45 p. m. Music will be transcribed but Stevenson will have the assistance of Harry Stahl, singer, and Bud Mitchell and Bill Saunders, as straight men. Bass-Luckoff Inc., Detroit, is the agency.

Chipso's New Shows

THE *Personal Column of the Air*, now heard on the NBC-Red network for Procter & Gamble Co., Cincinnati (Chipso) at 4:15-4:30 p. m. (EDST) and on the NBC-Blue at 11:15-11:30 a. m. (EDST) will be dropped from both networks after the broadcasts of Sept. 10. It will be replaced in the afternoon by *The Guiding Light*, which is now heard for White Naphtha soap on the Red network at 4:45-5 p. m. (EDST), which spot will be occupied by new dramatic script, *The Road of Life*, for Chipso. *The Road of Life* will also take the 11:15-11:30 spot now occupied by *Personal Column*. Agency for both products is Compton Adv. Inc., New York.

Wants Authors Bylined

IN AN ATTEMPT to produce finer scripts and radio productions, the Script Library, New York, announces that it will release scripts by better known writers only to those stations who agree to broadcast bylines when the shows are aired. According to Genevieve Pace, director of the Script Library, the author buildup will be handled in much the same way as Hollywood handles screen writer credits. Included among the well known writers of the Library are Heywood Broun, Ben Hawthorne, Georgia Backus, Edward Goldsmith Reilly, Marjorie Williams and Edward Morse.

Commission or Card

COMMERCIAL managers of all broadcasting stations were addressed in a mimeographed letter Aug. 14 by J. B. Buller, describing himself as *The Old Storekeeper* of St. Joseph Sales Co., St. Joseph, Mo., offering 100 razor blades at $1 to be reoffered to listeners on a return-if-not-satisfied basis. Radio selling on a commission basis of 40% is proposed. The letter states, however: "If you are not in a position to accept commission business, then don't bother to send us a rate card, but write us a letter quoting us the lowest possible price on one or two announcements daily, and also on a 15-minute program daily."

Koppers' Divisional Setup

KOPPERS PRODUCTS Co., Pittsburgh (roofing, building materials, paints), has appointed BBDO, New York, to direct advertising of the following divisions: Kopper's Connecticut Coke Co., New Haven; Brooklyn division, Brooklyn; Seaboard division, Kearny, N. J.; Minnesota division, St. Paul, and Philadelphia division, Philadelphia. This appointment does not affect advertising of other divisions. Stations WEAF, New York, and KYW, Philadelphia, will be used for all but the Minnesota division, Friday evenings, 7:30-8 p. m., starting Sept. 24. Eddie Duchin and his orchestra and Roger Whitman, writer of the *New York Sun* column, *Aid to the Ailing House*, will be featured. John Johns is account executive.

Blue Plate Tries Radio

LAUNCHING its first radio effort to advertise mayonnaise and salad dressing, Blue Plate Foods Inc., New Orleans, is sponsoring Ivan Wayne, romantic tenor of WFAA, Dallas, and Alma Cunningham, *Dallas Journal Shopper*, in a series of 13 quarter-hour programs, 12:15-12:30 p. m., Tuesdays and Thursdays. Started Aug. 10, the contract was placed through Fitzgerald Adv. Agency, New Orleans.

Industry Acts to Avert Strike

(*Continued from Page 9*)

stations describes the circumstances of the meeting and then continues as follows:

It is the hope of the committee, in further conferences with the officials of the Federation and as a result of factual investigations to be conducted by it, to be able to arrive at a formula or yard-stick which will be agreed upon between the committee and the Federation officials as setting forth a program of expenditure by each station which will be regarded as fair. This yard-stick will in all likelihood be based upon an agreement by the station to expend for union musicians, weekly, a sum of money which is a factor of the station's maximum quarter-hour national rate, as published in the standard rate books.

If such a formula can be arrived at, the committee will recommend it to the network affiliates and to all broadcasters in the industry. The national networks have indicated their willingness to cooperate with the committee in its investigations and further discussions with the Federation. The network representatives also pledged themselves not to make any deal for themselves with the Federation without notice to this committee.

It must be pointed out that the committee was not given, and will not accept, authority to bind any station. The most the committee will undertake to do is to define a formula of fair dealing between the industry and the Federation. Thereafter it will be optional with every station whether to adopt or reject a contract with its respective local, based on the formula.

The committee hopes to be able to agree with the Federation on standard clauses for such contracts, making uniform the general outline for all stations and all locals, leaving, however to further negotiation between stations and locals, the detailed rates of pay and hours of employment for each man within the framework of the amount of money to be agreed upon for weekly or annual expenditure. The committee believes the Federation officials will be willing to make provision for exceptional situations which may exist with individual stations.

If such a formula can be arrived at, it will be up to the industry to decide whether it chooses to bear the cost and interruption of service caused by a strike, or to accept the burden imposed by the agreement and avoid hostilities. There will be no solution unless a substantial majority of network affiliates accept the agreement. Network service will not be possible unless this is done. It is for this rea-

(*Continued on Page 78*)

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you—reach your next employer through BROADCASTING. Others have done it with success.

Wanted To Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

York Fair Using Spots

YORK INTER-STATE FAIR, to be held at York, Pa., Oct. 5-9, is using regional sponsored broadcasts to promote the event, one of the largest in the East. Attention is directed to educational and agricultural displays. Four stations are being used, WORK, York; WGAL, Lancaster; WCAO, Baltimore; WFMD, Frederick, Md. Others may be added. J. Robert Gulick, manager of WORK, is acting as radio consultant to the Fair management. The account is placed direct.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. — Washington, D. C. — District 8456
Field Office — Evanston, Ill. — Davis 2122

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 — Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. — NEW YORK CITY

A. EARL CULLUM, JR.
Radio Consulting and Field Engineering Service
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.

EDITORIALS AIRED
New York Papers Cooperate With WMCA

PROGRAM series based on editorials in New York City newspapers has been started by WMCA, New York, designed to furnish listeners with an unbiased cross-section of editorial opinion. The program titled *The Editor Speaks* will be heard each Friday evening, and in keeping with the anonymity of editorial writers the quotations will be given by unidentified voices, with all editorials credited to the newspapers from which they are culled.

The series will be broadcast without comment or interpretation and popular magazines as well as metropolitan papers of other cities will be added later, according to WMCA. The following New York papers are cooperating with WMCA: *Times, Sun, Herald-Tribune, World-Telegram, Evening Post, Journal-American, Daily News* and *Daily Mirror.*

Oldest WCKY Account

THE oldest account on WCKY, Cincinnati, has renewed for its eighth consecutive year, Coca Cola Bottling Works Co., of Cincinnati, having signed for 52 weeks of the *Coca Cola Civic Club,* twice weekly. News and announcements of civic, social and fraternal organizations, P. T. A.'s, schools and churches are given. The broadcast has been on the air since 1930.

Business of the company has expanded so greatly during the past year that a new plant is being erected.

Actual Operation Urged By Television Observer

"TAKE television out of the laboratory," is the advice of Allen B. DuMont, president of DuMont Laboratories Inc., radio tube company of Montclair, N. J., on his return from an extensive visit to Europe's leading television centers. "Television is an evolution and not a single experiment", said Mr. DuMont, "and the sooner we take it out of the laboratory and put its operation on a practical basis the better."

Impressed by the practical operation of television in England where the London transmitter is covering a service area of 100 miles and sets will soon be sold for $200, Mr. DuMont concluded that the British method of trial and error commercial transmission should be adopted in America, and that regardless of obstacles television should be put on a practical basis of operation in this country. France, according to Mr. DuMont, will begin television broadcasts from the Eiffel Tower this fall and unusual interest is shown in the television exhibits at the Paris Exposition. Television experiments in Belgium, Holland and Germany are also impressive, concluded Mr. DuMont.

ROBERT D. HEINL Jr., son of the editor of Heinl Radio News Service, Washington, has been appointed by President Roosevelt as a Second Lieutenant in the Marine Corps. He was adjutant of the Naval R.O.T.C. at Yale where he graduated with honors last June and he also won the Houghton Hifflin literary prize at Yale. He will be stationed temporarily at the Philadelphia Navy Yard.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Assistant manager, with knowledge of local and national sales, organization and general management of radio station. An NBC outlet in a rich argicultural market. Box 761, BROADCASTING.

Situations Wanted

Commercial manager proven record of results. Thorough knowledge merchandising. Prolific idea man. Desires connection preferably network. Box 751 BROADCASTING.

Chief Engineer; 31, formal training, 15 years continuous and exclusive broadcasting experience, now under contract. Specialty: execution of engineering plans and supervising technicians. Expect to be available early 1938. Travel anywhere for personal interview. Native N. J. Box 726 BROADCASTING.

Radio operator desires position. Experienced at 50 Kilowatt RCA broadcast transmitter. References furnished. Box 760, BROADCASTING.

TECHNICIAN: Now permanently employed CBS basic in eastern state, desires change for better. Married, 27, Christian, go anywhere on reasonable notice. 8 years radio background. Radiotelephone and Radiotelegraph First. Copy Transradio, design, construction. All round radio man used to responsibility. Prefer network affiliate. References. Box 759, BROADCASTING.

RADIO OPERATOR: Announcing experience. Desires new position with broadcast station. Salary secondary to good position. Box 758, BROADCASTING.

Engineer, chief operator. Seven years experience operator clear channel station. Technical school graduate. Desire better opportunity. Box 757, BROADCASTING.

Expert wireman and construction, over 15 years experience, National Broadcasting Co., R. C. A. Communications, Inc., Bell System, Western Electric Co. Have some open time. Will go any place. Best references. Box 756, BROADCASTING.

Situations Wanted (Cont'd)

Available September 1st, Program Director and Producer with ideas. Newspaper Display & Selling background. 10 years in Radio. Understands how to co-operate with Sales. Permanence important. Box 755, BROADCASTING.

Right job sought by A-1 employed announcer. Want to establish home. Adlib, newscasting, all writing, production. Prefer program desk. Chicago, Milwaukee, other experience. Owners only write Box 754, BROADCASTING.

Wanted To Lease

Will Lease Station

Radio executive, ten years Managerial and advertising experience will lease station, any size. Furnish Best Character and Business reference. Mr. Station Owner; If your station is not producing its maximum revenue, Lease your station to a Specialist, with ten years SUCCESSFUL radio advertising experience. Will lease one to five year period. Address Box 753, BROADCASTING.

For Sale—Station

100 watt station located in territory where no other day time reception. Making money. Box 752, BROADCASTING.

For Sale—Equipment

250-100 watt Doolittle and Falknor transmitter. For details and price, write WJIM, Lansing.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Product Dormant For 15 Years Is Revived by Radio

Hostetter Bitters Enjoys Big Sale in Markets Tested

By W. H. INGERSOLL
President, Ingersoll & Norwell Sales Consultants



Mr. Ingersoll

IT WAS back in 1853 that David Hostetter put the prescription his doctor father had been giving patients for stomach trouble on the market as a proprietary medicine, and for the following 66 years Hostetter's Stomach Bitters showed a consistent profit. Then came prohibition, making illegal the original formula which called for alcohol to extract the medicinal properties of the therapeutic herbs, and the enterprise was allowed to lie dormant for 15 years. With repeal, however, it was possible to re-introduce the product to its old public and to a new public that had grown up in the interim.

Meanwhile, radio had come into existence, and it was decided to test this new advertising medium, both alone and in combination with newspapers. Since the small town had always been the predominant Hostetter market, a second decision was to test several territories with different combinations.

Getting Action

In one state a good local station of medium power but with excellent programs was selected to be used alone. A period was chosen after the noon news and before the broadcast of farm product market quotations in the belief that this would catch both city and country audiences. An electrically transcribed program of catchy music and witty dialogue was used. This test was only moderately successful and we believe that the fault was mainly in the choice of midday time as evening programs have been more resultful.

In another state one of the most powerful and influential stations in the country was selected for spot announcements three evenings a week. This station blankets large parts of several states but is in a territory where the product never had a strong demand even in its palmiest days. Not much was expected but a pleasant surprise resulted. After about six weeks a very active demand began to be received through the distributors serving some 1,500 druggists. Field surveys have shown that every druggist in the affected area is enjoying a constantly growing sale of Hostetter's Bitters whereas they had done practically nothing on it in the last 10 years. As far as we have gone we conclude that strong stations and evening time are most effective for this product.

In another section we have employed three medium-powered stations but good chain stations covering one general area. These have been used with spot announcements and old-time musical transcriptions reminiscent of such an old preparation as Hostetters. In this territory the sales have increased to beyond what they ever were in the best days of the product. Again evening time has been used and for our purposes we are satisfied is more productive than day time.

Our very best results have been experienced where we have used morning newspapers in conjunction with evening broadcasting. Our expenditures have been about 50-50 between newspapers and radio. At the end of four months of testing we are inclined to believe that newspapers which have a strong out-of-town circulation to show a picture of the bottle and remind people of the name and radio announcements to drive home the reasons for using Hostetters bring the best results. Radio has the advantage that for at least one minute those who are listening will have their attention undividedly given to our message. It sinks in.

In some territories our sales are running at 80 times the rate of a year ago and all those in which we have advertised show increases of at least four fold or more. Although only a small part of the country has been tackled so far, the increases in these sections have been so marked that they show a 500% increase for the country as a whole.

We have only begun our campaign and will make no change in our plans for several months yet, but up to this point we are satisfied that radio has played an important part in our results.

WJBK's Grid Coup

ALTHOUGH the Detroit Lions, professional football team, is owned by G. A. (Dick) Richards, chief owner of WJR, Detroit, broadcasts from its training camp at Cranbrook School near Detroit are being carried for 15 minutes daily by WJBK, Detroit, with Al Nagler at the microphone. Last season WJBK carried the Lion's games exclusively under sponsorship since WJR did not have the time cleared for the Sunday schedules.

SESAC Claims Report Of NAB Is Inaccurate

THE NAB report covering an analysis of the repertoire of Society of European Stage Authors & Composers [BROADCASTING, Aug. 15] was described as "grossly inaccurate, misleading and incomplete" by officials of SESAC on Aug. 25.

In detail, SESAC spokesmen sought to break down the ponderous NAB volume, prepared under the direction of James W. Baldwin, NAB managing director. They claim 400 licensees among stations and said that they have found the service valuable as indicated in numerous letters from stations. SESAC management professed ignorance and amazement concerning the NAB motive in publishing the report.

Big Don Lee Show

GAFFNER & SATTLER, Los Angeles (gas ranges), starting Sept. 26, through J. H. Withington Adv. Agency, that city, will sponsor for 26 weeks in California the new George Jessel-Norma Talmadge variety show, *30 Minutes In Hollywood*, on 11 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KXO, KVOE, KQW), Sundays, 3:30-4 p. m., PST. Program will have participating commercials, and negotiations are on to arrange sponsorship in various other regions to complete coast-to-coast coverage. Jessel will be master of ceremonies and Miss Talmadge will give fashion interviews and dramatic bits. Tommy Tucker's orchestra will also be featured with guest vocalists.

Zenith Radio's Show

ZENITH RADIO Corp., Chicago (radio sets) will start the *Zenith Foundation* program, Sundays, starting Sept. 5, 10-10:30 p. m., EDST, over an NBC-Blue network. New program will deal with the "unknown," with the radio audience participating in the half hour Sunday night show. According to NBC, "implications of the new programs will be so startling and unprecedented that it will be approached gradually during the opening broadcast, each of which will be a related step in the entire series as well as an informative and entertaining program in itself." E. H. Brown Advertising Agency, Chicago, has the Zenith account.

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N. C. an NBC Affiliate

The only station in the CENTER of Western Montana

1000 watts 1260 kc. KGVO Missoula, Montana

Columbia Broadcasting System Affiliate

"This is . . .

WBNS

COLUMBUS, OHIO

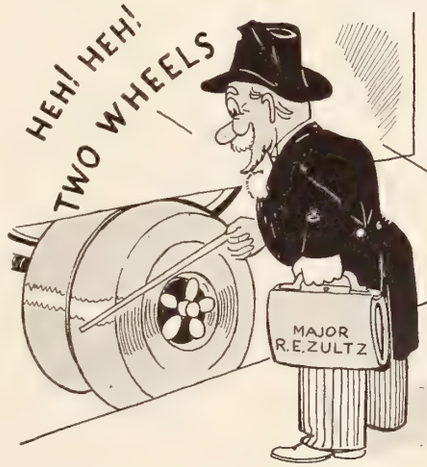
○

"This is Our Representative . . .

JOHN BLAIR & CO.

•

"Ask John . . . he knows"



Reminds me of the Carolina Combination

Double wheels assure more reliable transportation by distributing the load just like the Carolina Combination—WIS and WPTF—assures more reliable results by thorough distribution of your advertising message through the two richest market areas of the Carolinas.

Remember: The Carolina Combination keeps the Carolina situation on a paying basis for you.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

WPTF RALEIGH, N. C. 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

Act to Avert Strike

(*Continued from Page 75*)

son the committee has already been authorized, in pursuance of its duties, to negotiate between the stations and the networks, if necessary, regarding the burden of any settlement before it is accepted.

It is the hope of the committee that network and non-network stations will, for the good of the industry, recognize that an effort has been made to solve an economic problem which is facing the entire industry as well as union musicians, and will be willing to adopt the solution, if any, recommended by the committee. In this connection it might be added that the committee was informed by the Federation officials that the transcription companies have already tentatively agreed to the terms required by the Federation. If these are carried out no station will be able to receive further transcription or recording service unless it is on the Federation's fair list.

The committe hereby notifies the network affiliated stations to attend a meeting in New York City at the Waldorf-Astoria Hotel at 9:30 A. M., September 10. It is essential that your station be represented by a person with full authority to act immediately.

Sympathy Strikes

While most of the broadcasters feel that in complying with the demands of the musicians they are entering into another ASCAP situation which, while it may be fair at the beginning, opens the way for greater and more unreasonable demands later on, little disposition to defy the AFM to call a strike was shown. Many stations are owned by newspapers whose linotypers and pressmen might be called out in sympathy strikes if the musicians were called out. Other stations are owned by manufacturers who similarly do not care to risk strikes in their plants.

One broadcaster stated that in his city the unions were so closely allied that the musicians would be able not only to deprive him of broadcasting music but to call out the electricians and cut off his power, forcing him off the air entirely. Several broadcasters from smaller cities, who felt that they could beat the union situation, said that they could not exist without network programs.

Some declared that if they held out their competitors would accede to the AFM demands, thus placing them in a bad situation. And all broadcasters realized that a strike, even if won, would cost much in loss of revenue from national advertisers who would be inclined to cancel all broadcasting during the period of trouble for fear of alienating their pro-labor customers.

A general cause for complaint among all broadcasters except those in the larger centers is the dearth of acceptable musical talent. In one city of 50,000 it was stated that the president of the local union is a barber who plays evenings in an orchestra. In another city of about that size the union is headed by the mother of an announcer, who is also a member of the union, although he has not played an instrument professionally for years.

Many broadcasters stated that if they are forced to hire the musicians in their community they will have to put them to work in capacities other than that of musicians as they would lose their audiences if they broadcast such inferior talent. The AFM answer to such statements is that if these men, who have been unemployed for some time, are given a chance to get back into practice they will soon become good musicians again. Some broadcasters also stated that in case of a national strike the local bodies would not support their national union, but none seemed anxious to put them to the test.

No Strike Date Set

Since there seemed to be some confusion as to the date set for the musicians' strike BROADCASTING asked Mr. Weber about it. His reply was that no date has been set, but that the local musicians unions have been notified to hold themselves in readiness for a strike call at any time after Sept. 16 if the International Board should notify them that the negotiations with the broadcasters had been unsuccessful.

Mr. Weber also stated that he believed the quarter-hour rate basis the most promising sign of an agreement and if the broadcasters would agree that a definite sum of money is to be spent for reemployment of musicians in each locality there will be no need for the International Board to go into the complicated subject of different wages and hours for each local. In places where local hours and wages have been established the problem will be one of simple arithmetic: So many dollars will employ so many men so many hours. In places where there is no set scale, the local union will establish one in conformity with general practice. The executive body, he said, will determine whether the proposal offered by the broadcasters on Sept. 16 is acceptable; the local unions will deal with the stations in their own localities in working out the details of employment.

Asked whether the transcription and recording companies had already reached an agreement with the AFM, Mr. Weber replied that these companies are willing to come to an understanding with the union but that no official agreement with them can be made until the broadcasters have been dealt with.

In answer to a question as to what, if anything, the union intended to do about the advertisers who employ many musicians for their sponsored programs, Mr. Weber stated that neither the advertisers nor their advertising agencies are involved in this question, although they might be deprived of their musicians in case of a general radio strike. He added that as for the most part they employ name bands who are also employed in hotels and ballrooms the cessation of such employment would not throw many musicians out of work.

Wants $5,000,000

While inclined to be optimistic about the outcome of the negotiations with the broadcasters, Mr. Weber emphatically stated that unless radio will agree to employ a satisfactory number of men there will definitely be a strike. He estimated that an annual expenditure of about $5,000,000 for the industry would be about right, employing approximately 3,000 men at wages averaging between $35 and $40 weekly, although he stated that wages varied so greatly in different cities that he could not definitely say what the average would be.

The question of the effect the AFM demands would have on advertisers and their agencies was raised last week by E. V. Brinckerhoff & Co. Inc., transcription manufacturer, in a booklet addressed to members of the American Association of Advertising Agencies. The foreword points out that while the agencies' radio departments are responsible for the employment of a large percentage of the musicians regularly engaged in broadcasting, the agencies were not invited to attend the meeting called by the AFM to discuss ways and means of increasing employment of its members.

To inform them of what is happening Brinckerhoff published 300 copies of the booklet, which contains copies of the AFM demands on broadcasters and makers of phonograph records and transcriptions, of the two letters sent to all stations by the NAB and the networks, and of the letter sent to all stations by the NAB and the transcription companies. Mr. Brinckerhoff said that the booklet was very well received.

Agency interest in the question is reported to have reached the point of asking the AAAA to send out a general questionnaire to its membership to collect authentic information regarding agency expenditures. Officials of the AAAA refused to confirm or deny this rumor.

Broadcasters Questioned

Two questionnaires have been sent out, however, to broadcasters, one by the NAB to all stations and one by CBS to its affiliates, asking for the details of their employment of musicians, the amount of money spent for music by the station and its advertisers, the union regulations and scale under which it operates, the use of transcriptions and records, and similar data, which when compiled should give an accurate picture of radio's employment of musicians with which to check the statement of the AFM that 87% of the broadcasting stations employ no musicians at all and that the entire industry of approximately 700 stations employs only some 800 musicians. The NAB has not yet analyzed its returns.

The letter sent to all broadcast-

BROADCASTERS AT MUSIC PARLEY

REGISTRATIONS at the meeting of the Independent Radio Network Affiliates called in New York Aug. 16 and 17 aggregated 108 broadcasters who represented 154 stations, plus the Yankee and Oklahoma Networks. Invitations for the meeting were issued by executives of two stations in Louisville—WHAS and WAVE. A number of those present represented not only stations which they owned or directed but also other stations in their immediate area.

Invitations were issued only to independently owned stations affiliated with NBC, CBS, and Mutual. For the most part, those attending the sessions represented ownership or executive management of stations and station groups. Executives of network owned or operated stations were not invited.

The group will hold another general meeting Sept. 10, under present plans. Following are the registrations:

Donald B. Abert, WTMJ
Campbell Arnoux, WRTD, WTAR
Harry Bannister, WWJ
Stanley Barnett, WOOD, WASH, WXYZ
Hope Barroll, WFBR
Harold Batchelder, WFBR
John Bell, WBRC
Edgar Bill, WMBD
Barry Bingham, WHAS
Ray E. Blossom, WFBM
Lester Blumenthal, WSGN
F. W. Borton, WQAM
John Boyle, WJAR
Walter Bridges, WEBC
Willett Brown, KDB, KFRC, KGB, KHJ
Charles Buddle, WOKO, WTHT, WESG
Vincent Callahan, WWL
Martin Campbell, WFAA
Charles L. Carper, KFAB, KFOR, KOIL
A. L. Chilton, KLRA
Howard Clark, WJAS
William Clark, WIRE
Lee Coulson, WHAS
James Cox Jr., WHIO, WIOD
E. W. Craig, WSM
Walter Damm, WTMJ
Ted Dealey, WFAA
Franklin Doolittle, WDRC
Wesley Dumm, KSFO
James Eaton, WHAS
Don S. Elias, WWNC
Mark Ethridge, WHAS
Walter Evans, WGL, WOWO
Carl Everson, WHK, WHKC, WJAY
Dean Fitzer, WDAF
E. Boyd Fitzpatrick, WHOL
Cedric Foster, WTHT
J. Leslie Fox, KMBC
John Gillin, Jr., WOW
Earl Glade, KSL
Tom Gooch, KRLD
Emile J. Gough, KEHE, KNOW, KOMA, KTSA, KYA, WACO, WBAL, WCAE, WINS, WISN
Guy Hamilton, KERN, KFBK, KMJ, KOH, KWG
William Hedges, WLW, WSAI
Joseph Henkin, KSOO
Luther Hill, KRNT KSO, WMT
Harrison Holliway, KECA, KFI
Harold Hough, KGKO, KTOK, WBAP, Oklahoma Network
Barron Howard, WRVA
Jack Howard, WCPO, WMPS, WNOX
Stanley Hubbard, KIGA, KSTP
Joseph Imbrogulio, WFBR
Jessie Jacobsen, KFBB
Tilford Jones, KPRC, KRIS, KTRH, KXYZ
Lambdin Kay, WAGA, WSB
George F. Kelly, WCSH, WFEA
John A. Kennedy, WBLK, WCHS, WPAR
William Knight Jr., WTOC
Clarence Leich, WEOA, WGBF
Nathan Lord, WAVE
I. Lounsberry, WGR, WKBW
John C. McCormack, KTBS, KWKH
Clair McCollough, WAZL, WDEL, WGAL, WILM, WORK, WEST
Tom McCullough, WSPD
Ezra McIntosh, WWNC
Charles Manship, WJBO
Richard Mason, WPTF
Cecil Mastin, WNBF
Ed Meehan, WFAM, WSBT
Harold Meyer, WSUN
P. W. Morency, WTIC
R. Morris, WSOC
Charles Myers, KALE, KOIN, KVI
Ralph Nicholson, WDAE
Victor J. Nielsen, CFCF, CFCX
Leo Omelian, WLEU
William Pape, WBRY
Charlie Peace, WFBC
J. Leonard Reinsch, WHIO
Edney Ridge, WBIG
Dale Robertson, WIBX
Sam Rosenbaum, WFIL
Don Searle, KANS, KCKN, KMMJ, WIBW
Bill Scripps, WWJ
Richard Shafto, WCSC, WIS
John Sheppard III, Yankee Network
Allen T. Simmons, WADC
Henry Slavick, WMC
John Sorrells, WMC
Stuart Sprague, KSFO
Harry Stone, WSM
John Storey, WTAG
Theodore C. Streibert, WOR
W. H. Summerville, WGST
Clifford M. Taylor, WBEN, WEBR
Norman Thomas, WDOD
Edgar Twamley, WBEN, WEBR
S. C. Vinsonhaler, KLRA
James A. Wagner, WHBY, WTAQ
J. T. Ward, WLAC
Fred Weber, CKLW
William Welch, WSAR
Warren Williamson, WKBN
L. B. Wilson, WCKY
Don Withycomb, WFIL
Samuel Woodworth, WFBL
Hoyt B. Wooten, WHBQ, WREC
Ed Zimmerman, KARK, KELD

Music Strike Threat Calls for United Front—*An Editorial*

A BASIS for negotiations looking toward settlement of the strike threat of union musicians appears to have been established. A committee representative of the newly-formed Independent Radio Network Affiliates, operating purely on an "exploratory" basis, reports satisfactory progress in that it has at least been successful in procuring from AFM President Weber a statement that may be used as a starting point in conversations toward a solution.

Because of the work of the network affiliate group, stories about a cleavage in industry ranks have developed. That is regrettable. Practically all of 154 stations represented at the New York meetings last week are NAB members. They were called together because their problem was construed as one which the NAB, as the trade association of the entire industry, could not handle, since the relationship of the affiliated station with its network, in the light of the AFM demands, was different from that of the purely independent station.

NAB Needs Assistance

The situation is not one of the industry's choosing. It is time for calm, cool and collected action, under the aegis of the NAB and with the cooperation of all classes of stations —clear channel, regional and local, independent and network affiliated. If the NAB has not had the man-power to cope with such emergencies, steps should be taken to bolster it. Possibly, in these trying times, it should have a general counsel and a labor relations consultant. The AFM problem, while it is the immediate issue, is not the last one which will confront the industry—target of every conceivable kind of group seeking to exact from it all the tribute they can. Labor union activity, of course, reflects the tempo of the times, and must be met equitably and fairly. But the illusory demands for tribute from parasitical groups operating on the "soak the rich" theory because of unchallenged reports that radio figuratively rolls in wealth, must be checked.

In our last issue we essayed editorially to describe the present plight over reemployment of musicians and the onerous demands of AFM. That editorial drew instant and copious praise, which we humbly acknowledge. We said then that if AFM did not want to "get down to reason", then the strike should be called, and that radio, rather than accede to such confiscatory demands, should stand its ground.

We still feel that way. But we see some faint signs now of a willingness on the part of AFM and its learned advisors of Tin Pan Alley to "get down to reason". There have been no commitments; nothing is down on paper and battle lines are still drawn. By Sept. 16—the walkout date set—the situation may still be unsettled. Yet the fact that the preliminary conversations of the Network-Affiliate Committee with Mr. Weber proved amicable, and elicited for the first time a willingness to bargain, is heartening.

Exactly What Is Demanded?

We do not maintain that the AFM does not have an unemployment problem and that broadcasting should not do what it can to alleviate it. We do object, however, to the untenable and confiscatory demands made and to the refusal, until just before this writing, even to indicate what really was expected of stations in the way of a solution.

The broadcaster cannot relinquish the right to determine the number or calibre of men he will hire. He cannot legitimately be called upon to bear the bulk of the unemployment burden when his industry was not responsible for it and when other industries are not asked to share the load in equitable fashion. He will not capitulate to unfair tactics.

The Network-Affiliate group has an advisory committee of able men functioning. With President Weber they talked informally about dealing in expenditures rather than numbers of men. They talked about a guarantee by all stations to expend sufficient money to insure employment for 3,000 additional men, a figure that might mean something like $5,000,000 a year as the radio toll—another ASCAP type of tribute though in somewhat different garb.

We emphasize that nothing has been decided. President Weber must go into a huddle with his executive board. The Network-Affiliate Group must meet again under the agreement of last week's meeting. The rank and file of NAB membership must assume the responsibility of the final arrangement. And the solution this year may not be the ultimate answer, for next year, and next, revised demands can be made, again a la ASCAP.

The industry cannot rest on its oars at this time, no matter how bright the prospects for an amicable settlement or for postponement of the strike. Steps should be taken at once to survey the availability of recorded and transcribed and script program material for stopgap purposes in the event the strike actually is called. The industry should be fully prepared to cope with that contingency. There is an ample reservoir of broadcast material available to keep operating in a pinch. The industry wants to avoid chaos, but it should be ready.

Ethridge Leadership Lauded

The Network-Affiliate Group feels that in view of the exigencies of the situation a most satisfactory start has been made. Much credit is given Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, for the harmony which prevailed during the trying sessions and for the general conduct of the meetings, over which he presided as chairman.

All things considered, we feel that this group has made the best of the circumstances. We feel, too, that the NAB, as the representative trade association, can now move into the picture where it could not a fortnight ago. The situation requires a united front. There should be no abortive movements or intra-industry strife. All broadcasters should be prepared to meet the issues squarely. The problem is their individual one—not that of any particular group or cast in the industry.

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ers by the NAB and the networks on Aug. 5, describing the AFM demands on the transcription and phonograph record companies [BROADCASTING, Aug. 15], brought an answer from the makers of phonograph records, who pointed out that the NAB letter might lead some stations to believe that if they are given AFM licenses they will be able to broadcast phonograph records with no further trouble. This, say the recorders, is untrue; AFM cannot dispose of their rights and while they will not allow the broadcasting of records by stations not licensed by AFM, neither will they admit that any station has a right to broadcast phonograph records without the express permission of the makers. This letter, dated Aug. 24 and sent to all signers of the NAB letter, was signed by Decca Records Inc., Brunswick Record Corp., and RCA-Victor Co.

Letter to Record Makers

At the same time the record manufacturers were themselves in receipt of a letter signed by Harry Fox, general manager of Music Publishers' Protective Association, regarding its intention to license stations to broadcast phonograph records [BROADCASTING, Aug. 15]. Dated Aug. 23 and addressed to all phonograph record manufacturing companies, the letter reads:

I read with considerable interest articles appearing in various trade publications which purport to reveal your plans to undertake a system of licensing the radio broadcast of phonograph records manufactured by you.

I am constrained to call your attention to the fact that the manufacturing license granted to you by the copyright owners of the musical works recorded on such records does not extend permission to manufacture recordings intended for public performance for profit.

Accordingly, therefore, I anticipate that you will give adequate notice to all persons concerned that you have no authority at the present time from the copyright owners permitting you to manufacture recordings of their works for purposes of reproduction by radio broadcast stations.

A meeting between Milton Diamond, counsel for Decca Records Inc. and member of the recorders' committee, and Mr. Fox to discuss the various interests of the recorders and publishers was scheduled for Aug. 27.

Only the independent, non-network stations, comprising some two-thirds of the country's broadcasters, remain to be heard from. Individually, many of them have expressed the attitude that they have received no demands from the AFM and that until they do they are not going to worry about it, but let the networks fight it out. If, however, the network stations come to an agreement with the AFM on some such basis as previously discussed, the non-network stations will probably have to follow suit or lose their right to broadcast both transcriptions and phonograph records.

Furthermore, where the network affiliates may be able to pass a portion of their increased expenditures along to the networks' the non-affiliates have no one to fall back on, but must carry their own burden, which in some instances seems impossibly heavy. The negotiating committee of the Independent Radio Networks' Affiliates, while reporting to all stations as to their meetings with the AFM, sent letters to both Mr. Baldwin of the NAB and E. A. Allen, president of the National Independent Broadcasters, urging that the general meeting of all broadcasters be called in New York Sept. 11, the day following the IRNA meeting and five days before the industry must present its proposal for the employment of more musicians to the AFM.

Both NAB and NIB, however, on Aug. 27, decided against this call, with the NAB as the alternative, calling its board together on Sept. 10.

Both Mr. Elmer and Mr. Baldwin have conferred with Mr. Weber and other interested parties in New York on several occasions during the last fortnight. During those conversations, however, Mr. Weber would not divulge the desires of AFM, but instead insisted upon a "proposition" from the broadcasters themselves.

Mantle's Spot in Canada

MANTLE LAMP Co., Chicago, on October 4 will start five-minute spots two and three times weekly on nine Canadian stations, with the possibility that other Canadian outlets may be added. These stations have been definitely set: CFRB, CHRC, CKCW, CFQC, CFCN, CFJC, CHWK, CKY, CJCA. Presba, Fellers & Presba Inc., Chicago, is agency.

BATTLE CREEK FOOD Co., Battle Creek, Mich., for its health products, thru John L. Wierengo & Staff Inc., Battle Creek, on Sept. 7 starts for 13 weeks weekly participation in *Ann Warner Chats With Her Neighbors* program on KFI, Los Angeles, Tuesday, 10:45-11 a. m.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

JAMES A. WAGNER
Managing-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN

Late Personal and News Notes

WILLIAM F. HOLLAND, since 1931 a member of the sales staff of WCKY, Cincinnati, will open advertising offices in the Glenn Bldg., Cincinnati, September 1, specializing as radio broadcast counsellor. Holland entered division of radio from the musical end, had been at WLW as a musician for two years before joining WCKY.

GEORGE H. INCLEDON, formerly account executive at Selviair Broadcasting System Inc., Chicago, has been appointed head of the newly-created radio department of Ford, Browne & Mathews, Chicago. Mr. Incledon was also on the sales staff of WJJD before joining the Selviair agency.

LOU WINSTON, vice-president of Atlas Radio Corp., Hollywood, on Aug. 28 left that city on a business trip to St. Louis and other mid-western cities, contacting clients on fall business. Concern has started cutting 52 additional quarter hour episodes of the *Magic Island* serial, written by Perry Crandall.

C. P. McASSEY, account executive of Schwimmer & Scott, Chicago, on Sept. 1 joined the local sales division at NBC-Chicago. Before going to Schwimmer & Scott in June, Mr. McAssey had been commercial manager of WCFL since 1932. He succeeds John Sandburg, who has joined the advertising department of Swift & Co.

GILBERT NEWSOME, formerly of Norfolk, on Sept. 1 joins the staff of WRTD, Richmond, as an announcer. Newsome has been connected with WGH, Newport News. Ernest Bowman has also assumed his duties as announcer for WRTD, swapping places with John Carl Morgan, of WTAR, Norfolk, who pinch-hit for him at WRTD as guest announcer while Bowman was at WTAR.

GEORGE O. COUPER, formerly with the Advertising Service Co., Chicago, has joined KXBY, Kansas City, in a sales capacity. Mr. Couper has been radio director of numerous Chicago agencies including Baggaley, Horton & Hoyt, Hays MacFarland & Co., and Critchfield & Co.

RUSH HUGHES, for five years commentator on the five-weekly quarter hour NBC-Pacific Red *Langendorf Pictorial*, sponsored by Langendorf United Bakeries Inc., will leave that program Sept. 25.

JOSEPH H. McGILLVRA has assumed representation of KDAL, new CBS outlet in Duluth, and KFJM, Grand Forks, N. D. Neither of the stations previously had a representative.

DON E. GILMAN, NBC western division vice-president, Hollywood, has been named radio departmental chairman of the Pacific Advertising Clubs Association annual convention to be held in Los Angeles in June, 1938.

RAY BUFFUM, formerly of the Robert S. Taplinger Inc., Hollywood publicity service, has joined Ruthrauff & Ryan Inc., that city as West Coast publicity director. He was at one-time publicity director of KFWB, Hollywood.

JOHN H. LUBS, who has resigned from the New York office of United States Advertising Corp., and who operated his own agency for several years, has joined Luckey-Bowman Inc., New York, as account executive.

WILLIAM J. ANDREWS, for several years San Francisco NBC supervisor of announcers, has been promoted to a newly created position of night manager of the network's Hollywood studios, taking over his duties Sept. 6. Richard Ellers, an NBC San Francisco announcer since 1931, recently placed in charge of night operations, replaces Andrews as supervisor of announcers. Robert Dwan, who was Eller's assistant, becomes night supervisor. Robert McAndrews will be transferred from announcing to Dwan's former assignment.

MANN HOLINER, director of radio, Lennen & Mitchell Inc., New York, is leaving this week for Hollywood to handle production on the *Tyrone Power* series of broadcasts for the John H. Woodbury Co., Cincinnati. Mr. Holiner will be replaced by Jay Clark, his assistant, while away. The Woodbury program will start Oct. 3 on the NBC-Blue network at 9-9:30 p. m., EST, replacing the *Rippling Rhythm Revue*, and will consist of dramatic sketches of well-known plays and short stories. Mr. Power will be supported by prominent stage and screen guest stars.

JACK KAPP, president of Decca Records Inc., New York, arrived in Hollywood Aug. 12 for six weeks, combining business and pleasure.

West Coast Series Involved in Shifts

Ken Murray Half-Hour Ceases; Cantor Shifts to Wednesday

CAMPBELL SOUP Co., Camden, N. J. (tomato juice), will discontinue its half-hour CBS *Ken Murray-Oswald* broadcasts after Sept. 22, with no program replacement until *Amos 'n' Andy* joins the company Jan. 1. Ken Murray, headliner on the current program, moves to the CBS *Hollywood Hotel* program as a regular feature of the Campbell Soup Co. broadcast.

Decision on the shift in the Campbell broadcast setup, believed imminent since signing of *Amos 'n' Andy*, despite denials by F. Wallis Armstrong Co., agency handling account, followed agreement by Murray to join forces with *Hollywood Hotel*. Under agreement, Oswald, Marlyn Stuart and Murray's writers, Royal Foster and Johnny Hyman, remain with him. Murray's unit will be fitted into the hour show which will be materially revamped. Murray will probably take over duties of master-of-ceremonies.

Eddie Cantor Explains

Diana Bourbon, Hollywood agency manager, now producing *Ken Murray-Oswald* programs, will handle the *Amos 'n' Andy* broadcasts. Discontinuance of the Campbell half-hour is said to have met with Murray's approval as he has wanted to be routined on a full hour program.

Eddie Cantor's new Texaco series will take over the CBS time formerly occupied by Murray on Sept. 29. Cantor's switch from Sunday to the Wednesday, 8:30 p. m. time is to avoid the opposition of the NBC *Chase & Sanborn Hour*. It will mark the first time in six years that Cantor has broadcast on any night except Sunday. Cantor, in statement issued, said:

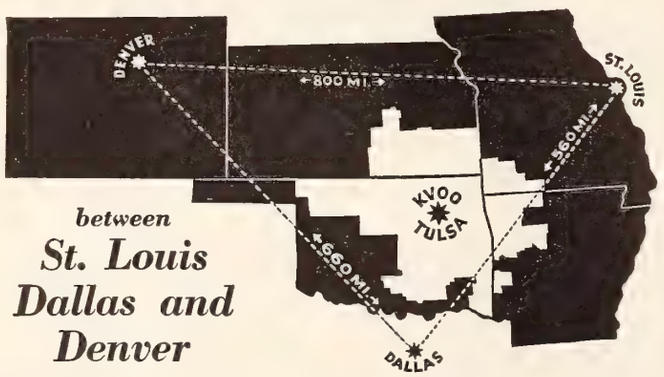
"It has been my feeling for some time that it was unfortunate to divide the listening audience on Sunday nights between two important shows. When this new time became available naturally we arranged the change." Cantor was previously sponsored by Chase & Sanborn.

Local Dr. Pepper Spots

DR. PEPPER BOTTLING Co., Roanoke, Va., has started a contest on WDBG, Roanoke, WSVA, Harrisonburg, Va., and WLVA, Lynchburg, Va., in which cards, dealer broadsides, point of sale display and newspapers are being used as supporting media. The contest is being duplicated by Dr. Pepper companies in a number of nearby regions and stations tentatively listed are WCHV, Charlottesville, Va.; WGH, Newport News; WPHR, Petersburg; WRVA, Richmond. Houck & Co., Roanoke, is agency for the regional campaign.

BARNEY'S CLOTHES Inc., New York (men's clothing), has appointed Alvin Austin Co., New York, to handle its radio advertising. Emil Mogul, formerly with Schillin Adv. Corp., New York, who has been account executive for Barney's since the store started its radio advertising, has joined Alvin Austin Co. as executive secretary. WMCA, New York, will carry six half-hour and seven 15-minute programs weekly, and WNEW, New York, will carry seven half-hour and six 15-minute programs weekly.

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
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Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

"IT'S GOT MOST OF THE LISTENERS...MOST OF THE TIME!"



The MILWAUKEE JOURNAL STATION WTMJ

CHARLIE EARNS 100 IN TIME-SELLING IN ONE REEL!



With apologies to Charlie McCarthy and Edgar Bergen.



"What are the prospects for radio station business this Fall, Charlie?"



"Prospects? Don't you ever read BROADCASTING? Everyone knows that more national advertisers are preparing to 'board the broadcasting bandwagon' this Fall than ever before. Why . . ."



"That will do, Charlie. How about national spot?"



"Any dummy knows that national spot is due for the biggest gain of all. New advertisers flocking into radio; old spot users coming back stronger than ever; national advertisers supplementing network programs with extensive spot! Why, it's colossal!"



"Indeed it is. But how can the radio station best reach the men who are placing this increased spot business? How can they most effectively and economically 'sell' them on their facilities?"



"Ask me something hard. Through BROADCASTING, of course!"



"Correct. But tell me why you specify BROADCASTING."



"Ho, hum. Because BROADCASTING'S 7,000 circulation includes every advertiser and agency of radio consequence. Because time-buyers read it religiously. Because a recent WBS survey conclusively proved BROADCASTING the favorite radio trade magazine of advertising executives everywhere. Because . . ."



"Enough! Enough! Charlie, you earn 100 in time-selling!"

And now, Mr. Station Manager, how would you like to earn 100 in time-selling, too? It's simple! Just follow Charlie's advice and tell your story in the magazine that TIME-BUYERS read. Maybe you're puzzled about the most effective means of preparing your insertions. Nothing to it! Just mail data relative to your market and your station to BROADCASTING. Our copy and layout department will be glad to prepare a suggested campaign that will do the job.

Yes, sir! Time-buyers read BROADCASTING! They comb it for complete, reliable, up-to-the-minute information about their industry. And 150 stations regularly catch the buying eye of these time-buyers through BROADCASTING. Take a tip from them!

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 14 TO AUGUST 28 INCLUSIVE

Decisions . . .

AUGUST 18

APPLICATIONS GRANTED:

WISN, Milwaukee—CP move aux trans.

WRGA, Rome, Ga.—CP change equip.

WTOC, Savannah—CP change antenna, increase D 1 to 5 kw.

KVOX, Moorhead, Minn.—Mod. CP tran. site, increase D to 250 w, hours to unl.

WIP, Philadelphia — Extension temp. auth. 1 kw.

WJBO, Baton Rouge; KGLO, Mason City; WIND, Gary; WPRA, Mayaguez, P. R.; KSUB, Cedar City, Utah; WCKY, Cincinnati; WGTM, Wilson, N. C.; WTAR, Norfolk, Va.; WRDW, Augusta; KOCA, Kilgore, Tex.; KTKC, Visalia, Cal.; WTHT, Hartford—License for CP in each case.

WFLA-WSUN, Clearwater, Fla.—Mod. license to sever joint license and form two stations WFLA and WSUN, spec. hours. 620 kc 1 kw D, vol. assign. WFLA to Florida West Coast Brdcstg. Co.

NEW, Yankee Network, Boston — CP high freq. 250 w.

SET FOR HEARING—NEW, Hollenbeck Heights Christian Church, Los Angeles, CP 1170 kc 100 w ltd.; NEW, Shirley D. Parker, Yakima, Wash., CP 1310 kc 100 w 250 w D unl.; NEW, Times Printing Co., Chattanooga, CP 1120 kc 500 w 1 kw D unl.; NEW, Gila Brdcstg. Co., Safford, Ariz., CP 1420 kc 100 w 250 w D unl.; NEW, WWPO Inc., Pittsburgh, CP 1120 kc 250 w unl.; NEW, Chas. F. Engle, Natchez, Miss., CP 1210 kc 100 w 250 w D unl.; NEW, Burl Vance Hedrick, Salisbury, N. C., CP 1340 kc 1 kw D; NEW, Northwestern Brdcstg. Co., Vernon, Tex., CP 1500 kc 100 w unl.; NEW, J. F. Rogers, Harlingen, Tex., CP 1370 kc 100 w 250 w D unl.; NEW, Floyd A. Parton, San Jose, Cal., CP amended to 1170 kc 250 w D; NEW, Richland Brdcstg. Co., Mansfield, O., CP 1370 kc 100 w D; WJSV, Washington, CP move trans., directional, increase to 50 kw; KSTP, St. Paul, CP directional increase to 50 kw; KFBI, Abilene, Kan., CP move to Wichita, new equip.; WGAR, Cleveland, CP amended re equip., directional N, increase to 1 kw 5 kw D; WKFJ, Daytona Beach, Fla., mod. CP re trans. site, equip., radiator, change 1420 to 1240 kc, increase 100 w to 1 kw; KRRV, Sherman, Tex., CP change 1310 to 1450 kc, increase to 500 w unl., contingent KTBS change in freq.; KTBS, Shreveport, La., CP change 1450 to 620 kc, directional; WKBZ, Muskegon, Mich., mod. license 1500 to 1200 kc; KVEC, San Luis Obispo, Cal., mod. license to unl.; KFDM, Beaumont, Tex., vol. assign. license to Beaumont Brdcstg. Corp.

ORAL ARGUMENTS GRANTED—Oct. 21—Monterey Peninsula Brdcstg. Co., Del Monte, and Salinas Newspapers Inc.; Oct. 28—Bend Bulletin, Bend, Ore.; West Texas Brdcstg. Co., Wichita Brdcstg. Co. and Faith Brdcstg. Co., KFPL, Dublin, Tex., WFTX Inc., Wichita Falls, Chase S. Osborn Jr., Fresno, Waterloo Times-Tribune Pub. Co.; Nov. 4—Schuylkill Brdcstg. Co., Pottsville News & Radio Corp., W. W. Ottaway, W. E. Whitmore, KROY; Nov. 18—KSD, KFUO, KOOS, T. E. Kirksey, WORL.

RETIRED TO CLOSED FILES—Frank Ryan, Detroit, temp. auth. transmit CKLW program; Dr. A. H. Schermann, CP relay station; Radio Service Corp. of Utah, CP relay station; Intermountain Brdcstg. Corp., CP relay station.

APPLICATIONS DISMISSED — WKEU, Griffin, Ga.; WDSU, New Orleans; WFBR, Baltimore; NEW, Hearst Radio Inc., Albany; KGA, Spokane; NEW, WKY Radiophone Co., Oklahoma City; WBNO, New Orelans; NEW, Carlinas Radio Inc., Charlotte, N. C.; WCMI, Ashland, Ky.; NEW, Even News Press Inc., Port Angeles, Wash.; WDZ, Tuscola, Ill.; New, A. I. Beaird, Jasper, Ala.

MISCELLANEOUS—W. E. Whitmore, Hobbs, N. M., denied motion strike exceptions to Ex. Rep. I-499; NEW, Ann Arbor Brdcstg. Co., Ann Arbor, Mich., extension time granted to file exceptions to Ex. Rep. I-461; NEW, Old Colony Brdcstg. Corp., Lawrence, Mass., denied extension decision on applic. Hildren & Rogers Co. and Old Colony Brdcstg. Corp.; WAVE, Louisville, granted pet. intervene WCRC applic.; WIRE, Indianapolis, granted pet. intervene applic. of Bruce McConnell; WFBM, Indianapolis, same; WSBT, South Bend, Ind., granted pet. intervene applic. Walker & Chapin; WTOC, Savannah, granted pet. intervene applic. Seaboard Brdcstg. Corp.; WOW, Omaha, granted pet. intervene Great Western Brdcstg. Co.; WTAQ, Green Bay, Wis., granted pet. intervene Walker & Chapin; WIBG, Glenside, Pa., denied reconsid. & grant without hearing applic. vert. antenna, increase 100 w D to 5 kw LS Chicago; KGBW, Rapid City, S. D., denied reconsid. & grant without hearing applic. vol. assign. license; NEW, T. E. Kirksey, Waco, Tex., denied pet. remand for further hearing; WHBF, Rock Island, Ill., denied request new announcement including Rock Island, Moline and Davenport; NEW, United Theatres Inc., San Juan, P. R., granted postponement hearing to 9-24-37; KOY, Phoenix, Ariz., granted pet. accept answer on applic. Ark Brdcstg. Co.; NEW, Jules J. Rubens, granted waiver Rule 104.6(b) and accept answer in applic. Evanston Brdcstg. Co.; KRKD, Los Angeles, denied pet. Frank Doherty, transferor, for dismissal without prej. auth. transfer control, Commission dismissed the applic. with prejudice; WKBB, E. Dubuque, Ill., denied request. to furnish applic. certain documents submitted by FCC departments re applic. Telegraph-Herald, Dubuque; Gross & Shields, Saginaw, Mich., granted ext. time file applic. approval trans. site; WBNO, New Orleans, granted in part pet. auth. move trans., studio sites locally, new antenna and equip., with CP change 1200 to 1420 kc increase to 100 w 200 w D unl. remaining in dockets for hearing.

RATIFICATION—Continental Radio Co. denied 30-day extension effective date of decision on applic. Continental Radio Co., Community Brdcstg. Co. and WALR Brdcstg. Corp.

AUGUST 19

MISCELLANEOUS—NEW, Chase Osborn Jr., Fresno, Cal., denied rehearing on applic. George Harm, Fresno, which was granted 7-2-37; WKBB, E. Dubuque, Ill., denied extension effective date decision on applic. Telegraph-Herald, Dubuque, granted 7-2-37; NEW, E. Anthony & Sons, Pawtucket, R. I., denied rehearing applic. CP new station; NEW, Voice of Greenville, Greenville, Tex., dismissed petition of Voice of Greenville & Southland Industries Inc. for rehearing on applic. Hunt Brdcstg. Assn. new station, granted 5-18-37, and carried to court by Southland Industries.

AUGUST 24

KUMA, Yuma, Ariz.—Granted extension temp. auth. remain silent pending action on CP move trans.

MISCELLANEOUS—KGB, San Diego, granted pet. intervene Adams Recording Studio case; WPEN and WRAX granted pet. waiver Rule 104.6(b) and accepted answer to appearance of Southern Minn. Brdcstg. Co., Rochester, Minn.; granted motion W. Va. Brdcstg. Corp., Wheeling, for continuance hearing on applic. CP to 11-15-37; Falls City Brdcstg. Corp., denied reconsid. and grant in part daytime hours its applic. for CP denied 7-6-37.

Examiners' Reports . . .

NEW, Summit Radio Corp., Akron—Examiner Bramhall recommended (I-476) that applic. CP 1530 kc 1 kw unl. be granted.

WGL, Fort Wayne—Examiner Berry recommended (I-477) that applic. increase D to 250 w be granted.

WMMN, Fairmont, W. Va.—Examiner Irwin recommended (I-478) that applic. increase 500 w 1 kw LS to 1 kw 5 kw LS be granted.

NEW, Key City Brdcstg. Co., Kankakee, Ill.—Examiner Berry recommended (I-479) that applic. CP 1500 kc 100 w unl. be denied.

NEW, Robert Raymond McCulla, Oak Park, Ill.—Examiner Berry recommended (I-480) that applic. CP 1500 kc 100 w D be denied.

KABR, Aberdeen, S. D.—Examiner Hyde recommended (I-481) that applic. CP change 1420 kc 100 w unl. to 1390 kc 500 w 1 kw LS unl. be granted.

NEW, Don M. Lidenton, A. L. McCarthy, Poplar Bluff, Mo.—Examiner Irwin recommended (I-482) that applic. CP 1310 kc 100 w D be granted.

NEW, Hickory Brdcstg. Co., Hickory, N. C. — Examiner Irwin recommended (I-483) that applic. CP 1370 kc 100 w D be granted.

AUGUST 16

WESG, Ithaca—Mod. license 1040 to 850 kc, hours to LS New Orleans.

NEW, James F. Hurley Jr., Salisbury, N. C.—CP 1500 kc 100 w D.

WSIX, Nashville—CP new trans., increase D to 250 w.

AUGUST 18

WFAB, New York—Vol. assign license to Debs Memorial Radio Fund Inc.

WAYX, Waycross, Ga.—Vol. assign. CP and license to Jack Williams.

WMFR, High Point, N. C.—Mod. license D to unl.

KABC, San Antonio — Auth. transfer control to Elliott Roosevelt.

NEW, Madison Brdcstg. Co., Madison, Wis.—CP 1450 kc 250 w unl. directional.

NEW, Champaign News-Gazette, Champaign, Ill.—CP 1606, 2022, 2102, 2758 kc 100 w.

KHUB, Watsonville, Cal.—Vol. assign. license to John P. Scripps.

KMED, Medford, Ore.—CP increase to 1 kw, new trans.

KAST, Astoria, Ore.—CP vert. antenna, increase D to 250 w, change 1370 to 1200 kc, D to unl.

AUGUST 20

NEW, Arlington Radio Service Inc., Arlington, Va.—CP 1510 kc 250 w unl., amended to 1140 kc 1 kw D.

NEW, Cuyahoga Val. Brdcstg. Co., Cleveland—CP 1500 kc w D, amended to unl.

NEW, Cuyahoga Val. Brdcstg. Co., Warren, O.—CP 1200 kc 100 w unl.

WAPO, Chattanooga—License for CP increase power, change hours.

WMBG, Richmond, Va.—CP increase D to 1 kw directional.

WSMB, New Orleans—License for CP as mod. new trans., move trans.

WMFJ, Daytona Beach, Fla.—Mod. CP new trans.

KVSO, Ardmore, Okla.—CP increase D to 250 w.

WLBL, Stevens Point, Wis.—License for CP as mod.

NEW, Woodmen of World Life Ins. Assn., Omaha—CP high freq. 100 w.

KUMA, Yuma, Ariz.—CP vert. antenna, move trans.

AUGUST 20

WKBW, Buffalo—CP change equip., increase 5 to 10 kw, use present WGR trans.

WGR, Buffalo—CP use WKBW's transmitter.

WCNW, Brooklyn—CP move trans.

WBLY, Lima, O.—Vol. assign. license to Fort Industry Co.

KALB, Alexandria, La.—CP new trans., increase D to 250 w.

KID, Ida Falls, Id.—CP increase D to 5 kw.

AUGUST 24

WJAR, Providence—License for CP increase power.

WMBG, Richmond, Va.—CP increase 500 w to 500 w 1 kw D, amended to 1 kw N & D.

KSO, Des Moines—CP change trans., directional N, increase 500 w 2½ kw D to 1 kw 5 kw D.

KCRJ, Jerome, Ariz.—License for CP change equip., vert., antenna, increase power, change hours, move trans.

KTFI, Twin Falls, Id.—CP increase 1 kw to 1 kw 5 kw D, move trans., amended to omit increase in D power.

AUGUST 26

NEW, Thumb Brdcstg. Co., Sandusky, Mich.—CP 500 w 1 kw D unl., amended to specify 950 kw, change name to Fred B. Fitch, d.b. Thumb Brdcstg. Co.

WACO, Waco, Tex.—CP increase D to 250 w.

KNOW, Austin, Tex.—CP increase D to 250 w, change antenna.

NEW, Constitution Pub. Co., Atlanta—CP 1240 kc 1 kw 5 kw D unl., directional N.

NEW, South Bend Tribune, South Bend, Ill.—license and CP high-freq. 100 w.



PROUD IZAAK WALTONS—Radio men prove piscatorial prowess pictorially. In left photograph, center, is Jesse Butcher, NBC station relations, with 100-lb. tarpon he caught after 45 minutes of hard fighting off Port Aransas, President Roosevelt's favorite fishing grounds in the Gulf of Mexico. With him were, left, George Morrison, program director of KRIS, Corpus Cristi, and Cliff Tatom, KRIS manager, right. In right photograph, left to right, are Dick Mason, manager of WPTF, Raleigh; Harry Hulick, WPTF chief engineer, and C. W. Horn, NBC technical director, with part of the 430 pounds of Spanish mackerel they caught while fishing late in August out of Moorhead City, N. C., the season's record catch for that particular region, it is understood.

Chevrolet Renews

CHEVROLET MOTOR Co., Detroit, will renew *The Musical Moments* transcription series Sept. 6 on 267 stations for another 13-week period. Talent for the series will include Graham McNamee as announcer, Songsmiths Quartet, Victor Arden's orchestra and guest soloists. The broadcasting schedule for the quarter-hour transcriptions calls for two to three airings each week. Campbell-Ewald Co., of New York, has the account.

Bromo-Seltzer Back

EMERSON DRUG Co., Baltimore (Bromo-Seltzer) has signed Sidney Skolsky, Hollywood columnist, for a series to start Oct. 6 over the nationwide NBC-Blue network, Wednesdays, 8:30-8:45 p. m., EST. J. Walter Thompson, New York, is the agency. Bromo-Seltzer has been off the air since the fall of 1935.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

PARKER WATCH Co., New York, on Sept. 12 starts *Sunday Morning Quarterback* starring Benny Friedman on 2 MBS stations (WOR, WGN), Sun., 11:30-11:45 a. m. Agency: De Garmo Corp., N. Y.

PHILCO RADIO & TELEVISION Co. of Cal., San Francisco, (radio sets) on Sept. 6 starts series of 16 broadcasts *Who Killed Cock Robin?* on a Mutual-Don Lee network (KFRC, KDON, KHJ, KDB, KGB, KXO, KVOE, KQW, KFXM), 8:30-8:45 p. m. (PST).

HECKER PRODUCTS Corp., New York (Hecker H-O, cereal), on Sept. 7 starts *Daily Information Service*, with Myra Kingsley, astrologer, and Jean Paul King, commentator, on 29 MBS stations, Mon. thru Fri., 11:45 a. m.-noon (repeat 1:30 p. m.). Agency: Erwin, Wasey & Co. Inc., N. Y.

PET MILK SALES Corp., St. Louis (condensed milk), on Oct. 2 starts *Your Pet Program* on 51 CBS stations, Sat., 9:30-10 p. m. Agency: Gardner Adv. Co., St. Louis.

LAMONT CORLISS Co., New York (Danya hand lotion) on Nov. 3 starts two quarter-hours a week — Wednesday and Friday—on *Women's Magazine of the Air*, on NBC-Pacific Red 3 to 4 p. m. (KPO, KFI, KOMO, KGW). Agency: J. Walter Thompson Co., N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Oct. 6 starts *Sidney Skolsky* on NBC-Blue, Wed., 8:30-8:45 p. m. Agency: J. Walter Thompson Co., N. Y.

PURITY PRODUCTS Inc., Jersey City, N. J. (vitamin beverage tonic), on Sept. 14 starts *Victor H. Lindlahr* on 7 MBS stations, Tues., Thurs., Sat., 9:30-10 p. m. Agency: Franklin Bruck Adv. Corp., N. Y.

LAMBERT PHARMACAL Co., St. Louis (Listerine, toothbrushes), on Aug. 30 started for 26 weeks *The Newlyweds* on 6 CBS Pacific stations (KNX, KSFO, KOIN, KOL, KFPY, KVI), Mon. thru Fri., 10:45-11 a. m. (PST). Agency: Lambert & Feasley Inc., N. Y.

DUART SALES Co. Ltd., San Francisco (Creme of Milk), on Sept. 12 starts *The Passing Parade* with John Nesbitt on 15 MBS stations, Sun., 9-9:15 p. m. (rebroadcast 12:15-12:30 a. m.). Direct.

HECKER PRODUCTS Corp., New York (Silver & Gold Dust cleansers) on Aug. 31 started *Advice to the Lovelorn* on 11 MBS stations, Tues., 2:45-3 p. m. with repeat on four Yankee Network stations (WTIC, WTAG, WNAC, WEAN). Agency: BBDO, N. Y.

AMERICAN STATE MAGAZINE, Los Angeles (publication), on Aug. 12 started for 5 weeks *Talks on the Horse Racing Question*, on 8 Don Lee stations (KHJ, KGB, KDB, KFRC, KPMC, KDON, KXO, KVOE), Thurs., 7:30-7:45 p. m. (PST). Agency: R. H. Alber Co., Los Angeles.

PRO-KER LABORATORIES, New York (Pro-Ker hair tonic) on Sept. 12 starts a 13-week campaign over two NBC-Red network stations in California (KPO, KFI) *Hair Raisers*, Sun., 3:45-4 p. m. on Sept. 12 and 19, thereafter Sun., 1:15-1:45 p. m. PST. Agency: General Adv. Agency, Los Angeles.

LYDIA PINKHAM MEDICINE Co., Lynn, Mass. (medicine compound), on Sept. 27 starts *Voice of Experience* (transcriptions), on California Radio System (KEHE, KYA, KFBK, KWG, KMJ, KERN), Mon. thru Fri., 1:45 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Aug. 31 starts *Aunt Jemima's Cabin at the Crossroads* on 5 NBC stations (WJZ, WMAQ, WBZ-WBZA, KDKA, WXYZ) Tues. thru Sat., 9:45-10 a. m. Agency: Lord & Thomas, Chicago.

Renewal Accounts

CARDINET CANDY Co., Oakland, Cal. on Sept. 5 renews *Night Edition* for 52 weeks on 5 NBC-Red network stations (KPO, KHQ, KOMO, KGW, KFI) and add five more Western NBC stations (KTAR, KOA, KDYL, KGIR, KGHL). Agency: Tomaschke-Elliott Inc., Oakland.

AMERICAN HOME PRODUCTS Corp., New York (remedies), on Sept. 13 renews *Mrs. Wiggs of the Cabbage Patch*, *John's Other Wife*, and *Just Plain Bill*, for 52 weeks on NBC-Red network, Mon. thru Fri. 10-10:45 a. m., (rebroadcast 1:15-2 p. m.). Agency: Blackett-Sample-Hummert Inc., N. Y.

RIO GRANDE OIL Co., Los Angeles (gas & oil), on Aug. 19 renewed for 52 weeks *Calling All Cars* on 11 Don Lee stations, Thurs., 8-8:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

TOWNSEND NATIONAL RADIO CLUB, Los Angeles, (old age pension), on Aug. 2 renewed for 13 weeks *Townsend Plan Talks*, on 11 Don Lee stations, Mon. 8:45-9 p. m. (PST). Agency: Lisle Sheldon Radio Adv., Los Angeles.

CAMPANA Corp., Batavia, Ill. (Italian Balm), on Sept. 3 renews *Campana's First Nighter*, for 52 weeks, on 44 NBC-Red stations, Fri., 10-10:30 p. m. Agency: Aubrey, Moore & Wallace Inc., Chicago.

GORDON BAKING Co., Detroit, on Sept. 27 renews *The Lone Ranger* on a coast-to-coast MBS network Mon., Wed., and Fri., 7:30-8 p. m. Agency: Brooke, Smith, French & Dorrance Inc., Detroit.

Network Changes

AMERICAN CAN Co., New York, on Sept. 7 switches Ben Bernie from NBC New York to Hollywood.

SIGNAL OIL Co., Los Angeles, on Sept. 26 shifts *Carefree Carnival*, to Sun., 7:30-8 p.m. (PST).

TEXAS OIL Co., New York, on Sept. 29 resumes *Eddie Cantor*, shifting to Wed., 8:30-9 p. m. on CBS, repeat at 11:30, with lapse of 10 days when final summer program is heard Sept. 12.

GEORGE McGARRETT, of Young & Rubicam Inc., continues in charge of production of the *Town Hall Tonight* series sponsored on NBC-Red by Bristol-Myers Co., New York, assisted by William Rousseau.

UNIVERSAL CRYSTAL MICROPHONE



Ideal for p. a. systems, special events, call systems, amateur phones, etc. Rugged. Chrome finish. Output level 65 d. b. Furnished in handi-mike model, or stand model as shown. 10 ft. cable. Desk stands $2.50 for handi model: $3.50 for stand model. Licensed under patents of Brush Development Co.

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GATES Manufacturers of
Everything in Speech—Remote—Transcription and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

Enacts Own Role

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, and a one-time member of the Royal Northwest Mounted Police, enacted a role from real life in a broadcast of the *NBC-Jamboree* over NBC-Red Network Aug. 28. The Jamboree play, *Carry On*, dramatized the occasion. when Loughrane single-handedly prevented a riot in a French-Canadian lumber camp during the period when the O. B. U. (One Big Union) was organizing workers in the North Woods.

Popularity of Programs Is Increasing, Crossley Audience Survey Shows

THE average popularity of programs during the past winter was about 30% greater than during the previous summer, according to analysis of 233 network programs (144 evening and 89 daytime) broadcast between October, 1936, and April, 1937, recently completed by the Cooperative Analysis of Broadcasting, New York, an offshoot of the Association of National Advertisers.

The data, gathered by Crossley Inc., are based on 255,000 completed interviews and indicate popularity of programs by type, length of broadcast and geographical sections in addition to an analysis of sponsored network programs by income levels.

Personality shows were the most popular; amateur broadcasts dropped to second place; variety shows were third and semiclassical programs moved from sixth to fourth place, according to the report. The 10 leading evening programs for the seven month period were: *Jack Benny*, (Jell-o); *Eddie Cantor* (Texas Co.); *Major Bowes Amateur Hour* (Chrysler); *Lux Radio Theatre* (Lever Bros.); *Fred Allen* (Bristol-Myers); *Burns & Allen* (Campbell's Tomato Juice); *Hollywood Hotel* (Campbell's Soup); *Rudy Vallee* (Royal Gelatin); *Bing Crosby* (Kraft Phenix); *Phil Baker* (Gulf Oil).

During the past winter as compared with the previous summer, the most striking change in daytime programs was the increase in number. For the summer of 1936 the CAB was able to analyze only 47 programs, but for the winter period 89, an increase of almost 90%. The number of daytime programs rating over 5% increased nearly 80%, while those rating less than 1% declined 35%, indicating an improvement in the amount of listening to daytime programs. Moreover, according to the report, the past winter showed a greater diversity in daytime sponsored programs.

Keystone State Series

SPOT announcements promoting motoring safety in Pennsylvania will be started on at least 26 stations in that state Sept. 15, through Oct. 15, under sponsorship of the Governor's Highway Safety Council. Forty announcements will be broadcast, two one-minute announcements an evening, five evenings a week, warning of common highway hazards. Barnes & Aaron Adv. Agency, Philadelphia, is handling the spot phase of the State's campaign. The entire Quaker Network is included in the schedule.

Sterling Places Discs

STERLING PRODUCTS Inc., Wheeling, will use 14 stations for its *Way Down East* transcribed series, starting September 27. Fifteen-minute WBS discs will be used for Danderine two days a week and for Haley's M-O three days a week for 39 weeks. Stations include WOR, WNAC, WFBR, WGN, WSB, WFAA, WHO, WDAF, WBEN, WCAU, and an unselected Los Angeles station. Blackett-Sample-Hummert Inc., New York, is agency.

The Largest Independent Frequency Measuring Service in the Country



Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

Scientific RADIO SERVICE . . . Announces a

→ 20% REDUCTION ←

on their "A" cut or Low Temperature Co-efficient Crystals

NEW LOW PRICE . . . $40 EA. TWO FOR $75 *formerly $50 each*

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. *Approved by F.C.C.*

Scientific Radio Service
Dept. 917, 124 Jackson Ave., University Park, Hyattsville, Md.

Merchandising & Promotion

Murphy's Prizes — Life Postal — Bumper Money — For Furs—Shots of Joe—Uncle's Kiddies—Coach Craft

MORE than 12,000 entries were received by Murphy Products Co., Burlington, Wis. (Murphy feeds) in a contest which ran for 10 weeks over WLS and WHO the winners being announced Aug. 19. Contestants were required to submit the last line of a four line jingle which was obtainable in the bags of Murphy's Feed. In all 106 prizes were awarded. These included an All-crop Harvester, a Ford, a Schult auto trailer, an ABC washing machine, a radio, 20 bicycles, baseball gloves, wrist watches and 50 sacks of Murphy Feeds. Announcements of the contest were made on the Saturday night half-hour *Barn Dance* programs broadcast over WLS and WHO. Wade Adv. Agency, Chicago, has the Murphy account.

* * *

GEORGE W. DAVIS, 75 E. Wacker Drive, Chicago, who conducted the Mars, Inc. (candy) "Win-A Race Horse Contest" over WGN, Chicago, in the fall of 1935 in which more than 100,000 entries were received will launch a similar contest over a large group of stations this fall. The first prize will be choice of a yearling colt sired by Man-O-War, or $10,000. Local sponsors will tie-in with the contest. Window displays, streamers, and counter displays will be used to promote the contest. The contest will start about November.

* * *

IN A STRIKING red and black folder headed . . . "we write a p. s. to a post card," CBS reprints a postal sent by the publishers of *Life* magazine to advertising men and adds a postscript pointing out *Life* "only magazine in history to have written so glowing a success story in so short a time . . . is also the only magazine to have had the support of a radio advertising campaign at its launching."

* * *

WHN, New York, has started a dress contest on its daily homemaker program conducted by Mrs. Ida Bailey Allen. Listeners send in a description of their favorite dresses, materials used and costs and the five winners will appear on Mrs. Allen's program.

* * *

OLINGER Department Store, Denver, is offering tuition awards totaling $2,380 to winners of its talent contests on *The Children's Hour*, a weekly feature of KLZ, that city. The entrance age limit is 18 and two weekly awards will be made during the 52-week series.

* * *

THE BARRAGE of novelty promotion pieces being sent out by KMMJ, Clay Center, Neb., reached its peak with the mailing of a coin pocketbook jammed with thousands of dollars in stage money, tieing-in with the bumper crops Nebraska farmers are enjoying.

* * *

DRAMATIC typographical treatment is given a brochure published by KMOX, St. Louis, in which results of a coincidental survey are summarized. Programs and services offered by the station are depicted and numerous photographs of the staff are included.

GOLDBLATT BROS., Chicago (chain of ten department stores) sponsoring the *Golden Hour* over WGN, Chicago, a morning recorded program daily except Sunday, has started a contest which is being promoted on the program. Entrants are required to write a letter answering "Why is Goldblatt Bros., the ideal place to buy furs?" Entry blanks are obtainable only at the Goldblatt stores. A $200 fur coat to be chosen by the winner is the first prize with a $150 silver fox fur scarf the second prize.

* * *

KFRO, Longview, Texas, is presenting a program *We're In The Money*, promoting a Buck Sale sponsored by local merchants. Fifty merchants of greater Longview are participating in the drive, promoted by KFRO. These merchants give out 'bucks', an equal amount in 'bucks' to the amount each customer purchases. These 'bucks' will be of value in bidding on many articles of value to be donated by participating firms, which will be sold at auction in late October.

* * *

WCOA, Pensacola, Fla., pictorially illustrates its market and coverage data in a colorful brochure which has just been distributed and points to these local facts: Army and Navy training stations are in Pensacola; it is a summer and winter resort; it has 68 manufacturing establishments employing 1,700 with an annual payroll of $1,800,000.

* * *

WITH truck banners, theatre trailers and lobby announcements, Seven-Up Bottling Co., San Antonio, Tex., is promoting its *Seven-Up Saturday Show* on WOAI, that city, originating from a local theatre. The show includes amateur contests for kids, interviews with children by Jimmy McClain, WOAI announcer, and listener contests of the question and answer variety.

* * *

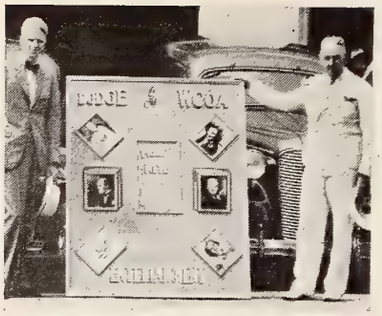
UNION OIL Co., Los Angeles, uses radio to announce new goodwill builders that are available at dealers, such as maps, using point-of-sale material to furnish fresh copy themes and aid salesmen.

* * *

A BROCHURE showing photographs of the seven local announcers, 67 staff artists and musicians, and a number of the local program casts in costume is offered listeners writing to KVOO, Tulsa.

Rate Contest

KFRO, Longview, Tex., has sent its contest rules on "How To Improve KFRO Rates" to 500 agencies and reps in an attempt to settle the rate question once and for all. Along with the rules and coverage data KFRO mailed an offer of $25 for the most constructive criticism of its rate scale. Nothing will be considered personal, ideas will be treated confidentially and the contest closes Sept. 15, according to KFRO.



DISPLAY—This display piece is used by local Dodge dealer to promote its weekly program on WCOA, Pensaloca. At left is Manager H. G. Wells, of WCOA, with Guy E. Yast, manager of the Dodge firm.

ADMIRACION LABORATORIES, Harrison, N. J. (soapless scalp & hair treatment), sponsor of the variety revue *Fun in Swingtime* on MBS, will offer silver fox pieces valued at $300 each for the three best letters on complimentary remarks heard after using its shampoo. The contest will begin Sept. 12 and in addition to the offer of fur pieces the 500 next best letters will win pairs of silk stockings valued at $2. The three top winners will be telephoned by the stars of the program during the broadcasts and the contest series will run for 13 weeks.

* * *

THE baseball school conducted by the Kellogg Co., Battle Creek, Mich, in conjunction with its baseball broadcasts on WJJD, Chicago, received nationwide publicity when Pathe newsreels took pictures of the young players in action, together with shots of Joe E. Brown, movie comedian, who was guest announcer on the games, and Lew Fonseca, director of the school, who will also be guest announcer following Tris Speaker now broadcasting the games.

* * *

UNCLE DON, whose famed children's program is broadcast each weekday evening and Sunday morning on WOR, Newark, under participating sponsorship, is awarding two silver loving cups monthly to the boy and girl accomplishing the best good deeds during the month. His Good Deed Club has fed, clothed and made happy several thousand persons during the last year.

* * *

WEBSTER-EISENLOHR Inc., (Tom Moore cigars) is giving away Carl Hubbell baseball books for listeners to Russ Hodges sports program broadcast thrice weekly from 8-8:30 p. m. by WIND, Gary. Listeners send in three Tom Moore cigar bands for the books. N. W. Ayer & Son Inc., Philadelphia, is the agency.

* * *

WSGN, Birmingham, new outlet for NBC-Blue Network, has been promoting its affiliation with NBC by means of tire covers on local taxis.

* * *

WDSU, New Orleans, purchased a page ad in the *New Orleans Progress* which put out a special edition in honor of the Mayor's completion of his first year in office.

* * *

KFEL, Denver has started a program schedule with complete availability information as a service to advertisers and agencies.

DISCS TO PROMOTE WGR-WKBW Record Spots For Own Programs

TRANSCRIBED sustaining announcements are made weekly by members of the production staff of WGR-WKBW, Buffalo, in order to approach the color and listener interest of carefully rehearsed commercial productions. In the past it has been general radio practice to insert brief sustaining announcements at available periods with the announcer doing a straight reading job.

Not only are the transcribed announcements dramatized but they have been kept short to make them available at station breaks and the fact that it is a transcription is on the announcement itself to save time getting into it.

Typical of the transcribed sustainers is one recently produced for the *Three Treys*. It opens with several bars of the theme used by the act for their Friday afternoon CBS sustainer from WGR. The announcer introduces the *Three Treys* by name and each, in turn, invites the listener to tune to the station Friday afternoon at 5:15 p. m., the theme is then brought up and faded out after a few more bars.

* * *

STAR OUTFITTING Co., San Francisco (wearing apparel) on KYA, San Francisco, Monday through Friday at 5:30 p. m., recently changed its program from the mystery serial drama *Chandu, the Magician* to *Uncle Harry's Amateur School*. The quarter-hour is participated in by amateur talent up to 14 years and is presided over by "Uncle Harry" (Dwight Newton). All children within the age limit are eligible to compete. The child participant receiving the most votes from the radio audience at the termination of a week is awarded a free course in dramatic training, or dancing or music at the Franchon & Marco school in San Francisco.

* * *

DECORATED with Wheaties and Mobiloil, cosponsors of home games played by the St. Louis Cardinals and Browns, a booth was set aside at the recent centennial celebration in Mascoutah, Ill., in honor of Johnny O'Hara and Tom Dailey, sportscasters of KWK, St. Louis. Six Cardinal players recently made guest appearances at 12 St. Louis grocery stores at autograph boxes of Wheaties for the kids, as a part of General Mills' promotion plan.

* * *

GENERAL MOTORS Corp. on Aug. 31 awarded four $5,000 university scholarships on behalf of its Fisher Body Division to winners of the annual craftsmanship competition. The winners were selected from 200,000 contestants who constructed model coaches.

* * *

WIBW, Topeka, has published a promotion piece shaped like a map of the state and plastic bound. It is liberally spotted with illustrations and station facts. Complete audience analyses are included.

* * *

QUAKER OATS Co., Chicago (cereal), recently presented a special performance of *Kaltenmeyer's Kindergarten* before 28,000 grocers and friends attending the Milwaukee Retail Grocers' Association picnic.

★

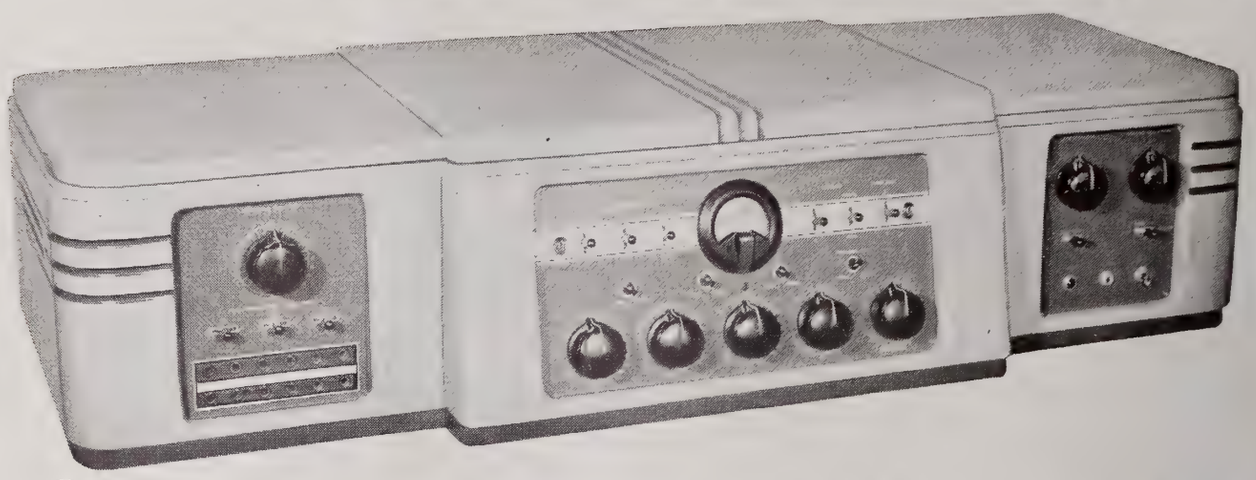
FAMOUS FOR TALENT
FAMOUS FOR RESULTS

WLW's staff of artists, musicians, writers, announcers and production men is the largest regularly employed by any individual station in America.

WLW is ideally equipped to originate and produce programs for sponsors who desire to supplement their network shows in the vast territory served by . . .

THE NATION'S STATION

IN THIS ONE UNIT...RCA OFFERS YOU



A *Complete* SPEECH INPUT SYSTEM!

A COMPLETE HIGH FIDELITY SYSTEM FOR SMALL STATIONS!

Low in cost, the RCA 76-A Consolette offers small stations a complete High Fidelity System ideal for one or two studio operation. Flexibility of unit permits studio auditions simultaneously with transcription programs

SOUNDING a new note in speech input design—the RCA 76-A Consolette gives small stations the same desirable control desk arrangement formerly available only in especially built control desks used in network and large station studios.

The unit's compact design greatly simplifies control booth arrangement, reduces time and installation expense to an absolute minimum. External power supply units, meters and similar accessories required by other instruments of this type are unnecessary. This equipment can be used either in individual studio control booths or in one or two studio layouts. Provides all necessary facilities for broadcasting from two studios, origination of transcription programs in booth itself, and handling of programs from remote points. Has six microphone and six line inputs which may be divided between the two studios and the booth, as desired.

In addition to normal program talk-back and "cue" facilities, flexibility of the Consolette conveniently permits auditioning or rehearsal while the program being broadcast is supplied from transcriptions or an outside line.

This equipment provides small studios with reproduction fidelity equal to that of de luxe systems—at a price they can conveniently afford. For full technical details write to the office nearest you.

Only the RCA 76-A Consolette offers all these features

A complete, inexpensive speech input system • High Fidelity reproduction • All necessary facilities for two studio operation • Standard-type amplifiers and other components • Six microphone inputs, plus six line inputs • Convenient handling of transcription programs • Full-sized 8 watt High Fidelity monitoring system with field current supplies • Jack panel with jacks in audio circuits • Complete plate current metering on illuminated VI meter • Studio talk-back with automatic speaker cut-off • Provision for "cueing" both studios and booth • Auditioning simultaneous with program transmission • Easy to install, requires a minimum of space • Attractive in appearance, convenient in use.

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • *A Service of the Radio Corporation of America*

New York, 1270 Sixth Avenue • Chicago, 589 E. Illinois Street • Atlanta, 490 Peachtree Street, N. E. • Dallas, 2211 Commerce Street • San Francisco, 170 Ninth Street

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 6

WASHINGTON, D. C.
SEPTEMBER 15, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



You'll especially enjoy the second act in the floor show—"Rise of the Sales Charts." Shall we start, Sir?

CALIFORNIA RADIO SYSTEM

KEHE	Los Angeles	5,000 watts LS
KFBK	Sacramento	5,000 watts
KYA	San Francisco	5,000 watts
KMJ	Fresno	1,000 watts
KWG	Stockton	100 watts
KERN	Bakersfield	100 watts

"Well, I'd like to, but . . ."

But nothing, Sir! The cost of escorting *two* of America's richest markets—New York and California—to the "Club de Sales" no longer is prohibitive.

• The CALIFORNIA RADIO SYSTEM, on a recent test, delivered twice as many inquiries as a major network station at *half the cost per inquiry*. It's also interesting to know that CRS enfolds 96% of California's 1,500,000 radio homes in its collective *primary* area—concentration in metropolitan centers, *your distribution centers*.

• And the NEW YORK BROADCASTING SYSTEM, delivering one-sixth of the population of the country, goes into its second Fall of operation with better than twelve hours a week of commercials among which are a number of repeat accounts. What more can be said for any media?

●

NEW YORK BROADCASTING SYSTEM

WINS	New York
WABY	Albany
WIBX	Utica
WMBO	Auburn
WSAY	Rochester
WBNY	Buffalo
WNBF	Binghamton

Nationally Represented By HEARST RADIO *"Serving The Public Interest"*

The Menu that Best Satisfies this Region's

HUGE APPETITE FOR NEWS



● The enduring, unquenchable curiosity of human nature has made the gathering and dissemination of news one of the world's biggest businesses . . . and one of radio's top-ranking attractions.

A prime factor in KLZ's quick climb to top audience favor in the Denver-Rocky Mountain region has been its superior ability to satisfy this market's huge appetite for news.

From 32 years of brilliant newspaper publishing experience, KLZ two years ago took the success formula for its crack news service . . . began delivering four times a day a package of fresh, accurate local, national and world news that attracted immediate and widespread attention.

KLZ's news menu today is the most complete and best balanced in the Denver-Rocky Mountain region, yet it is merely a portion of the complete program fare whose aggregate attractiveness has enticed the majority of this region's listeners to its table.

If you have an advertising dish to set before the Denver-Rocky Mountain region, the place where it will get the most attention is on a KLZ menu.

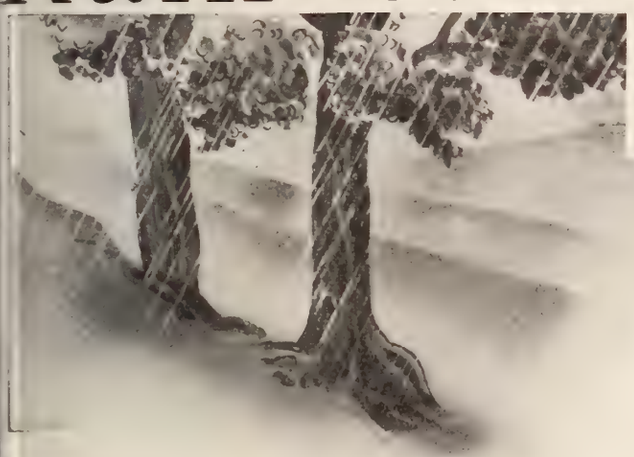
KLZ CBS *Denver*

Representative — E. Katz Special Advertising Agency

Management affiliated with WKY - Oklahoma City and the Oklahoma Publishing Company



Rain Storms Water *ALL* the Trees



WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

MOTHER NATURE doesn't send showers to wet just a few favored spots. Instead, when she reaches her hands skyward and spills the contents of the rain clouds, she drenches everything below. That's why we have forests.

Success in developing large sales volume requires adoption of Mother Nature's methods. You must cultivate all potential markets.

In New England this can be done, economically and simultaneously, by using the fourteen strategically located stations that comprise the Colonial Network,—fourteen popular local stations that radiate your sales message into the homes of prospective buyers in the area of each of New England's urban shopping centers.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly. 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.


WGBI
WGBI joined the Columbia Network on May 2, 1937. Scranton is the third largest city in Pennsylvania and is in the center of the 17th largest Metropolitan area of the U. S. WGBI is the only station intensively covering Northeastern Pennsylvania, and delivers an intense signal throughout an area containing a total of 175,000 radio homes. To dominate Pennsylvania, you must use WGBI.
CBS
SCRANTON
BROADCASTERS
INC.
SCRANTON, PA.
Frank Megargee,
President
1000 WATTS (L.S.)
500 WATTS NIGHT
880 KC.
NATIONAL REPRESENTATIVE • JOHN BLAIR & CO.
WGBI
★
SCRANTON
PENNSYLVANIA

. . . to shrink space

In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.

new--14 ***additional stations have joined the Columbia Network since January 1.***

WGBI . . . Scranton, Pa.	WRVA . . . Richmond, Va.
WAIM Anderson, N. C.	WEOA . . Evansville, Ind.
WMAZ . . . Macon, Ga.	WCHS . Charleston, W.Va.
WCOC . Meridian, Miss.	WPAR Parkersburg, W.Va.
WKBB . Dubuque, Iowa	KGLO . Mason City, Iowa
WTAQ . Green Bay, Wis.	KDAL . . . . Duluth, Minn.
WKBH . La Crosse, Wis.	KOY . . . . Phoenix, Ariz.

Complete data on each are available from CBS.

more--10 ***Columbia Network Stations increased their power.*** From Buffalo to San Francisco, CBS stations have increased their power; and in such key markets as Cincinnati, Des Moines, Knoxville, Little Rock, Orlando, Pensacola, Peoria and Sioux City. Of particular interest is the new KSFO, San Francisco which has both increased its daytime power to 5,000

watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

better -- **48** ***Columbia Stations made other major advances in their facilities.***

In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

COLUMBIA
Broadcasting System

NEW ENGLAND..
THE THEATRE'S PROVING GROUND ...AND YOURS



WBZ
50,000 WATTS
BOSTON, MASS.
WBZA
1,000 WATTS
SPRINGFIELD, MASS.

TOPS IN SPOTS

When you sell New Englanders, successful results are assured the country over. And one sure way to speedy sales is by radio over WBZ and WBZA. Serving an area in which the great bulk of New England's purchasing power is concentrated, WBZ and WBZA have a long record of achievement for national and local advertisers.

Basic Blue Network Stations • *Completely Programmed by NBC*



YES. our time can be your time (and mighty valuable time) this Fall and Winter. Furthermore, we'll *guarantee* that you will not have to change periods, once you have selected time over WGR or WKBW.

When we speak of *guaranteed* available time, we don't refer to the doldrum periods. We mean absolutely peak nighttime periods. We mean the choicest daytime spots.

This Fall BBC is the answer to a time buyer's prayer with choice *guaranteed* periods still available. This Fall BBC offers you the prestige of a network with the complete CBS schedule *plus* the flexibility of a local station!

Get in touch with us or our representatives now, and we'll be happy to give you the facts and figures on BBC *guaranteed* available time at peak audience hours.

BUFFALO BROADCASTING CORPORATION

Represented by Free & Peters, Inc.

WKBW

How would you like to have fifteen minutes "across-the-board" through WKBW, Buffalo's highest powered station, at 7:45 P. M.? It's available now!

Monday thru Friday

7:05 to 7:10 7:30 to 7:45
8:30 to 8:45

WGR

Naturally we don't expect that WKBW spot to last long, but if it's gone before you've wired a reservation, we'll be glad to offer you 9:30 P. M. through WGR, Buffalo's oldest station.

Monday thru Saturday 9:30 to 9:45

Wednesday 9:10 to 9:30

Friday 9:05 to 9:20

10:15 to 10:30

WGR·WKBW

"The ends of the dial"



"Rags is royal raiment, sir!"

BELIEVE it or not, we recently turned down a very sizeable order for one of our stations because, although our own station could easily clear the time, we felt that a competitor had a better spot for this particular advertiser. And what's more, our station approved this decision, on the same unselfish grounds.

We cite this case, not because we *like* to turn down good business, but to prove the attitude of responsibility that both we and our stations hold for *your* best interests. . . . It's a funny gag to say that "Rags is royal raiment when worn for virtue's sake!" But every day a growing number of sincere good friends convinces us that our effort toward honest-to-goodness old-fashioned trustworthiness is a powerful alchemy for turning rags to velvet — for both you and us.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
WOWO-WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO 180 N. Michigan Franklin 6373	NEW YORK 110 East 42nd St. Lexington 2-8660	DETROIT New Center Bldg. Trinity 2-8444
ATLANTA 516 Bona Allen Bldg. Jackson 1678	SAN FRANCISCO One Eleven Sutter Sutter 4353	LOS ANGELES C. of C. Bldg. Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1937 $3.00 A YEAR — 15c A COPY

Music Boost Adopted; NAB Calls Session

Oct. 12 Is Set for Special Meeting to Buttress Industry; Network-Affiliates Pay $1,500,000 More Under Contract

AVERTING the most serious threat to unity that has yet faced the industry, 125 station owners and managers representing 169 independently owned network-affiliated stations concluded a hectic weekend of extraordinary sessions in New York Sept. 12 after agreeing to double their payrolls for union musicians by guaranteeing to spend an additional $1,500,000 annually, effective as of Oct. 1. A three-year contract is sought.

With anything but harmony prevailing in industry ranks over the chaotic situation developed by the demands of the American Federation of Musicians to relieve unemployment, a special convention of the full membership of the NAB was ordered by the board of directors, which met concurrently with the independent radio network affiliates in New York. To be held in New York, probably at the Waldorf-Astoria Hotel, the special industry convention has been called for Oct. 12 and will run until the business at hand is coped with. Only unforeseen developments, it was explained at the NAB, will cause a change in the scheduled date.

Strike Fear Dissipated

Any fear of a general strike of musicians employed in broadcasting was dispelled with the network-affiliate agreement. AFM President Joseph N. Weber, asserted there would be no strike order as long as negotiations continue.

The special convention will have the dual purpose of appraising the entire musicians situation and of revamping and bolstering the NAB. Sharply attacked by the network-affiliate group for failure to act in the current crisis and at loggerheads with the networks in the past, the NAB and its future became almost as important an issue as the music crisis itself.

The judgment of the affiliates was that such stations, as a group, should become a component part of the NAB rather than precipitate a schism by setting up a separate organization. This was agreed to, however, only after heated debate behind closed doors during which the trade association was described variously as "innocuous" and "ineffectual" as at present constituted.

While many details still are to be worked out with AFM and with the stations themselves on the network affiliate agreement, the actions of the negotiating committee which has functioned during the last fortnight were approved by adoption of formal resolutions during the sessions from Sept. 10 to 13. Substantial agreement was procured that the smaller local independents, having quarter hour rates of $15 or less, would in no way be effected by the musicians demands. Presumably other stations would be required to adhere to the same sort of measuring stick applied by the network affiliated stations.

To revitalize and buttress the NAB so it can handle industry problems, the projected plan is to take steps to retain labor relations and legal counsel as staff executives of the NAB [BROADCASTING, Sept. 1, page 79]. A proposal to increase NAB dues will be laid before the special convention to defray this added overhead. At the last convention in Chicago, June 21-23, a resolution to increase the dues 50%, or from $80,000 to some $120,000 per year, was rejected. It is confidently expected that this same proposal will be authorized as a necessary measure to carry out the projected strengthening of the association.

Conversation about retaining an outstanding figure to head up the industry permeated the New York meetings, which ran from Sept. 10 through Sept. 12. The network-affiliated group's negotiating committee, however, had been in New York most of the week.

An Industry Leader

While mention of hiring a "czar," who would become this industry's counterpart of Will Hays in the motion picture group and Kenesaw Mountain Landis in organized baseball, was deprecated because the term was viewed as ugly, there nevertheless was much outspoken sentiment for the retention of a nationally-known figure as "leader" of organized broadcasting.

On this score, it was learned that M. H. Aylesworth, former NBC president and now an executive of Scripps-Howard Newspapers, has been approached informally by important broadcasters. Mr. Aylesworth is understood to have evinced real interest in the industry's problems but is said to have asserted he felt he could not entertain any proposition at this time.

There was considerable "corridor conference" discussion of other figures, with such names as Gen. Hugh S. Johnson, Secretary of State Cordell Hull, Robert Jackson, Assistant Attorney General, Joseph A. Kennedy, chairman of the Maritime Commission, and Edward F. McGrady, newly appointed labor relations counsel of RCA, mentioned as possibilities. In the case of Mr. McGrady, thought was given to his possible retention in an advisory capacity for the industry as a whole through an arrangement with RCA. The IRNA meeting, however, adjourned without authorizing its committee to pursue this plan, but it was learned that the NAB board has the matter under consideration and probably will report on it at the forthcoming special convention.

More Time for Formula

The decision to attempt to bolster the NAB rather than set up a separate network trade association was reached after the musicians' contract had been approved and the leaders of the network group had conferred with the NAB Board. The proposition for a departmentalized NAB, with several separate trade groups representing particular natural divisions of the industry making up its component parts, came from the NAB itself. Such a proposition was advanced two years ago by NAB Managing Director James W. Baldwin.

Just how the industry will comply with the AFM agreement to produce additional revenue for musicians' payrolls remains to be determined. The postponement of the strike deadline date from Sept. 16 allows additional time in which to work out the formula. After its protracted discussions with President Joseph N. Weber of AFM on Sept. 9 and 10, the negotiating committee representing the affiliates brought back the proposition of dealing in dollars rather than men, wages and hours. It was on that basis that the figure of $1,500,000 as an additional expenditure by the some 260 network-affiliated stations was arrived at.

When questioned as to what proposal would be made to the non-affiliated stations if a satisfactory agreement were concluded with the network affiliates, AFM President Weber declared that there would be no discrimination and that the non-affiliates would be offered terms similar to those offered the affiliates. He said further that while no official postponement had been made of the Sept. 16 date the broadcasters may feel assured that a general strike order will not be issued by AFM as long as it appears that negotiations may be brought to a satisfactory conclusion.

Dealing With 'Recalcitrants'

Questioned further as to the progress being made in coming to terms with makers of transcriptions and phonograph records, Mr. Weber stated that the AFM had agreed with them on the fundamental issue, namely, that no recordings can be sold to stations not employing union musicians. He added that no meetings would be held with recording and transcription representatives pending final agreements with the broadcasters.

Mr. Weber indicated he would have "adequate means" of dealing with other stations which might be recalcitrant. The implication was that, in the agreement to be worked out later with transcription companies and record manufacturers, an injunction against serving stations which had not come to terms with AFM would be invoked through labeling of those stations as "unfair." The fact that only the networks and the network-affiliated stations participated in the negotiations up to this time has engendered a degree of bitterness in the situation which likely will erupt at the special convention.

The negotiating committee, headed by William S. Hedges, WLW vice-president and general manager, brought back a recommendation that the network-affiliated stations raise the $1,500,000 additional by invoking a formula embodying a percentage of their gross income for time. However, it offered several alternative propositions. When the ballots were counted, after the rendering of detailed reports by members of the negotiating committee, 60 of those in attendance voted that the measuring stick be based on a formula embracing the highest quarter-hour rate of the stations while 45 preferred the gross percentage basis.

In these rough computations it was concluded that the percentage formula would probably mean use

Industry's Crying Needs Now in Sharp Focus—*An Editorial*

WHETHER good, bad or indifferent, a deal has been made with the American Federation of Musicians by network-affiliated stations and the danger of a strike and all it implies has been averted.

The network group did not obligate stations outside its fold. It couldn't. Non-affiliated independent stations will not be satisfied with the deal, and we can readily understand why. The NAB could not make a contract for them because the trade association is not set up with that degree of authority.

The whole musicians' situation has been little short of chaotic. The agreement by network-affiliates to absorb another $1,500,000—just double what they estimate they are now paying—for the reemployment of musicians, is a tough pill to swallow. Yet practically all those who sat in on the sessions feel that the negotiating committee did the best job possible under the circumstances.

Important aspects of the relationship with AFM remain to be solved. The effect upon non-network stations and the manner in which they will be required to pay must be determined. The network participation in the payments of their affiliates remains to be adjusted. The transcription companies must make their own contractual arrangements.

As a matter of fact, all that has been determined at this stage is a basis of settlement for one group. The load is admittedly burdensome. It will cut in on many stations to the point where it means the difference between profit and loss.

There aren't any hats being tossed into the air in joy over the existing situation—except possibly by AFM. But we do see a ray of light. The fact that the network-affiliates got together under one banner and showed a spark of vitality is a harbinger of good. The fact that a special NAB convention is called for next month to lift the industry out of its lethargy and transform it into a virile, active and adequately staffed entity, functioning through an aggressive trade association, is a hopeful sign. Such a meeting would not have been called but for the extraordinary measures taken by the network-affiliate group—taken only because the NAB was not constituted to handle such contingencies, just as it has never been equipped to handle copyright contract negotiations.

There was grave danger of an abortive movement to break away from the NAB as a crystallization of the network-affiliate sessions. That, happily, has been sidetracked, but only with the understanding that the NAB will be reorganized and bolstered; that it will have legal counsel and labor counsel; that it will be departmentalized into natural groups of network-affiliate, independent non-network and possibly clear channel and regional groups—each handling its own peculiar problems but all rallying under a united industry banner to fight the battles of a youthful industry that perhaps has been a bit prodigal in the past and altogether too disorganized and noncooperative to serve its own best interests.

Over the years BROADCASTING, with all the editorial strength it has been able to muster, has advocated these precise steps. We have sought to discourage intra-industry squabbles, and to encourage a stronger trade association. We have sensed and warned of the bigger battles ahead that threaten the blood and sinew of the industry. We have seen such groups as ASCAP and now AFM, with bulging war chests and adequately-staffed and with highly efficient executive direction, outnegotiate, outsmart and outwit a rather listless broadcasting industry never really preparpared to do battle.

The broadcasting industry should have a trade association armed to the teeth with facts about the big public job the industry is doing, with the best experts in their particular lines to advise it, and with enough money in the bank (AFM has some $3,000,000) to pay the way in emergencies and carry on a continuing educational campaign.

It is up to 700 broadcasters to protect the welfare of their listeners and their own investments. It is the solemn duty of each broadcaster to attend the special convention of the NAB next month. If he hasn't enough sense of his own responsibility and obligation to his own industry, he hardly can measure up to the requirements of his franchise to operate "in the public interest, convenience and necessity."

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of a denominator of 5% of the gross in order to make up the $1,500,000 budget. On the basis of the quarter-hour rate formula, however, it seemed to work out at approximately 3½ times the highest quarter-hour rates of stations. In each instance, the factors used in attempting to arrive at the solution was that of reemploying some 3,000 musicians at approximately $35 per week, which would mean an additional burden upon the industry of some $5,000,000 for union musicians annually.

In their calculations the committee concluded that the network-affiliate portion would be double their present outlay, estimated by President Weber at $1,500,000.

Instructions Given

While the contract ultimatum was generally viewed as onerous, the feeling was that the negotiating committee had done the best possible job with a very knotty problem.

In a resolution offered by the negotiating committee and subsequently adopted in amended form, specific instructions were given the committee regarding provisions which should be included in the standard form of uniform contract to be worked out with AFM and which had been agreed to in substance with President Weber. The contract, it was specified, would be standard as to all provisions except wages and hours, and local working conditions which will be incorporated in contracts to be entered into between stations and union locals intended to carry out purposes of the agreement with AFM.

Specific instructions were given that the AFM contract include clauses giving the employer the free right of selection of musicians and complete control of program materials; the right to use services of staff musicians for commercial, sustaining or network programs, any extra compensation received by them for commercials to be credited against the station's quota; a satisfactory clause for arbitration of differences between stations and their locals and a satisfactory clause for cancellation in event of termination or modification of the station's FCC license or other emergencies.

Provision was also asked that there be no "sympathetic strikes" of other unions which might be affiliated with AFM; that each station shall have the right to expend its agreed quota as it sees fit, with the understanding that it will attempt to provide not less than nine months' employment for each musician in each year; that stations shall have the right to book staff bands for outside engagements, and that the effort shall be made for a contract of not less than three years beginning Oct. 1 or such later date as it becomes effective.

Payment Methods

The second resolution offered the affiliated group covered the additional $1,500,000 stipend for employment of musicians agreed to with AFM and described several methods which might be employed by stations in arriving at the amount. These covered (1) a percentage of the gross, roughly figured at 5%; (2) a multiple of the stations maximum published quarter-hour rate expended weekly, figured at 3½ times that rate; (3) a sliding scale based on the quarter-hour rate according to size of markets; (4) a weighted average based on both local rate, national rate and gross revenue; (5) an option to the station to choose between 1 and 2; (6) a factor of circulation or coverage as published by the networks, or (7) any other basis approved by the convention. The final provision was that in any event stations with a published quarter-hour rate of $15 or less shall be exempt.

In several quarters objection to the percentage of gross basis was voiced because it would mean inspection of broadcasters' books by AFM just as ASCAP sends around its traveling auditors for that purpose. Mr. Weber, it was reported, however, had stated informally that AFM was willing to accept affidavits on gross from stations.

After the network affiliates adjourned Sept. 12, members of the committee, and Mark Ethridge, business manager of the *Louisville Courier-Journal* and *Louisville Times*, operating WHAS, who presided during all the sessions, informed the NAB board he felt there was not sufficient unanimity on the formula to warrant approval. As a consequence, a formula committee will be appointed to attempt to devise a method of computing the individual station requirements on an actuarial basis, in spite of the 60 to 45 vote in favor of the rate card method.

Meanwhile, the negotiating committee will continue to function. This committee comprises, in addition to Mr. Hedges as chairman and Mr. Ethridge as ex-officio member: Emile Gough, Hearst Radio Inc.; Edwin Craig, WSM, Nashville; Samuel R. Rosenbaum, WFIL, Philadelphia, and John J. Gillin Jr., WOW, Omaha. In addition, John Shepard 3d, Yankee Network, L. B. Wilson, WCKY, Cincinnati, and George R. Norton, WAVE, Louisville, served during the negotiations as advisors to the committee and sat in on the conferences with Mr. Weber.

Seeking a Formula

It was indicated that a formula committee would attempt to work out a plan that will be a compromise of the percentage-of-gross and of the quarter-hour rate methods. By getting a weighted percentage based on card rate, which was described as the station's appraisal of its value plus the gross income which represents the client's viewpoint, it is felt that an equitable formula can be arrived at.

The networks were in and out of the negotiations from the start. Their situation with relation to affiliates is not composed even yet. After conversation with the negotiating committee the networks finally agreed to defray 10% of the additional burden on their affiliates but not on a flat basis. Their proposal, accepted in sub-

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Libel and Slander—How They Affect Radio

By JOSEPH A. McDONALD and IRA L. GRIMSHAW
NBC Legal Department

Broadcasters Are Long on Liability and Short on Defense Under Present Unsatisfactory State of the Law

WITH local and state elections coming up, interest in libel and slander laws as they affect radio naturally reaches high peak. In this treatise, prepared by two members of the staff of NBC's law department, the broadcaster is given all available legal precedent on the subject which can be employed as guideposts. The conclusion of this article will be published in our next issue.

MEMBERS of the NBC Legal Department have been especially interested in the subject of radio defamation, both criminal and civil, during the past six years. This study began before any radio defamation case was decided by any court and has included a lively interest in the subject because of the great potential danger of being mulcted in huge damages for improper statements of others. The right to punitive damages in favor injured persons and the possibility of becoming liable to a large number of people have kept this question in the foreground. As was stated in an English periodical: "Because juries are the ones who assess damages in libel suits and often in round large numbers the action for libel or slander is something which only the very rich or reckless or the very poor can contemplate."

In this memorandum we discuss the law of libel and slander in general and its application to radio broadcasting. Our conclusion is that the present state of the law is unsatisfactory from the viewpoint of the broadcaster, and that the broadcaster lacks practical means adequately to protect himself, although, were several suggested policies adopted, he might minimize some of the dangers now inherent in his operations.

The law of libel and slander is exceedingly technical, and the reasons for some of its underlying principles seem no longer sound, yet these principles continue to exist and receive application by the Courts. Libel is the publication of a writing which exposes a person to hatred, contempt, ridicule or obloquy or causes or tends to cause him to be shunned or avoided. Slander may be briefly defined as oral defamation. Both give rise to causes of action for damages but libel, at common law and by statute in many states, also constitutes a crime.

Generally speaking, the legal distinction between libel and slander is important to broadcasters because one has greater freedom in orally stating a matter than in writing and circulating it. In slander, unless proof of specific damage is made, the words must impute the commission of an indictable offense, unfitness in office, want of integrity or capacity in the conduct of a profession, trade or business, or affliction with a disease dangerous to society to warrant a recovery. There are other distinctions in the various jurisdictions between libel and slander which make it important to decide whether radio defamation is libel or slander.

Radio Defamation

Broadcast defamation is directed to the ear, as is slander, rather than to the eye, as is libel, yet in all probability the rules of libel will usually be applied in cases of defamation by radio. It has been argued that defamation by radio should be considered in the category of libel because of the possibility of its wider distribution and the consequent greater effect on the community and the supposedly greater opportunity for premeditation in its publication. Technically speaking, it is not necessary to resort to an historical background to sustain this contention because it has been held that to read to a third person from a defamatory writing is to libel rather than to slander the party defamed. (Snyder 1. Andrews, 6 Barb. 43). The question is therefore reduced, it would seem, to a determination in each case of whether or not the person speaking the defamatory matter into the microphone was reading.

In the few cases which have considered defamation by radio the law applicable generally to ordinary cases of libel and slander has been followed by the Courts. While there is no consensus of court opinion on the subject, if the defamatory matter is read from the manuscript it may be judged according to the rules of libel. If it is rendered extemporaneously it may be considered as falling within the field of slander. However, the person who listens in hears only the spoken word and he does not know whether that word is read from a manuscript or spoken extemporaneously. Thus a new element is introduced by radio broadcasting.

Rule of Liability

In treating of radio defamation the courts have put the broadcaster in the legal category of the newspaper. As he who publishes, publishes at his peril, it has been held that he who broadcasts broadcasts at his peril. This rule follows general principles but disregards the fact that in its intrinsic nature the broadcasting business is unlike that of any other. When such rules are attempted to be applied by the courts to both media imperfect analogies are resorted to, but because both the newspaper and the broadcasting station disseminate information to the public the rules everywhere followed as to newspapers are likely to be applied to radio broadcasting except in unusual circumstances.

The newspaper rule is that of absolute liability. That means that the newspaper is liable regardless of every consideration of excuse, except as the statute has carved out limited exceptions. The newspaper creates its own copy and knows in advance what it is to publish. It is in a position to censor what it publishes and nothing goes into its publication which it cannot delete either as a matter of policy or from pure whim or caprice. From these and other considerations the absolute liability rule has been applied. Therefore, he who publishes publishes at his peril.

The wisdom of that rule is not questioned when limited to a business such as that of the newspaper, because logic and good sense demand the application of it, but logic and good sense seem to require a different rule as to radio broadcasting. The newspaper rule is a misfit in the radio business, yet the courts, prone to adhere to analogy, seem unwilling to differentiate. Consequently, if a sensible rule is to govern, it must be made as a matter of substantive law or court decision departing from existing precedent.

Commercial Programs

Although the broadcasting business is comparatively young, it possesses established practices and methods of doing business. It is maintained by private capital and the bulk of its revenues is derived from advertisers. That is the commercial side of the business. The non-commercial consists of the dissemination of educational and entertainment material supplied by the broadcaster at his own expense.

Commercial programs, that is, those paid for by advertisers, are usually built by an advertising agency which engages the artists and produces the performance. The broadcaster picks up the performance in his studio, carries it by wire to his transmitting station and disseminates it into the ether for receipt by those who "listen in." As what he does is a species of interstate commerce, the Federal Government regulates much of his conduct. The right to broadcast exists only as long as the service meets the demands of "public interest, convenience and necessity." As the ultimate responsibility for proper service is laid upon the broadcaster, he must have the right of editorial selection of the material broadcast. Therefore, he requires that commercial programs shall be reduced to written form called "continuities," and be passed upon by him before they are broadcast. The broadcaster is then enabled to delete improper matter contained in the continuity. As to programs of this kind, the broadcaster is not averse to being subjected to the newspaper rule of liability, except where the advertiser deviates from the continuity and utters defamatory matter. In that instance the advertiser alone should be responsible.

Deviations

The broadcaster should not be required to exercise a degree of prudence beyond the limit of reason. He is not a libel lawyer, nor might an expert in libel law be expected instantly to apprehend that a given statement deviating from the continuity is libelous. The practical fact is that before an extemporaneous statement can be cut off the

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Liabilities for Libel by Radio: A Summary

1. Broadcasters are subject to suits for damages, actual and punitive, for any word or statement broadcast by them which brings another into disrepute.

2. The newspaper rule that he who publishes, publishes at his peril, has been applied to radio in some jurisdictions so that at least in those states he who broadcasts, broadcasts at his peril.

3. The newspaper makes up its own copy and is circumstanced to protect itself against libel. The broadcaster has been held responsible even though powerless to prevent a defamatory statement being broadcast.

4. The broadcaster may be liable for defamation broadcast in the speech of a candidate for public office although Congress forbids the broadcaster from censoring any such speech.

5. The broadcaster is liable for defamation in the speech of a public officer regardless of his rank and this notwithstanding the practical impossibility of the broadcaster exercising any substantial degree of control over the scope of the remarks.

6. The broadcaster may be liable for defamation broadcast by a speaker in a public or other place although neither the place nor the speaker is under the supervision or control of the broadcaster.

7. One court has held that the broadcaster would be liable for defamation broadcast by a speaker where such defamation occurred in a deviation from the manuscript submitted to the broadcaster and although the deviation was so short and occurred so quickly that the broadcaster could not protect himself.

8. As broadcasting is interstate commerce, the Government of the United States may claim the right to enact measures governing radio defamation, including exemptions in favor of broadcasters from liability in proper instances. Under existing circumstances, the States assert the right to regulate radio defamation on the ground it falls within the police power and is a subject of local concern. It seems that Congress may fully and exclusively regulate the matter of liability for radio defamation and thereby substitute one universal rule for several diverse rules.

Unions Encounter Overlaps in Drive To Organize Radio

ARTA and WHN Are at Odds Over Employment Terms

IN AN EFFORT to extend the scope of its bargaining power after signing the key New York stations of the three major networks [BROADCASTING, Sept. 1], the American Guild of Radio Announcers & Producers, Independent radio union, is negotiating with WORC, Worcester; WEEI, Boston; WAAT, Jersey City, and WBNX, New York.

Although no conflict has yet arisen, the organizing activities of AGRAP overlap in part those of the American Federation of Radio Artists (AFL) and the American Communications Association (CIO). Gerald Dickler, counsel for the Guild, told BROADCASTING that the Guild did not want to compete with CIO and AFL but wanted to cooperate with them. He said, however, that affiliation with either was out of the question. It is the declared policy of the Guild to organize stations' staffs completely in stations where the staffs are small.

Organizing Efforts

At WORC, Worcester, negotiations had hardly begun when Engineer Herman Gruzin and Announcer Alfred J. Hadlin Jr. were dismissed. The Guild filed a complaint with the National Labor Relations Board Aug. 23, but the case will not be pressed, according to Mr. Dickler, pending negotiations with WORC for reinstatement of the two employes.

The Guild is trying to organize the entire staff of WEEI, Boston, with the exception of the engineers. At WAAT, Jersey City, and at WBNX, New York, negotiations are going forward to organize only the announcers. The engineers of WBNX are already affiliated with CIO. The possibility that AGRAP, AFRA and ACA may tangle over organization is clearly forseen.

The labor problem of the 18 engineers of WHN, New York [BROADCASTING, Aug. 15], became even more acute Sept. 12 when the American Radio and Telegraphists Association (CIO affiliate) met with representatives of WHN and failed to agree on terms of employment. Following the decision of the National Labor Relations Board which ruled that ARTA rather than the International Alliance of Theatrical State Employes (AFL affiliate) should represent the WHN engineers it was assumed that the CIO affiliate had won its fight for jurisdiction.

After the meeting of Sept. 12, ARTA leaders refused to comment on the procedure they would follow to force recognition, declaring they expected WHN to sign an agreement within a week. They said further that all engineers of all stations in Philadelphia, except WIP, had been organized and that negotiations with the stations would begin shortly. The engineers of WOL, Washington, have also been organized by ARTA representatives and negotiations will soon begin.

The complaint of unfair labor practices filed June 21 by ARTA against CBS will be heard Sept. 21

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WIN IMPORTANT PROMOTIONS IN RADIO



KEITH KIGGINS



REGINALD M. BROPHY

Brophy New Canadian Marconi Chief; Kiggins Heads NBC Station Relations

WITH the resignation of Reginald M. Brophy, who returns to his native Canada to become general manager of the Canadian Marconi Co., NBC on Sept. 15 promotes his assistant, Keith Kiggins, to manager of the Station Relations Department in charge of all contacts with affiliated stations.

Mr. Kiggins assumes his duties on that date, Mr. Brophy planning to take a vacation of a month or six weeks in Canada before assuming his new duties on Oct. 15 or Nov. 1. They have worked together for the last three years, Mr. Brophy having been appointed station relations manager in latter 1934 upon the resignation of Donald Withycomb to become manager of WFIL, Philadelphia, and Mr. Kiggins having been appointed Brophy's assistant shortly thereafter.

Merit Appointments

Both appointments were merited steps upward. Mr. Brophy, who was born and raised in Montreal, and is still a Canadian citizen, will headquarter in his native city and will have complete direction of the Canadian counterpart of the RCA with its far-flung radio receiving and transmitting equipment manufacturing plants, its international and maritime communications services and its broadcasting station, CFCF, in Montreal. It was from the latter station, which as a radio operator he helped construct in 1919 and of which he later became manager, that the NBC called him to New York originally as assistant manager of station relations.

Mr. Kiggins is a native of Boise, Idaho, was educated in the public schools of Portland, Ore., and before the war attended the University of Oregon school of business administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business with Blyth & Co. in Portland, seven years later going to New York to form the investment house of Kiggins & Vidal.

Following radio first as a hobby, Mr. Kiggins studied its commercial and international aspects later on behalf of clients of his firm. This activity drew him to the attention of NBC, which invited him to join its station relations department.

Mr. Brophy, now only 37 years of age, is one of the youngest major radio executives in either the United States or Canada. In returning to Montreal to assume a post which compares in that country with that held by David Sarnoff as directing head of RCA, he goes back to a field he knows intimately. Having managed CFCF for several years, he was promoted in 1924 to the post of assistant sales manager of the Canadian Marconi Co., which duties kept him traveling throughout the Dominion while he still kept control of CFCF. He was successively appointed to general sales manager and assistant general manager of that corporation.

While with NBC he supervised all programs originating in Canada for broadcasting in the United States or originating in this country for broadcasting in Canada, such as the Metropolitan Opera, international sporting events, etc. In this connection he made frequent visits to Ottawa to discuss matters with the Canadian Broadcasting Commission, now the Canadian Broadcasting Corp. When Canada was casting about early last year for a new director-general to handle Canada's semi-official broadcasting system, he was prominently mentioned for the post which later went to Gladstone Murray, Canadian-born executive of the British Broadcasting Corp.

No successor to Mr. Kiggins' post as assistant manager of station relations has yet been named, but it is expected the job will be filled by promotion.

RAY LEE JACKSON, NBC portrait photographer, whose subjects include most of radio's celebrities, has been awarded the Certificate of Merit of the Photographers' Assn. of America.

OCT. 14 SHIFT SET FOR 'MARCH OF TIME'

SPONSORED again by Time Inc., publishers of *Time*, *Life* and *Fortune* magazines, the *March of Time*, which since March, 1931, has been featured as a sponsored or sustaining program on CBS, on Oct. 14 will shift to the NBC-Blue network to be carried Thursdays, 9-9:30 p. m. (EST). The entire cast will shift to NBC, with William Geer of the *Time* staff continuing as editor, Homer Fickett and William Spier as production directors and Howard Barlow as musical director.

The *March of Time* has several times been selected in national polls as the most popular dramatic feature. It was originally sponsored by *Time*, was sustaining, had Remington Rand and Wm. Wrigley Jr. Co. as sponsors and more recently had Servel Inc. as sponsor. The NBC presentations will promote *Life* as well as *Time* and BBDO continues as agency.

NBC's parent organization, RCA, recently contracted with *Life* for one of the largest space advertising campaigns in history. Eight pages of copy, largely pictorial and illustrative of the activities of RCA and its subsidiaries, are carried monthly in *Life* at a reported cost of $20,000 per insertion, the second to appear Sept. 20.

Maxwell House Acquires M-G-M Talent for Series

GENERAL FOODS Corp., New York, about Nov. 4 will broadcast the show featuring movie stars and artists under contract to Metro-Goldwyn Pictures Corp., New York, for its Maxwell House coffee. Neither the stations nor the length of the series has been announced, but it is understood from reliable sources that the program will be broadcast on a major network for 52 weeks. Benton & Bowles Inc., New York has the account.

'Protection Committee'

CALLED the "Committee for the Protection of the Public in Communications," a new "organization" whose letterhead gives its address as Room 209, 51 Chalmers Bldg., New York City, is reported to be functioning for the purpose of combating certain commercial interests in radio. The letterhead indicates that the chairman of its executive committee is Paul Bailey, of Amityville, Long Island, editor of the *Suffolk Every-Week* and associated with a group of newspapers published by Kingsland Macy, Westchester County Republican leader who sponsored the original appointment of George H. Payne as Republican member of the FCC. Other members of the executive committee are listed as Howard M. Rice, Hyattsville, Md.; Gabriel York, Los Angeles; Harry Gottesfeld, San Francisco; Charles H. Bryson, Columbus, and Martin S. Adelman, attorney, New York City.

ANTOINE DUBOIS, head of the Dutch broadcasting office in Utrecht, Holland, has been elected president of Europe's International Broadcasting Union, succeeding Maurice Rambert of Switzerland. Sir Charles Carpendale of England and Prof. Gian-Carlo Vallauri of Italy are vice-presidents.

McNinch Given Free Hand on FCC Post

Begins Task Sept. 20; Confers With the President

GIVEN a "free hand" by President Roosevelt to straighten out affairs of the FCC at a conference at the Summer White House at Hyde Park Sept. 9, Frank R. McNinch, incoming FCC chairman, will take over his new duties Sept. 20 and will immediately tackle the job of reorganization.

Along with Comdr. T. A. M. Craven, elevated to a commissionership from chief engineer, Mr. McNinch assumes office with his first function presumably that of assigning commissioners to particular duties. Comdr. Craven, named to succeed Irvin Stewart, resigned chairman of the Telegraph Commission, was sworn in Aug. 25 but has not yet been assigned to any division. He has been on leave practically since he took his oath of office.

Whether the FCC will reorganize to the extent of eliminating the present three-man divisions is problematical. This matter probably will be discussed at the first en banc meeting presided over by Mr. McNinch, which is expected to take place Sept. 22—two days after the successor to the late Anning S. Prall assumes office.

Three Possible Courses

There are several possible reorganization moves, the lines of which may be:

1. Retention of the present three divisions — Broadcast, Telephone and Telegraph—with two members assigned to each and with the incoming chairman serving on each as third member.

2. Assignment of each commissioner to two divisions, with five instead of three members serving on each division.

3. Elimination of divisions altogether, with all formal matters considered by the Commission en banc, possibly through assignment of individual cases to individual commissioners who in turn would report to the full Commission.

The latter procedure, it is understood, is followed largely at the Federal Power Commission over which Mr. McNinch has presided since 1933 and from which President Roosevelt called him to the FCC.

Because Mr. McNinch has indicated that he will undertake a study of FCC operations before projecting his ideas on policy matters, it is logically presumed that the status quo—a three-division structure—will be retained temporarily at least. That, however, would not mean that the assignments of commissioners would remain the same.

Unquestionably, Mr. McNinch will become a member of the Broadcast Division. Under the present organization that would be automatic. Comdr. Craven, too, is believed to be slated for a Broadcast Division post. If the present three-man division is retained, however, it would mean a shifting of personnel, possibly with the transfer of Broadcast Division Chairman E. O. Sykes to the vacant Telegraph Division chairmanship and with Comdr. Craven assuming the Broadcast Division post.

Speculation has revived about the possible appointment of Judge Sykes to the U. S. Court of Appeals for the District of Columbia, particularly because of the vacancy created by the resignation this month of Chief Justice George E. Martin—the second vacancy within two months. The vacancy created by the recent death of Associate Justice J. A. Van Orsdel was filled by the President by appointment of Justin Miller of the Board of Tax Appeals. The appeals court sits on all regular appeals from FCC decisions.

The possibility of another vacancy on this court also looms, since Associate Justice Charles H. Robb becomes eligible for retirement upon reaching 70 in November.

Judge Sykes has been mentioned for this court for several years. The only member of the original Radio Commission created in 1927 still serving, he has had the endorsement, among others, of Senator Pat Harrison (D-Miss.).

Meets With President

Mr. McNinch was a luncheon guest at the Summer White House on Sept. 9 and, it is understood, discussed in detail with the President the affairs of the FCC. He retains his chairmanship of the Power Commission, but will take a leave of absence from that body at the behest of the President to direct the reorganization of the FCC.

Following the conference, Mr. McNinch said that the discussion was general and related to both the FCC and the Power Commission.

"The President has given me a free hand to find what may need correction and to apply the remedy," he told newsmen. "I have heard and read that correction is needed most in the radio division. I am going back to Washington to be helpful as one of the seven commissioners."

The new chairman also made it clear that he would become identified with all phases of FCC activity — broadcast, telephone and telegraph. While serving on the FCC he will not direct the Power Commission activities but may make himself available from time to time on a consulting or advisory basis. It is expected that his leave of absence will be indefinite. While at the time of his appointment, which is for the unexpired five-year term of the late Chairman Prall, the White House indicated his leave from the Power Commission would be but for three months, it is now considered likely that he will be on the FCC for at least a year.

A stickler for economy in government operation, Mr. McNinch is expected to survey all phases of FCC activity and then seek to revamp it in the most economic and efficient fashion possible. Whether he reaches into subordinate personnel will depend upon the results of his investigations. It has been indicated that he may bring several members of the Power Commission staff over to the FCC.

Two important vacancies exist on the FCC staff—chief engineer vacated by the promotion of Comdr. Craven, and assistant general counsel for the Telephone Division, created by the death this month of Elmer D. Hays in an automobile accident in Maryland.

Elevation of E. K. Jett, assistant chief engineer in charge of telegraph, to the chief engineership is considered likely. While he is not a candidate, the name of Andrew D. Ring, assistant chief engineer for broadcasting, also has been mentioned.

Meanwhile, the adjournment of Congress last month has tended to quiet criticism of the FCC, which during the last year has reached an all-time peak. The FCC itself, torn since its creation with internal conflict, has been quiescent pending the reorganization process, acting primarily on routine matters during the last two months.

Another demand by Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, for an investigation of the FCC was made Sept. 10 in Helena, Mont. Reiterating his view that the FCC has been a "political football ever since its inception," he said that while he was gratified over the administration's showing of interest in the FCC, he felt a Senate committee should nevertheless conduct an investigation along lines proposed in the White Resolution pending before the Senate.



IRACI WELCOME—There wasn't a microphone in sight when some 50 distinguished New Yorkers welcomed John Iraci, president and general manager of WOV, New York, upon his return from a 10-week tour of Europe with Mrs. Iraci. In this photo, left to right, are Mr. Iraci, Mayor F. H. La Guardia of New York, and Arde Bulova, watch manufacturer and station owner. The dinner took place at the Plaza Hotel Sept. 8.

NAB Trio to Pick Site of Convention

Yellowstone, Miami Mentioned; Board Considers Problems

SELECTION of the next convention city for the NAB was left to an executive committee by action of the NAB board of directors at its meeting in New York Sept. 10. The board decided that the committee, comprising President John Elmer, Treasurer Harold V. Hough and Managing Director James W. Baldwin, should determine both the time and place for the convention. Last year's annual meeting was held in June in Chicago. It is expected that approximately the same time will be selected for the three-day sessions but the place probably will be some other city.

Mentioned as possible convention places were Yellowstone Park and Miami.

Aside from its consideration of the situation involving reemployment of union musicians, reported elsewhere in this issue, the board considered a number of pending matters, including the status of the NAB Copyright Library, plans to raise a fund of $83,000 for educational broadcasting projects in cooperation with the Federal Radio Education Committee, the status of committee appointments, etc.

The board also authorized NAB representation at the Havana Radio Conference which begins Nov. 1 and at the International Telecommunications Conference in Cairo, Egypt, beginning next February.

CLEVELAND SWITCH TO OCCUR SEPT. 26

TWO MAJOR Cleveland outlets switch network affiliations Sept. 26 while a third joins Mutual on the same date.

WHK and WGAR change their affiliations, with the former becoming the NBC basic Blue outlet and WGAR joining CBS. Simultaneously, WJAY, sister station of WHK in the *Cleveland Plain Dealer* group, affiliates with Mutual. On the same date, WJAY becomes WCLE, under a change in call letters authorized by the FCC.

WGAR is owned by the same interests operating WJR, Detroit, a CBS outlet. Managed by John F. Patt, the station operates on 1450 kc. with 1000 watts local sunset, 500 watts night. Coincident with its affiliation with CBS, it also severs its connection with Mutual as well as NBC Blue.

WHK is managed by H. K. Carpenter, vice-president of United Broadcasting Co., subsidiary of the *Plain Dealer* organization. The new WCLE also is under the general management of Mr. Carpenter, along with WHKC, Columbus. WHK operates on 1390 kc. with 2500 watts local sunset and 1000 watts night. WJAY operates on 610 kc. daytime with 500 watts.

To publicize the switchover of the station, WHK and WJAY have been holding "open house" in their studios in the Cleveland Terminal Tower. The central attraction is the NBC photographic exhibit of more than 200 pictures of featured artists and of Radio City displays.

GEORGE H. PAYNE, member of the FCC telegraph division, is scheduled to speak before the alumni of the Sacred Heart in Boston Nov. 13 on "Decency in Radio."

Purchase of KFJZ Is Heard by FCC

Elliott Roosevelt Says $57,000 Deal Is Personal Venture

ASSERTING again that the recent purchase of KFJZ, Fort Worth, was purely a personal venture on the part of his wife, the former Ruth Goggins of Fort Worth, Elliott Roosevelt, second son of the President, appeared at a hearing Sept. 7 before Examiner George H. Hill of the FCC in support of the application for transfer of the license from R. S. Bishop, present operator.

Young Mr. Roosevelt, who is also vice-president of Hearst Radio Inc. in charge of its four Southwestern stations, declared that the proposed purchase of KFJZ by his wife and the more recent proposed purchase of KABC, San Antonio [BROADCASTING, Aug. 15, Sept. 1], by a company which he himself heads, have nothing whatsoever to do with his Hearst Radio connection. The purchase price of KFJZ was disclosed as $57,000 while that for KABC is $55,000.

Plans to Improve Station

Under the community property law of Texas, said Mr. Roosevelt, husband and wife share jointly in estate and income. He told the examiner that Mrs. Roosevelt was worth "in excess of $10,000 in bonds and stocks and owned a 1,500-acre area ranch valued at $60,000 with a house worth $12,000, stock worth $7,500 and other assets of at least $10,000. His own income, he said, was "in excess of $20,000", of which he could furnish half or more for any enterprise of his wife's.

Mr. Roosevelt declared that his wife's aim is to make KFJZ one of the finest small stations in the country, and that she was ready to expend up to $60,000 on its improvement over the next three years. He added that the station has shown a 45% increase in business since Harry Hutchinson, formerly of KOMA, Oklahoma City, and KVOO and KTUL, Tulsa, was made commercial manager last June under Mr. Bishop, and that its public service will be improved commensurately under the new management.

It is planned to increase station personnel, said Mr. Roosevelt, with present staff to be retained. Mr. Hutchinson will be general manager of the station and also will head KABC if and when the transfer is authorized. No hearing on the KABC transfer has yet been set. Mrs. Roosevelt herself will direct KFJZ's operations, holding the title of vice-president while her husband acts as advisor and becomes president of the concern.

Mr. Roosevelt acted as his own counsel at the hearing, conducting the examination of Messrs. Bishop and Hutchinson, the other witnesses. His application was unopposed.

NATIONAL COUNCIL of the Young Men's Christian Association will release to its local associations a series of 13 WBS transcriptions for local placement. Program will consist of interviews with prominent people such as J. Edgar Hoover, chief G Man, and Dr. C. T. Wang, Ambassador from China. No starting dates or station lists are available.

Two 50 kw. Outlets in Canada Oct. 1; Live Talent Required After 7:30 p. m.

By JAMES MONTAGNES

CANADA'S first 50,000-watt stations, the new CBL at Toronto and CBF at Montreal, will go into operation Oct. 1, with three more stations of similar power and a 50,000-watt international shortwave transmitter yet to be projected. The stations will all be operated by the Canadian Broadcasting Corp. under the direction of Gladstone Murray, general manager.

CBL will replace the 5,000-watt CRCT on its 840 kc. Canadian-exclusive clear channel. CBF will occupy the 910 kc. Canadian clear channel, but the CBC's present Montreal outlet, the 5,000-watt CRCM, will remain on the air on the 1050 kc. channel, shared with the United States.

Stricter Control

Tightening its control over private commercial broadcasters, the CBC has decided that commentaries on stock market prices will be banned in future. Stock brokers and mining companies taking time on the air will have to turn their programs to other topics than comment on prices. Too many complaints have reached the CBC that listeners following such broadcast advice are losing money, it is said.

There will also be new restrictions on advertising of patent medicines, according to Maj. Murray, following a directors meeting in Toronto. Any patent medicine advertised over the air in the future must be approved by the federal department of national health at Ottawa. Similarly no treatment of any ailment may be recommended over the radio unless the treatment has been approved at Ottawa.

Liquor advertising is to have a new set of more stringent regulations, and birth control speeches must first be censored.

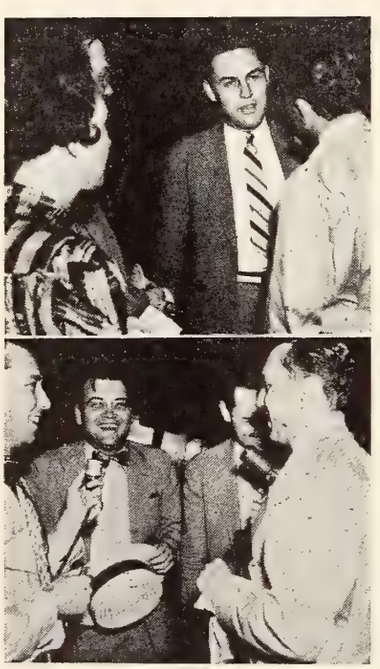
Whether or not influenced by union musicians, a new regulation to go into force at an early date is that live talent must be used by all stations between 7:30 p. m. and 11 p. m. No recordings are to be permitted during those hours without authority of the CBC, the rule applying to every station in Canada.

Speaking of music, Maj. Murray stated that in his opinion there was too much dance music being broadcast and that the public desired more serious music.

At the same time he announced that within a few months musicians over CBC stations will be paid in cash before leaving their performances rather than wait for a check to go through in the usual routine.

Copying the British Broadcasting Corp., the CBC has formed a number of church committees in principal Canadian cities, these committees cooperating with CBC stations for daily religious broadcasts representative of all denominations. Morning broadcasts of 15 to 30 minutes duration have been planned free of charge to the religious bodies. Sunday church broadcasts from 12 noon to 1 p. m. would be under the committee's care as well, but for broadcasts of actual service, the CBC would give churches a special rate.

DEAD END—MICROPHONE VERSION



PIX WERE REAL—When John E. Fetzer, genial prexy of WKZO, Kalamazoo, stepped off a TWA plane at Amarillo, Tex., late last month, up rushed a whole remote crew from KGNC, as well as a staff reporter and photographer from the *Globe-News*, operating the station, along with O. L. (Ted) Taylor, KGNC chief.

First there was a picture with the pilot, then an interview with the reporter and then Dave Chapman, KGNC ace announcer, poked the mike in front of the broadcaster and began firing away. Kalamazoo, announced Broadcaster Fetzer in his best Chamber-of-Commerce dialect, is not an animal menagerie, but an honest-to-goodness thriving city, and ranked as the umpty-umph market, etc. (In top cut surrounding mike are Miss Prudence Grant, reporter; KGNC head Taylor, Interviewee Fetzer and Interviewer Dave Chapman.)

Just then, the engineer rushed forward with the end of the mike cable and asked where *that* was supposed to go. (See bottom cut, left to right, with staff engineer who forgot to put the plug somewhere; Practical Joker Taylor, Practical Jokee Fetzer, in quasi-hiding, and Dave Chapman.) Mr. Fetzer thought the whole business faked, even to the photography. Surprise, John!

Gillette Tire Spots

GILLETTE RUBBER Co., Minneapolis (tires, tubes, etc.), Eau Claire, Wis., will start weekly quarter-hour transcriptions on five stations Oct. 1. Program entitled *Hometown Memories* will be aired on Friday nights. Columbia Transcription Service, Chicago, cut the series. Cramer-Krasselt Co., Milwaukee, is agency. Stations are WRVA, WSM, WFAA, WCCO, WHO.

New Acoustical Features In Playhouse Opened by WOR in New York City

THE New Amsterdam Roof Theater, formerly used by NBC, CBS and WOR for audience shows, has been signed under a year's lease, effective Oct. 1, by WOR and the Mutual Network for the same purpose. Located just off Times Square in the heart of New York City, the theater seats 700 and was once the home of the *Ziegfeld Follies*. It will be known as the WOR-Mutual Playhouse. Jack R. Poppele, WOR chief engineer, is installing modern broadcasting equipment.

Portable reflecting surfaces called "gobos" have been designed for the auditorium, which seats 709 persons, to aid in dramatic presentations. They are two-sided and can be used either to impart a resonant sound or, when the absorbing side is used, to convey a hushed, deadened tone. Hidden microphones will also be used during dramatic broadcasts so that the audience may have the feeling of seeing an actual stage production. MBS has leased the theatre for one year with an option of renewal and plans to produce its more important network shows in its Playhouse.

MBS also announces that a new studio is being constructed at 1440 Broadway, New York, in which a dual control speaker system will make it possible to broadcast news flashes to a number of its stations while a network program is being aired on its other affiliates.

Dr. Caldwell on 61

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup of Pepsin), on Sept. 27 will start the fall series of *Monticello Party Line* on 61 stations, a few more than carried the program last fall. *Monticello Party Line* is the longest continuous quarter-hour five weekly transcribed series in radio, having gone on the air in the fall of 1935. The transcriptions will be broadcast during morning periods daily except Saturday and Sunday. Columbia Transcription Service, Chicago, cut the series. Cramer-Krasselt Co., Milwaukee, is the agency.

The complete station list follows: WCFL KOB WGST WBRC WGR WDWS WCHS WSOC WDOD WCKY KMMJ WFLA WGAR WIS WHKC WFAA WOC WHIO WJBL KLZ WHO WJR KPMC KXO KHJ KDON KGB KFRC KVOE KDB KGIM KFXM WOWO WFBG WBIG KPRC WIRE KMBC WNOX WHAS WMAC WMAZ WTMJ WLAC WWL WKY WOW WMBD WCAE WTAD WPTF WDBJ KWK WOAI WTOC KWKH WIBW KVOO WDZ WWVA KANS.

Bank Plans Completed

SPONSORED BY a group of American banks, the *Philadelphia Orchestra* series will return Oct. 18 on NBC-Blue network, Mondays, 9-10 p. m. (EST). Banks participating in sponsorship include Chase National Bank of New York, First National Bank of Chicago, Pennsylvania Co. of Philadelphia. Orchestra will be conducted by Eugene Ormandie, with Fritz Reiner, Jose Iturbi and Alexander Smallens as guest conductors. W. M. Kiplinger, writer of Washington news letters, and Dr. Neil Carothers, director of the College of Business Administration, Lehigh University, will deliver talks throughout the series. The program, originating from the Academy of Music, Philadelphia, will run for 26 weeks. Wessel Co., Chicago, is agency.

WLS moves classrooms to homes *as Board of Health Keeps Schools Closed*

THE Chicago Board of Health, under the leadership of Dr. Herman N. Bundesen, ordered the city schools to remain closed indefinitely because of an epidemic of infantile paralysis.

WLS immediately suggested to the Board of Education a plan for teaching school children in their homes by means of radio, — and offered the use of the station's facilities.

In less than twenty-four hours, the Chicago Superintendent of Schools, William H. Johnson, was announcing on the air over WLS a fully detailed plan for conducting classroom work by radio. Regular classes started at once, from WLS microphones, installed in the offices of the Board of Education.

WLS

The Prairie Farmer Station

870 KILOCYCLES

BURRIDGE D. BUTLER *President*. GLENN SNYDER *Manager*

Don Lee Expands; Signs New Series

Addition to 12 Affiliates in Northwest Makes Total of 24

DON LEE Broadcasting System, Los Angeles, the Mutual Broadcasting System's Pacific Coast outlet, will add 12 affiliates in Washington and Oregon, and one in California to its chain of 11 West Coast stations on Sept. 26, making it the largest regional network in the United States, according to Lewis Allen Weiss, general manager.

With a total of 24 stations, this will make the Don Lee-Mutual network top rank in the number of station affiliations on the West Coast. Negotiations have been under way between the Don Lee network and the new affiliates for some weeks and were finally completed Sept. 8. Weiss contends that the extended West Coast chain will make available to the network's service fully 93 per cent coverage of the potential radio audience.

Washington affiliates will be KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KFIO, Spokane and KGY, Olympia. Oregon stations are KALE, Portland; KSLM, Salem; KORE, Eugene and KRNR, Roseburg. KIEM, Eureka, Cal., also joins the network.

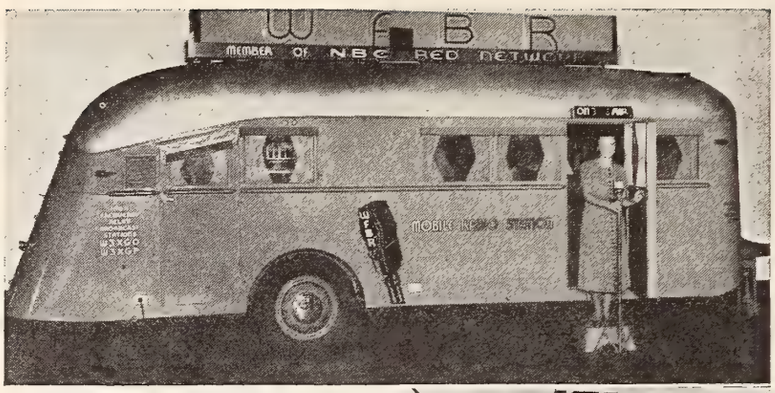
In announcing the new affiliates, Mr. Weiss named the first commercial program for the expanded network. Dr. Miles California Co., Los Angeles (Alka Seltzer) which has been sponsoring the 7 weekly quarter hour *Alka Seltzer Newspaper of the Air* broadcasts on the 11 California stations of the Don Lee network, renews Sept. 26 for 52 weeks, and extends coverage to include the new affiliates.

The deal involves $250,000 and is said to be one of the largest contracts signed on the West Coast. Contract was signed by J. E. Clancy, vice-president and general manager of Dr. Miles California Co. Sept. 8. Early morning news is sponsored on the California stations of the Don Lee network thrice weekly by Bathasweet Corp. (bath salts), with Mennen Co. (cosmetics), sponsoring on alternate three days. *News and Views* by John B. Hughes, is currently sponsored on the California stations by General Motors Acceptance Corp., and will probably be extended to the expanded chain.

Spots for Ironers

ELECTRIC Appliance Society of Northern California, with headquarters at San Francisco, is currently engaged in a month-long radio campaign for electric ironers, which started on Aug. 25 and will continue until Sept. 25 on 15 stations in Northern California. Spot announcements are being used in every instant with the slogan being "take the irk from laundry work." The stations enlisted in the spot campaign are: KGO, KFRC, KYA, KJBS, KGGC, KSFO, KLX, KRE, KHSL, KFBK, KWG, KQW, KIEM, KGDM, KROW. The agency is Jean Scott Frickelton, San Francisco.

KUOA, Siloam Springs, Ark., on Sept. 7 was authorized by the FCC to increase its day power from 2,500 to 5,000 watts on 1260 kc.





STATION ON WHEELS—A complete broadcasting station in this trailer unit of WFBR, Baltimore, which made its debut at the Maryland State Fair Sept. 5. View at top shows the exterior of unit built to design and specifications of Chief Engineer William Q. Ranft, by the Auto Cruiser Co., of America, Baltimore. Note the public address outlets (four) on panel on which the WFBR call letters are painted. Right view shows interior of studio and rear control compartment with Promotion Manager Robert Maslin seated at control panel. Shortwave relay equipment is in the control compartment off which there is a 4 h.p. motor generator. Big cabinet next to door is a folding piano unit, which also has drawers for equipment. WFBR plans to take its mobile radio station to fairs, fishing places and racing courses, as well as to various small towns throughout Maryland, and will also display it at the forthcoming Baltimore Automobile Show.

American Gas Machine Begins on 39 Stations

AMERICAN GAS MACHINE Co., Albert Lea, Minn. (cook stoves and heaters), will open a four-week campaign on a staggered schedule starting Sept. 13, 20 and 27 over 39 stations with another half-dozen stations to be added. Five-minute transcriptions called the *Sun-Flame Singers* will be used two and three times weekly promoting the firm's oil burning heater. Ray F. Broholm, advertising manager of the American Gas Machine Co. was in Chicago the week of Sept. 10 lining up the stations. Greve Adv. Agency, Minneapolis, handles the account. Mid-West Recordings Inc., Minneapolis, made the transcriptions.

Following are the 39 stations already picked: KOA KFH WIBW WOW WKY WNAX WFAA KGNC KRGV KATE WCCO WTMJ WHO KFYR WKBZ WBEN WOR WHAM WCSH WEEI, WRVA WBT WPRO WFEA WJAX WFLA KJR KIDO KSL KOH KOY KOIN KFBK KQW KMJ KERN KHQ KGVO KVOA.

Foley Spots, Test

FOLEY & Co., Chicago (Foley's Honey & Tar), will start programs in October and November on three stations, a quarter-hour show thrice daily except Sunday on WLS, Chicago, Oct. 11, a quarter-hour show thrice weekly on WWVA, Wheeling, Oct. 18, and quarter-hour newscast thrice weekly on WLW, Cincinnati, Nov. 15. F. P. Wagener, radio director of Lausen & Salomon, Chicago, agency handling the account, said the Foley firm would start testing one-minute transcriptions in a number of other markets in October but declined to name the stations.

WGST TO CONTINUE PRIVATE CONTROL

ANY IDEA that the State of Georgia, through its newly-created Radio Commission, would take over WGST, Atlanta, now operated under lease by interests headed by Sam Pickard, CBS vice-president, was dispelled Sept. 3 at the first meeting of the State Commission. Gov. E. D. Rivers, serving as chairman, asserted the Commission will undertake efforts to expand the operations of the station but said nothing regarding any possible change in its structure. The station is licensed to the Georgia Institute of Technology but is operated under lease by the Pickard group. It is a CBS outlet.

The Commission, in addition to Gov. Rivers, comprises Dr. M. L. Brittain, president of Georgia Tech, who was instructed to continue his supervision over the present commercial setup; L. W. (Chip) Robert Jr., former assistant secretary of the Treasury; Clark Howell, publisher of the *Atlanta Constitution* which originally owned the station and donated it to Georgia Tech; Charles S. Reid, John B. Spivey, and Roy V. Harris.

It was indicated that the FCC would be approached for an increase in power for WGST and possibly for establishment of other State-owned stations. The Commission also proposes to consider shortwave communication for Georgia's newly-organized State Highway Patrol.

Venus Fruit in West

VERNON NUSSBAUM Co., Los Angeles, packers and distributors of Venus dried fruits, having used radio in a series of local tests, on Sept. 13 started for 52 weeks *Andy & Virginia*, quarter-hour song and chatter program, on 7 Don Lee network stations (KHJ, KDB, KGB, KFXM, KPMC, KVOE, KXO), Tues. thru Sat., 8-8:15 a. m. (PST). Glasser Adv. Agency, Los Angeles, has account.

Network Grid Contests Again to Be Sustaining; Local Sponsors Active

MAJOR networks will cover outstanding football games of the autumn season on a sustaining basis, continuing the policy of previous years, but they will carry numerous sponsored programs in which experts will predict scores and give expert comment on games and players.

Leading grid sponsor of the season will be Atlantic Refining Co. [BROADCASTING Sept. 1], with hundreds of local sponsors carrying games over local and regional stations and special hookups.

In addition to its Wednesday night Andre Kostelanetz shows, Liggett & Myers Tobacco Co. for Chesterfield on Sept. 16 starts Eddie Dooley in football comments, assisted by Paul Douglas, on CBS, Thursdays and Saturdays, 6:30-6:45 p. m. (EDST), with repeats at 8:30-8:45 p. m.

Entering into the sports field as a sponsor for the first time, Olds Motor Works, Lansing, Mich. (Oldsmobile) has contracted with WJIM, Lansing, for exclusive sponsorship of all Michigan State football games, starting Sept. 25. Station will feed the entire Michigan network, with Howard Finch and assistant at the microphone. Nine games will be carried, with five announcers and technicians covering out-of-town games, which will include those with Michigan U at Ann Arbor, Missouri at Columbia, Temple at Philadelphia, San Francisco at San Francisco. D. P. Brother Adv. Agency, Detroit, placed the account.

Merchandising efforts will include a number of novel stunts besides the usual schedules and dope sheets. Pure Oil Co. of the Carolinas, for example, will receive calls from listeners, taking the name and address of each and asking for votes on two current games. All votes will be tabulated and results of polls announced on the sponsor's Sunday program on WDNC, Durham, N. C.

A football round table will be one of the features of the *Kate Smith Hour* on CBS beginning Sept. 30. Jim Crowley, one of the original "Four Horsemen" of Notre Dame, and other prominent coaches and sports experts will participate.

Graham Auto Spots

GRAHAM-PAIGE Co., Detroit (autos), is using seven stations in September to promote the firm's regular line of cars. J. Walter Thompson Co., Chicago, is the agency. Following is the complete schedule: 100-word announcements Monday through Saturday, WJSV; 50-word announcements 12 times, WCAU; one-minute night announcements, 12 times, WBZ; quarter-hour programs daily, Sept. 1-30, WMBC; 100-word night announcements thrice weekly, WBAX; 50-word announcements daily Sept. 16-25, KGNC; 125-word night announcements Sept. 14-Oct. 2, thrice weekly, WORK.

MAX WYLIE, director of script and continuity for CBS, will conduct a 15-week course on radio writing at New York University beginning Sept. 23. Mr. Wylie, former professor of English and short story writer, has produced more than 1,500 broadcasts for CBS.

Auto Firms Plan to Enlarge Use of Radio for New Models

Approach of 1938 Season Finds Broadcasts Playing A Prominent Part in Promotional Campaigns

POISED for the start of their 1938 model years, automobile manufacturers are turning to radio in greater volume than ever before to put over their forthcoming sales stories.

Right down the list of the manufacturers, the air waves are bulking large in the plans for promotion. Companies which formerly did little more than dabble at the possibilities of radio are taking hold with regularly scheduled programs. Others who have been mainstays in the radio field for some time are continuing their pace, and in many cases adding to it.

Only one exception can be noted to this general rule. Ford Motor Co., which ran three network shows last year, has cut its efforts down to two. Chevrolet division of General Motors also has narrowed somewhat its list of transcription stations, but this total has always been a shifting one and it may well be back toward its former levels during the coming year, even though it is comparatively low now.

Many New Series

Graham-Page Motors Corp., the DeSoto division of the Chrysler corporation and Hudson Motor Car Co. are the two newest companies to join the radio fold with regularly scheduled programs.

Graham is on the air over WMBC, Detroit, with two 15-minute programs six times weekly, featuring the *Graham Health Girl*, an exercise program. Indications are that this program, which is booked through the new Graham agency, J. Walter Thompson Co., may be extended later. Meanwhile, offers of a free trip through the Graham factory made during the program have resulted in large crowds of women coming to WMBC to join an auto cavalcade heading to the plant.

DeSoto is completing the recording of a series of 15-minute transcriptions which will be heard over a good-sized group of stations starting about the time the company announces its new models in October. DeSoto is also making a series of Ted Husing transcriptions of one-minute length which will be made available to dealers for their use at announcement time. These are being handled by the Detroit office of J. Stirling Getchell Inc.

Hudson is going on a CBS network, along with WOR, on an ambitious scale with the *Hobby Lobby* program heard this summer over MBS. This series starts on Oct. 6 for half-hours each Wednesday evening at 7:15 (EST). There will be a repeat broadcast at 10:30 for WOR and the western outlets of CBS.

Once again spot announcements will get a tremendous play from the auto companies as their new cars are announced. Chevrolet, as usual, leads in the size of the spot effort. Thousands of spots will be used by this G. M. division to bring prospects into the showrooms when the new cars are announced in mid-October. Nearly every other manufacturer in the business is also employing this method of advertising.

Ford, even though it has dropped one of its chain programs, will continue to be the largest user of regularly-scheduled time on the air. Ford opened its winter *Sunday Evening Hour* series on CBS Sept. 12, and will continue for a 39-week period. Announcement of the fall series, incidentally, precipitated the resignation of Victor Kolar, conductor of the Ford Symphony. Kolar issued a statement saying that his association with the Ford hour had been a happy one, and that he feared the happy conditions would be different this fall as a result of a "change of policy" instituted in connection with the broadcasts. Officials at N. W. Ayer & Son Inc., the agency in charge, and at Ford, said there had been no change of policy instituted. General opinion in Detroit was that Kolar was referring to the increasing use of guest conductors on the program. Last year he conducted nine of the 39 concerts.

Ford will also continue with the Tuesday night *Al Pearce and His Gang* half-hour on CBS.

Principal Radio Plans

A summary of the more important broadcasting efforts which the other manufacturers will use follows:

Packard: New show starring Lanny Ross and including guest stars, which began Sept. 7 from 9:30-10:30 over NBC-Red.

Chrysler: *Major Bowes Amateurs*, from 8-9 p. m., over 90 CBS stations; also home games of Detroit Lions pro football team over WJBK, Detroit.

General Motors Corn: Sunday evening symphony concerts led by Erno Rapee, 8-9 over NBC-Blue.

Chevrolet: Transcriptions over 267 stations two and three times weekly in 15-minute programs, featuring Victor Arden's band; also a regularly scheduled program over CBS, details of which are not yet complete.

Dodge: Eight games of the New York Giants pro football team over WOR.

Nash: *Prof Quiz* program over CBS Saturday nights.

Pontiac: Kathryn Cravens, woman commentator, programs over CBS three afternoons weekly; *Varsity Show* over NBC-Blue starting Oct. 1. This year there will be a repeat broadcast of the 8-8:30 show at 10:30 for western points. Pontiac dealers of Detroit are also opening over WWJ, Detroit, with *Smoothies*, a girls' harmony group, coming on for 15-minute periods Sunday evening, Oct. 3 and thereafter. There are indications this program will be extended to Thursdays also about Dec. 1. Plans are also being completed for broadcasts to be held from dealer showrooms, to bring in crowds of prospects to see the broadcasting.

Oldsmobile: Michigan State College football games, nine in all, coming from WJIM, Lansing, over the Michigan network. This marks the first time Olds has sponsored athletic contests.

Hupp: This producer, back in the field after an absence of about 20 months, is laying out plans for an ambitious promotional campaign during the winter. No decisions have been made, but contemplates a chain radio program shortly after the first of next year.

In addition to these schedules, nearly all of the manufacturers will make available transcriptions and announcements to their dealers for use at announcement and show time and thereafter. Some of them are offering these on a 50-50 basis, and others are simply making the discs or the copy available without charge for whatever use the dealer cares to make of them.

Cubs Sponsor Selves

WHEN the Chicago White Sox played the New York Yankees in Chicago recently, a reenactment of the game was sponsored over WIND by the Chicago Cubs! The Cubs are sponsors of their own games, which are reenacted nightly from 7 to 8 p. m. by Russ Hodges and Jimmy Dudley. When the Cubs were rained out in Philadelphia, and the White Sox were playing an important game against the Yankees, the Cubs called WIND and told the station to go ahead with the broadcast — using the Sox-Yankee game as material. Neisser-Meyerhoff Inc., Chicago, is the Cubs' agency.

IF TYPE HAD WINGS OF AN ANGEL

Or the Press-Radio Feud That Knocked The Stripes Off Inmates of Michigan State Prison

THE OLD press-radio feud has bobbed up in a new setting—within the walls of the Southern Michigan State Prison.

This institution of 5,000 inmates publishes its own semi-monthly tabloid. It also has a centralized radio system with a selection of three programs. It happened this way:

The inmate editor of the *Spectator* outdid himself in a layout and feature story on the new Parole Commission of the state. There were caricatures of the three members, biographical sketches, new policies—in fact everything the educated inmate would want to know about his chances for release under the new order. Work had started a couple of weeks before the particular Wednesday release date.

Radio's Scoop

But on the preceding Monday, the Parole Commission paid a surprise visit to the prison. The inmate head of the centralized radio system then proceeded to scoop the inmate editor of the *Spectator* by getting the counterpart of a *Visitor in the Prison* interview with the head of the Board. He spoke for 15 minutes and what he said made the *Spectator's* story, to be released two days later, old stuff.

Result: A battle between the inmate broadcast manager and the inmate editor over the right of "radio" to scoop the "press."

P. S. The prison system feeds three programs into the cells. Inmates may select the program they desire by plugging the headphone into one of three jacks. Inmates procure service by paying a small monthly rental fee. Programs are heard from WJR, WLW, WWJ, and WIBM, with the latter's programs on one channel continuously.

The warden, by pressing a button on his desk, can connect a microphone in his office to all three channels and utilize loudspeakers around the prison and in the yards.

FORD, G-M START SUNDAY CONCERTS

GENERAL MOTORS Corp. and Ford Motor Co. resume their winter series of classical concerts with arrival of the autumn season but the programs are somewhat altered.

General Motors will use famous opera and concert vocalists for its new General Motors Concert Company, a group to sing exclusively for this program. Among those in the group will be Grace Moore, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. The artists are signed for 13 weeks with renewal options and at least eight will make up the group. The series starts on an NBC-Blue network Oct. 3, Sundays, 8-9 p. m. (EST). Campbell-Ewald Co. of New York is agency.

Ford renewed the *Ford Sunday Evening Hour* Sept. 12 at 9-10 p. m., on 95 CBS stations for 39 weeks. This is the fourth season for the show which last year was voted "best musical program" on the air by the Women's National Radio Committee and awarded the blue ribbon in two nationwide radio editors' polls. W. J. Cameron of the Ford Motor Co. will resume his short talks during intermissions. The agency is N. W. Ayer & Son Inc., Philadelphia.

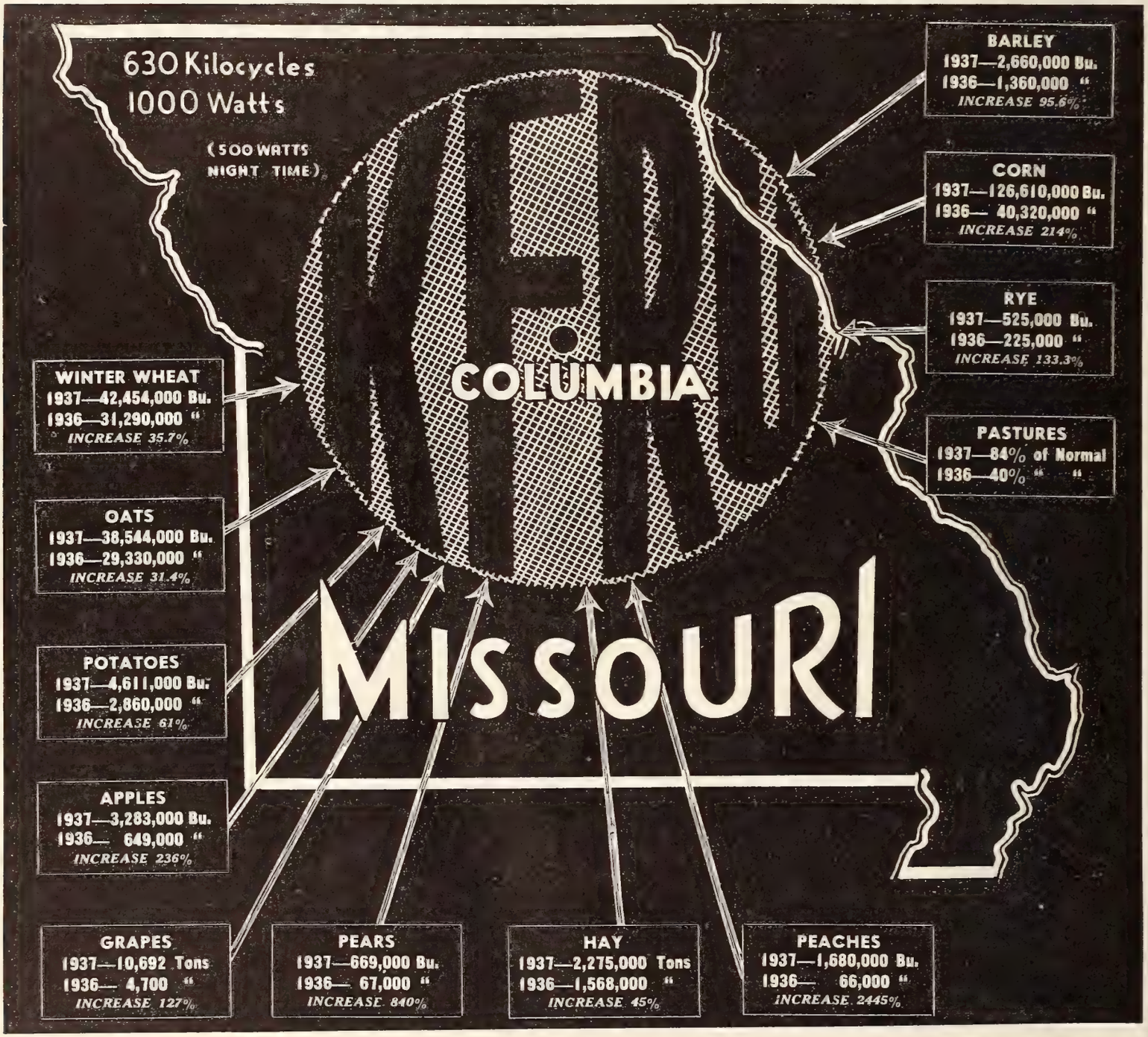
Hudson's CBS Campaign To Be Keyed From WOR

HUDSON MOTOR Co., Detroit, will start *Hobby Lobby*, weekly half-hour novelty program, on 75 CBS stations and WOR, Oct. 6, for 13 weeks with a three-year renewal option. The program will be broadcast Wednesdays, 7:15-7:45 p. m., on CBS-WABC with a repeat from 10:30-11 p. m. which will include WOR and the Midwest and Pacific CBS networks. David Elman of WOR devised the *Hobby Lobby*, which consists of interviews with colorful persons about their hobbies. Brooke, Smith, French & Dorrance Inc., New York, has the account.

Parmelee Taxi Spot

NATIONAL TRANSPORTATION Co. Inc., New York, for Parmelee System Management, operating taxicabs in New York, started Sept. 6 a weekly program heard Mondays at 9-9:15 p. m. (EDST), on WHN, New York, featuring *Bryce Oliver*, writer and commentator. Series will run for 13 weeks. World Wide Adv. Corp., New York, is the agency.

Missouri's 1937 Harvest Largest in 5 Years



REPRESENTATIVES:

FURGASON & ASTON, Inc.

CHICAGO
221 N. La Salle St.

NEW YORK CITY
17 E. 45th St.

DETROIT
Stephenson Bldg.

KANSAS CITY
Dwight Building

Navy Requirements Lead To FCC Restriction on Stations on 550 kc. Band

FOLLOWING conferences with the Navy Department, the FCC on Sept. 7 issued an order stating a new policy under which no broadcasting station will be licensed to use more than 1,000 watts nights and 5,000 days on the 550 kc. frequency. Moreover, no application for a new station, or for increase in the power or time of existing stations on 550 kc., will be considered unless the station is 300 or more miles away from the nearest coast. The purpose is to preclude possible interference with the international distress (SOS) frequency on 500 kc., and also to protect naval aviation radio frequencies just below 550 kc. At present nine U. S. stations operate on the 550 kc. frequency and one in Canada. The order follows:

No station will be licensed with greater night power than 1 kilowatt, or day power greater than 5 kilowatts, on 550 kilocycles. No application for a new broadcast station or increase in power or time of operation of an existing station will be considered which is located at a distance less than 300 miles from the nearest coast of the United States, unless approval of the Navy Department is submitted in writing with the application. No new station or increase in power or time of operation of an existing station will be authorized which is located at a distance from 300 to 500 miles from the nearest coast, unless approved by the Navy Department.

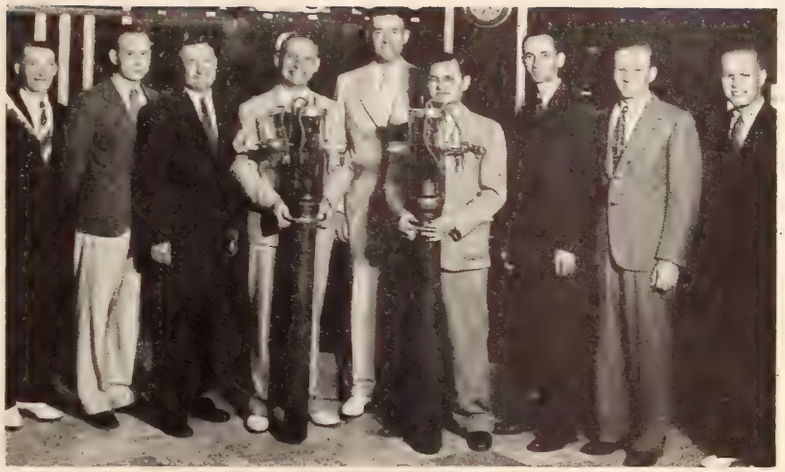
The above mileages may be decreased if it is shown that a signal intensity of not greater than 100 microvolts per meter will result at the nearest coast or point of naval communications activities. In case a directional antenna is used that increases the signal toward the coast, the mileage may be increased until not more than 100 microvolts per meter result at the nearest coast or point of naval communication.

Sponsor Property Right In Sport Event Left Open

WHEN an injunction barring Transradio Press Inc., New York, from supplying radio stations with a running description of the Louis-Farr fight was granted Aug. 30 by Supreme Court Justice Ferdinand Pecora, the question as to whether or not it would be legal to take tips from an actual broadcast and then authenticate them outside of the arena but within view of the fight was left open by the court. In ruling against Transradio Press and for NBC and Buick Motor Co., sponsor of the broadcast, Justice Pecora upheld the doctrine of International News Service v. Associated Press (248 U. S. 215) and confirmed the property right of a sponsor in an exclusive broadcast. It is understood that Transradio Press is considering appealing the ruling as a test case to clarify the exception of the International News case and specify the procedure by which a news agency may legally furnish its clients with descriptions of athletic contests.

Penick & Ford Starts

PENICK & FORD Ltd. Inc., New York, started Sept. 5 a spot announcement campaign for Brer Rabbit molasses and syrup. One-minute announcements six days a week are running on five stations in the South, according to J. Walter Thompson Co., the agency. The list will be enlarged later.



RECORD BREAKERS—These two 100-KW. tubes, in operation more than 20,000 hours at KOA, Denver 50,000-watt station, are claimants for the world's endurance tube record. Photographed with the colossal kilowatt catapulters are KOA engineers, left to right: E. L. Raeke, G. S. Dutton, F. A. Nelson, Chief Engineer J. A. Slusser, H. G. Austin, R. D. Carrier, V. J. Duke, R. C. Fell and R. C. Thompson.

20,000 HOURS ON THE AIR

KOA's Two 100,000 Watt Tubes on the Air Over Three Years and Still Going Strong

JULES VERNE'S name is indelibly enscribed in literary lore because of his *Twenty Thousand Leagues Under the Sea*, and Warden Lawes ranks as a radio topnotcher with his *Twenty Thousand Years in Sing Sing*. And now, KOA, Denver, claims an all-time record for the life of a couple of transmitter vacuum tubes with *Twenty Thousand Hours On the Air*.

These are not just ordinary tubes either, for they are 100,000 watters, first installed for regular service on July 7, 1934 when KOA, owned by General Electric but operated by NBC, took the air with 50,000 watts. And they are still going strong. The reading at the end of last month was 20,314 hours for one tube and 20,382 hours for the other. It is estimated that more than 60,000 radio programs have been broadcast since the giant bulbs were placed in operation—an average of better than three an hour. KOA engineers are convinced that the tubes will establish a record of at least 30,000 hours.

Those who are technically disposed may be interested in the specifications of the tubes. They are UV-862 Radiotron 100-KW transmitting tubes. They were installed in Denver for testing in April 1934, which tests ran until July, with the customary rigors. They were subjected to such abuses as overvoltage, overmodulation and overload operation. Since regular service began on July 7, 1934, no loss in efficiency has been discernible, despite the terrific heat generated.

The remarkable record is hailed as a tribute to the skill, care and attention of the transmitter engineering staff, under the direction of J. A. Slusser. The cooling system necessarily has operated perfectly and there has been unvarying care and attention devoted to all the other factors which made such a record possible.

Apropos the record, it was pointed out that the hours during which the tubes underwent rough testing were not computed in the record. Moreover, it was pointed out that lightning has struck the transmitter tower several times and that other normal vicissitudes of operation have been experienced.

The KOA engineering staff, proud of its claimed record, wants to know whether any other stations can beat the performance. It would welcome a little "friendly rivalry and competition."

WWL and KGO Favored For Increases to 50 kw.

HOLDING that there is need for additional service in the area proposed to be served and that the application complies with the FCC rules and regulations, Examiner Hill has recommended to the FCC Broadcast Division that it grant the application of WWL, New Orleans, for a power increase from 10,000 to 50,000 watts on its 850 kc. clear channel. The station is operated by Loyola University and managed by Vincent Callahan.

Increase in the power of KGO, San Francisco, from 7,500 to 50,000 watts, and its removal to a new locality with a directional antenna, was recommended to the FCC Broadcast Division Sept. 1 by Examiner John P. Bramhall. The station operates on the duplicated channel of 790 kc., with WGY, Schenectady, which now operates with 50,000 watts. Both stations are owned by General Electric, but managed and operated by NBC.

Skelly Oil in Midwest

SKELLY OIL Co., Kansas City, will start the *Court of Missing Heirs* on a midwestern CBS network Oct. 11 over 21 stations. A contest will be run in conjunction with the show which will be broadcast 7:30 p. m. (EST). Prizes will be given listeners who find the rightful heirs of money left tied up in banks throughout the country. Transcriptions of the program will be spotted in a few other markets. Blackett - Sample - Hummert Inc., Chicago, is agency.

Cisler Is Appointed As Head of KTHS

Also Joins With Shuman to Buy Control of WHBB, Selma

FULL management of KTHS 10,000-watt station in Hot Springs, Ark., was taken over Sept. 7 by Steve Cisler, who resigned the week before as director of WSIX, Nashville local, and who formerly was manager of WJTL, Atlanta (now WATL), and WSGN, Birmingham. Mr. Cisler has been joined by H. A. Shuman, formerly assistant manager of KFDM, Beaumont, Tex., who will be commercial manager of the Hot Springs station. No other changes in personnel are contemplated.

At the same time, it was announced that Messrs. Cisler and Shuman have purchased 75% of the stock of WHBB, 100-watt daytime station at Selma, Ala., and plan to install new studios, offices and technical equipment and to make changes in personnel, if FCC approval of the transfer is obtained. W. J. Reynolds, holder of 25% interest in WHBB, is manager of the station. Two other partners, G. W. Covington Jr. and J. S. Allen, have a favorable FCC examiner's report for a new 100-watter in Montgomery, while the fourth partner, J. A. Hughes, has applied for a new local in Phenix City, Ala. The Cisler-Shuman combination has purchased the stock of the latter three.

Installs New Equipment

According to Mr. Cisler, KTHS has installed new Western Electric speech input equipment, a WE amplifier and WE microphones and plans new studios in the projected Hot Springs civic center, a $300,000 structure which will house the city hall, chamber of commerce, civic auditorium, etc.

Mr. Cisler hails originally from Hot Springs and during his two years as a student at the University of Arkansas was studio manager of the university's station, KUOA, now located in Siloam Springs, Ark.

KTHS is operated by the Hot Springs Chamber of Commerce and until Mr. Cisler's appointment had been directed by Douglas Hotchkiss, chamber secretary. The station was purchased early this year by Col. T. H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, for $75,000. Local interests headed by the mayor sought in chancery court to prevent the sale, which was upheld as legal, but the case is now on appeal to the Arkansas Supreme Court. Hearings before the FCC on the transfer of ownership and on the application of the Barton interests to move the station into Little Rock have several times been postponed due to the litigation.

Elizabeth Arden on NBC

ELIZABETH ARDEN, New York, on Sept. 29, will start *Elizabeth Arden Hour*, starring Eddie Duchin and his orchestra on the NBC-Blue network Wednesdays from 8-8:30 p. m., EDST. The contract is for 52 weeks, through Cecil, Warwick & Legler Inc., New York.

Opening of New WHIP Is Deferred to Oct. 1

OPENING of WHIP, new 5,000-watt daytime sister station of WWAE, Hammond, Ind., will take place about Oct. 1 instead of Sept. 15 as originally scheduled. The three transmitter towers will be completed about Sept. 15 and the station will test them out for about 10 days before actually going on the air.

Included among business already lined up for the station are three half-hours weekly placed by the music department of the Boston Store, Chicago, direct; a program sponsored by Cooperative Meat Packers, Chicago (wholesale meat packers) through Carl Schmidt Co.; Nelson Bros., Furniture Warehouse, through Selviair Broadcasting System Inc., Chicago.

Latest additions to the staff include Francis Obert, announcer, and Everett Parker, production manager.

An Upstate Local's 'Noble Experiment,' Runs Own Line Into New York City

THE FIRST local station to have a direct A. T. & T. line into New York, and with its own branch office in that city, WNBF, Binghamton, N. Y., has launched a new experiment in program and sales effort which will be watched with interest by the industry.

In general patterned after the WLW Line project, by which the Cincinnati 500,000-watter sends to and procures program service from stations in other cities strategically located, the WNBF effort already has elicited favorable comments from a number of New York agencies, according to Harry Trenner, commercial manager.

WNBF, a CBS outlet, has dispensed with the services of Joseph R. McGillvra as exclusive representative. Asserting that the representative "did a good job" and that the change was not caused by any dissatisfaction, Mr. Trenner said that the commissions normally paid on national business are being diverted toward payment for the full-time A. T. & T. circuit. The wire terminates at the control board in Binghamton on one end and at the A. T. & T. board on Walker St. in New York on the other.

"Our pickups in New York City will be made with local loops to the terminating point at Walker St.", Mr. Trenner explained. "WOR and WINS are already wired up to this line and we are taking programs in conjunction with these two stations.

"Three or four of the larger agencies have already expressed interest in having a loop put into their offices so that they may produce shows in their own studios. Most of the larger agencies have completely equipped studios. The purpose of this move would be to test shows in Binghamton, and eliminate the necessity of cutting transcriptions for test purposes, giving more flexibility for changing shows than would be possible in the case of wax, and getting a true 'live talent' reaction to an advertiser's potential program.

"At the outset we believed that the 'noble' experiment might be just a little costly to us, but up to the present time we are out of the red and well into the black to the extent of about double our investment. We hope to be able to pick up some sustaining shows in New York as well as the commercials that we are after. While we are a medium sized market 'up in the sticks', as it were, we feel that our audience is not going to be satisfied with sustainers that do not compare favorably with what they hear over our station through the network.

"The policy is one of general improvement in program structure as well as a commercial endeavor. The idea is not entirely new. It is being done by WLW and another station out in the Middlewest."

WNBF has established offices at 366 Madison Ave., Mr. Trenner said, and will operate the New York end itself temporarily. The station may not completely eliminate representation, Mr. Trenner said, but temporarily that is part of the experiment. Mr. Trenner plans to spend several days each week in New York during the coming season.

Beaumont's Big Series

BEAUMONT LABORATORIES, St. Louis (Four-Way cold tablets) will start a new program, *Four Stars Tonight*, on four stations of the WLW Line, starting Oct. 4. The program will originate on WLW, Cincinnati, and will be broadcast Mondays and Fridays, 7:15-7:30 p. m. (EST) over WHN, WFIL and KQV. Transcriptions of the network show will be placed on 15 other stations with one-minute transcribed announcements starting on 30 more. The entire campaign begins the first week of October and will continue through the winter. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

General Mills Test

GENERAL MILLS Inc., Minneapolis (flour), will test *Love for a Day*, new quarter-hour transcription, in a few Minnesota markets, including Duluth and Fargo, the first part of October. Series will run five times weekly. Blackett-Sample-Hummert Inc., Chicago, is agency.

Barnsdall in Midwest

BARNSDALL REFINING Corp., Tulsa ("B" Square gas), will start a musical variety show called *Funbug* over a split midwestern CBS hookup Sept. 26, keyed from Tulsa, Sundays, 2 p. m. Cooperative Adv. Inc., Tulsa, is agency.

ALL home and away games of the Detroit Lions pro grid team, owned by George A. Richards, chief owner of WJR, Detroit, will this season be broadcast over WJBK, Detroit, and possibly over the Michigan Network, sponsored by Chrysler. Harry Wismer and Al Nagler will handle the games.

IN ITS development of original programs for responsible sponsors, WXYZ has long been one of America's most successful stations.



You Should Sell More Goods In Michigan

And Here's Your Beaten Path Right Into the Pocketbooks of Michigan Housewives

Fresh news, about women, straight from our U. P. wire; a gossipy Hollywood letter; the very latest styles and the people who're wearing them—that's the message Nancy Osgood regularly broadcasts for the women of Detroit and Michigan over WXYZ. We call it "Women In the News".

Mondays through Fridays, 1:30 to 1:45 p.m.

And do those women like it!

Here's an audience ready-made to carry your sales message.

Nancy learned how to hold audiences on the stage. Her pleasant voice and winning personality suggest intriguing merchandising possibilities too.

You should sell more goods in Michigan. "Women In the News" is ready to shoot your Michigan sales curve sharply upward. Just ask us for the whole story.

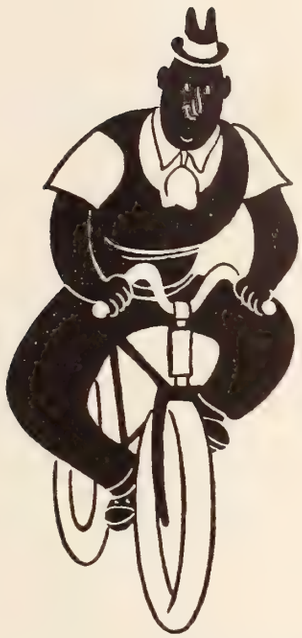
King-Trendle Broadcasting Corp.
300 Madison Theatre Building • • Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

W X Y Z — DETROIT



A BICYCLE BUILT FOR

YOU!

WOR is like a bicycle. Wait . . .

WOR is like a racing bicycle.

A *big* one.

Built for you.

19 hours of each day it purrs up to the doors of almost 4 million radio homes—or places that people call homes. Nice homes. These last six months 170 people who sell things hopped aboard. Some paid $370 for a ¼-hr. evening ride. Others shot the works and spun around for a full hour evening at $925. And a lot of those riders have now stopped peddling and are coasting along and coming home each day with their pockets full of the nicest things. *Some ride!*

WOR

Program Firm Is Started By Russell Comer Agency

RUSSELL C. COMER Co., Chicago agency, has started a separate company, National Radio Programs Inc., for the purpose of taking over all transcribed programs of the agency together with outside programs which will be made available to all radio advertisers. F. W. Hemingway will head the new firm, which will be located at 540 N. Michigan Ave., Chicago. Present plans are to discontinue the Chicago office of Russell C. Comer Co., with the agency handling its business out of the Kansas City office. National Radio Programs already has obtained the exclusive rights to several transcribed shows including the *Adventures of Jimmy Allen, Lem 'n' Tina, Safety Cadets, Ann of the Airlines, Adventures of Frank Farrell* and *Katie & Jim's First Year.*

Chicago Stations Supply Radio Lessons As Infantile Paralysis Closes Schools

By HAL TATE

PRACTICALLY all of the radio stations in Chicago are cooperating with newspapers to present regular schoolroom work for 450,000 school children who have missed classes since closing of Chicago schools due to the infantile paralysis epidemic.

Originally suggested by George H. Biggar, of WLS, the plan is as follows: Each day the Chicago newspapers print brief excerpts summarized from text-books used in the schools and covering various subjects taught in elementary schools from grades 3 to 8, inclusive. These lessons are to be studied at home. The next day, on the Chicago stations, selected teachers lecture on the texts.

Each period of time on a station is directed to a particular class such as 8A or 2B or 5A. Enough time has been donated by all Chicago stations to cover the six elementary grades. First and second grades are not included.

High school pupils have been omitted because it is assumed they are mature enough to study on their own initiative. For the broadcasts, WLS has built special studios in the Board of Education building.

Robert L. Kaufman, promotional director of WLS, experimented with a similar plan on a smaller scale in 1930. At that time, the schools were closed in Marquette, Mich., and WBEO, together with the *Daily Mining Journal,* collaborated to present both textual and audible instruction. The experiment was highly successful.

In 1932 when lack of funds forced the board of education to discontinue summer schools in Chicago, NBC presented a *Summer School of the Air* over WMAQ. At that time NBC hired its own teachers and printed its own textbooks.

In Chicago, subjects being taught via radio and the printed word include English, history, geography, mathematics, sciences and health. The lessons will continue until the schools open, the tentative starting date having been set at Oct. 1. When the pupils go back to school they will be given examinations on the material covered in the combined radio and newspaper lessons. Some allowance will be made for children whose homes lack radio sets.

Details of time schedules on stations were still being worked out as BROADCASTING went to press. Station executives and publishers met over the Sept. 11 weekend with Board of Education officials to work out complete details of the schedule. William H. Johnson, superintendent of Cook County schools and Miss Minnie E. Fallon, assistant superintendent in charge of elementary schools, were completing the complete plan with station and newspapermen.

Stations carrying the broadcasts in addition to WLS are WENR, WGN, WBBM, WIND, WJJD, WCFL and WAAF.

Westinghouse

Announces

The Appointment of

FREE & PETERS, INC.

As Exclusive National Representative For

W O W O and W G L

FORT WAYNE, INDIANA

W O W O, Indiana's Most Powerful Broadcasting Station, is a member of the N B C Basic Blue Network.

W G L is its metropolitan affiliate in Fort Wayne and a member of the Supplementary Basic N B C Red or Blue Network.

Ironized Yeast's Spots

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast), started Sept. 5 on 39 stations throughout the country, using a 15-minute transcribed program featuring Whispering Jack Smith and Arnold Johnson's orchestra. Program will be heard twice weekly for 13 weeks. The same series will be used on a 13-week twice-weekly schedule starting Sept. 20 on Canadian stations CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina, and CFCF, Montreal. Ruthrauff & Ryan Inc., New York, is the agency.

Cystex Plans Campaign

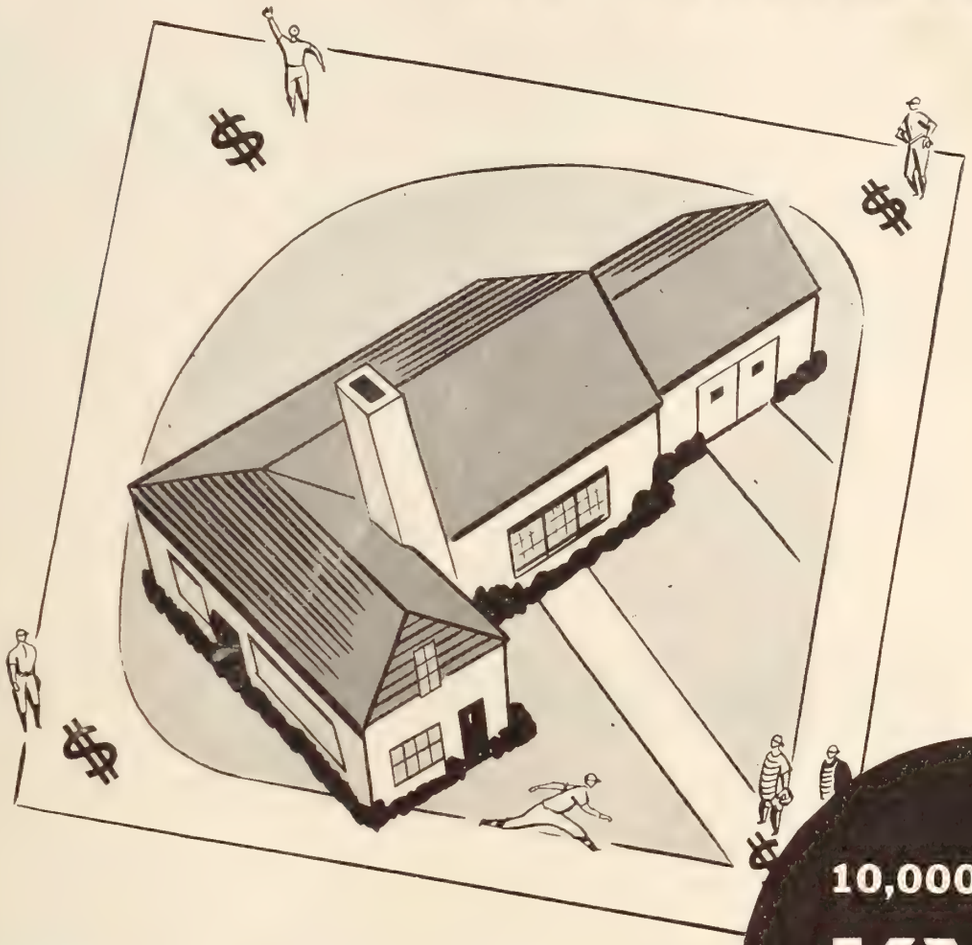
KNOX Co., Kansas City (Cystex), which places its radio through Dillon & Kirk and the Allen C. Smith Adv. Co., both of that city, is planning a fall campaign using 26 quarter-hour transcribed short newspaper stories titled *Extra, Extra!* Series is being cut by Radio Transcription Co. of America, Hollywood. List of stations and details of the campaign have not been announced, but it is understood that it will be national in scope.

White King Campaign

WHITE KING SOAP Co., Los Angeles (granulated soap), is conducting a 13-week fall campaign on 14 western and midwestern stations, having started Aug. 16 using five times weekly a five-minute dramatized travelogue transcription series, cut by Associated Cinema Studios, Hollywood, which features Kay White, commentator. Although campaign has been announced for 13 weeks, it is expected that it will be extended and list of stations enlarged. Stations are WDAF, KANS, KGNC, KLZ, KOIL, KSD, KSO, KTUL, WFAA, KTSM, KTRH, KTSA, KOMA, KRGV. Agency is Barnes Chase Co., Los Angeles, with H. H. Chase account executive.

a HOME Run!

in Philadelphia



KYW—that smash hit on the *home* field of America—PHILADELPHIA, a teeming, metropolitan hub with more *single-family* residences than Detroit, St. Louis, and Cincinnati *combined.* KYW will boost the batting average of *your* sales curve.

A Basic Red Network Station
Completely Programmed by NBC

10,000 WATTS

KYW

PHILADELPHIA

TOPS IN SPOT

New Market Data In CBS Brochure

THE NEW CBS *Listening Areas*, bringing up to date the maps and studies of station coverage issued by that network, will be off the presses about Oct. 15. A notice to CBS stockholders, announcing the latest coverage folio, calls the maps the only ones which measure the distinction between day and evening audience-patterns of each station.

In addition to maps of the coverage areas of each affiliate station, a new series of maps will be included showing where the nation's dealers and distributors listen to individual stations. "Such maps are important," it is stated, "because the typical merchant plays a dual role in radio. He not only makes available radio-advertised products to the people who hear and are influenced by sponsored programs. He is part of the general audience, too, listening to the same influences.

"The new Columbia maps chart his whereabouts both as audience and as dealer. They reveal the completeness of Columbia's service to advertisers. Best of all, they provide a new tool for Columbia clients in working out distribution and advertising problems."

CBS *Listening Areas* will contain more than 400 pages of reference data, including day and night audience maps, day and night dealer maps and reports on the population and market for each station's listening area. Listening data was gathered by canvassing the audience over various periods, and a response was obtained from more than 950,000 listeners.

SPOT AIR NEWS
WAAT and Agency on Job At Newark Airport

WAAT, Newark, has been carrying a sponsored *Skyways Reporter* program from the American Airlines terminal at Newark Airport since early July. During the program the reporter, Bob Becker, interviews passengers departing or arriving at the world's busiest air terminal and also a number of personnel.

Paul La Stayo, manager of WAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes thru. In addition to the "personality" angle, such events as the arrival of cross-country record breaking events and other news-worthy items will be aired.

Broadcasting activities from the American Terminal are controlled by the Wm. N. Scheer Agency, Newark, and handled by Bob Becker, who is announcer for the agency. This agency now has a complete broadcasting staff, including also Robert Walsh, promotion, and Arthur F. Beadle, engineer. Mr. Scheer himself directs the programs and is also a capable announcer.

NEW RATE cards for both WHK and WJAY, Cleveland, have been issued by C. A. McLaughlin, general sales manager, to go into effect when WHK leaves CBS to join NBC-Blue and WJAY joins Mutual Network Sept. 26.



CHILDREN—Of the General Protestant Orphan Home, Cincinnati, made short work of the prize 79 lb. Texas watermelon given them by William S. Hedges (center), general manager of WLW. The melon was one of 100 or more sent via express in big galvanized iron washtubs by Harold Hough, manager of WBAP, Fort Worth, to various friends throughout the industry. They were cultivated on Hough's farm which this year enjoyed a bumper crop of the luscious giants.

Willard to Use 100

WILLARD TABLET Co., Chicago (Willard's Messenger), according to Oscar E. Frider, president of the firm, will start five-minute shows and quarter-hour programs on 90 to 100 stations starting the first of November. Most of the programs will run thrice weekly with a few on a daily schedule. Some stations will start Oct. 15. First United Broadcasters Inc., Chicago, is agency.

Bradley Buys Talc Firm But Continues in Radio

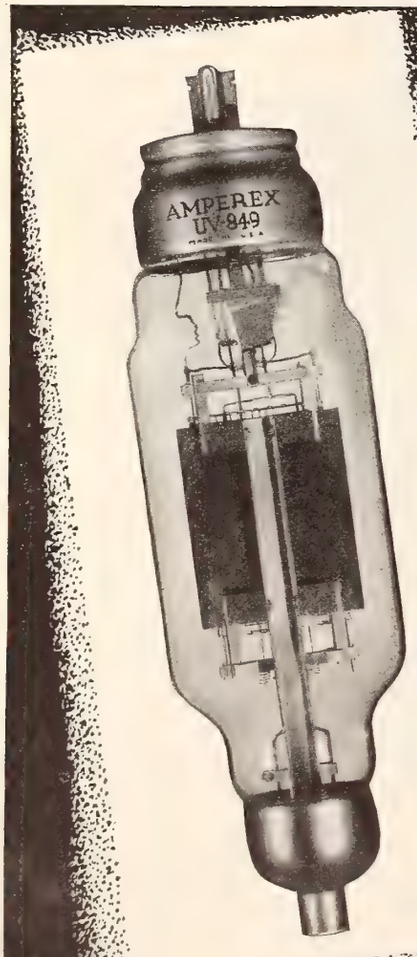
TRUMAN BRADLEY, CBS, Chicago commentator, heard on the Sunday night Ford concert programs and newscaster for Proctor & Gamble over WBBM, Chicago, has purchased the Mme. Huntingford Cosmetic Co., Chicago. Mr. Bradley is president of the firm, and his sister, Elene Bradley, is general manager.

A medium priced cosmetic, Mme. Huntingford, has been on the market for the past 40 years, and it is Bradley's plan to increase distribution on a nationwide scale. Newspapers and magazines will be used first and possibly radio later.

Although head of the cosmetic firm, Mr. Bradley will not forego his radio chores. His sister will be active in the sales end of the business. Miss Bradley, was with the Elmo Co., Philadelphia cosmeticians, and later with Max Factor.

Mr. Bradley was married in Chicago Sept. 8 to Evelyn Jane Esenther of Oak Park, Ill. Officiating at the ceremony was Oren (Buck) Weaver, WBBM radio news editor, who is assistant rector of the Church of the Atonement (Episcopal) in Chicago.

RICHARD LE BON COSMETIC Co., Hollywood, which has used radio locally in a series of short tests during the last five months to advertise its 14 products, on Aug. 29 started for 14 weeks *The People Cast* on KFWB, that city. Thrice weekly quarter-hour program features Nona Croft, commentator, formerly of WEAF, New York, in interviews with motion picture celebrities and in fashion talks. Sponsor, placing direct, plans to extend radio activities nationally in late fall.



After more than 16,000 hours of operating life ● *"your tubes have given us the best performance of any we have ever used."*

writes WSYB
RUTLAND, VERMONT

AMPEREX 849

Built into this 849 is that extra margin of efficiency which is reflected in the unusually long life and superior performance of every Amperex transmitting tube.

The perfect heat radiating graphite anode of the Amperex 849 is mounted in a floating structure, with extra high insulation between elements. This feature, exclusive in Amperex types, increases the RF voltage tolerance and minimizes interelectrode leakage.

AMPEREX ELECTRONIC PRODUCTS INC.
79 WASHINGTON STREET BROOKLYN, NEW YORK



GANGPLANKING THE NOTABLES



The big ship docks. Happy voyagers scamper down the gangplank. Ambassadors . . . golf champs . . . famous scientists . . . cinema stars . . . celebrities galore! They're chatting on the pier, telling about their trip abroad, their future plans. Their stories will "make" tomorrow's papers. But look! . . . There's a microphone . . . a WMCA microphone! New York radio fans are getting a *scoop* interview with these famous personalities. Marvelous thing, radio! *Enterprising station, WMCA!*

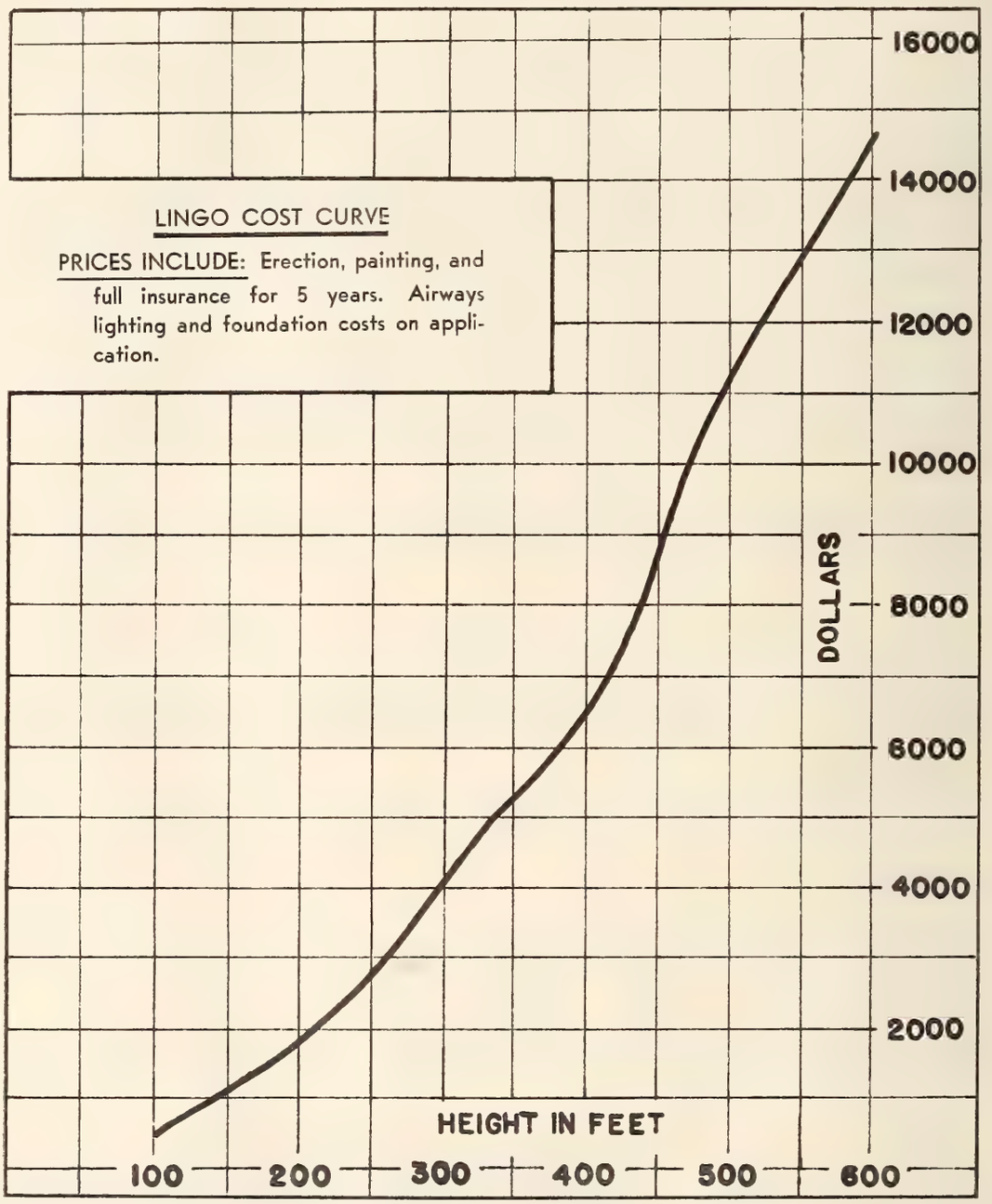
NEW YORK'S OWN STATION

WMCA



NEW STANDARDS FOR

LOWERED COSTS!



5-YEAR INSURANCE!

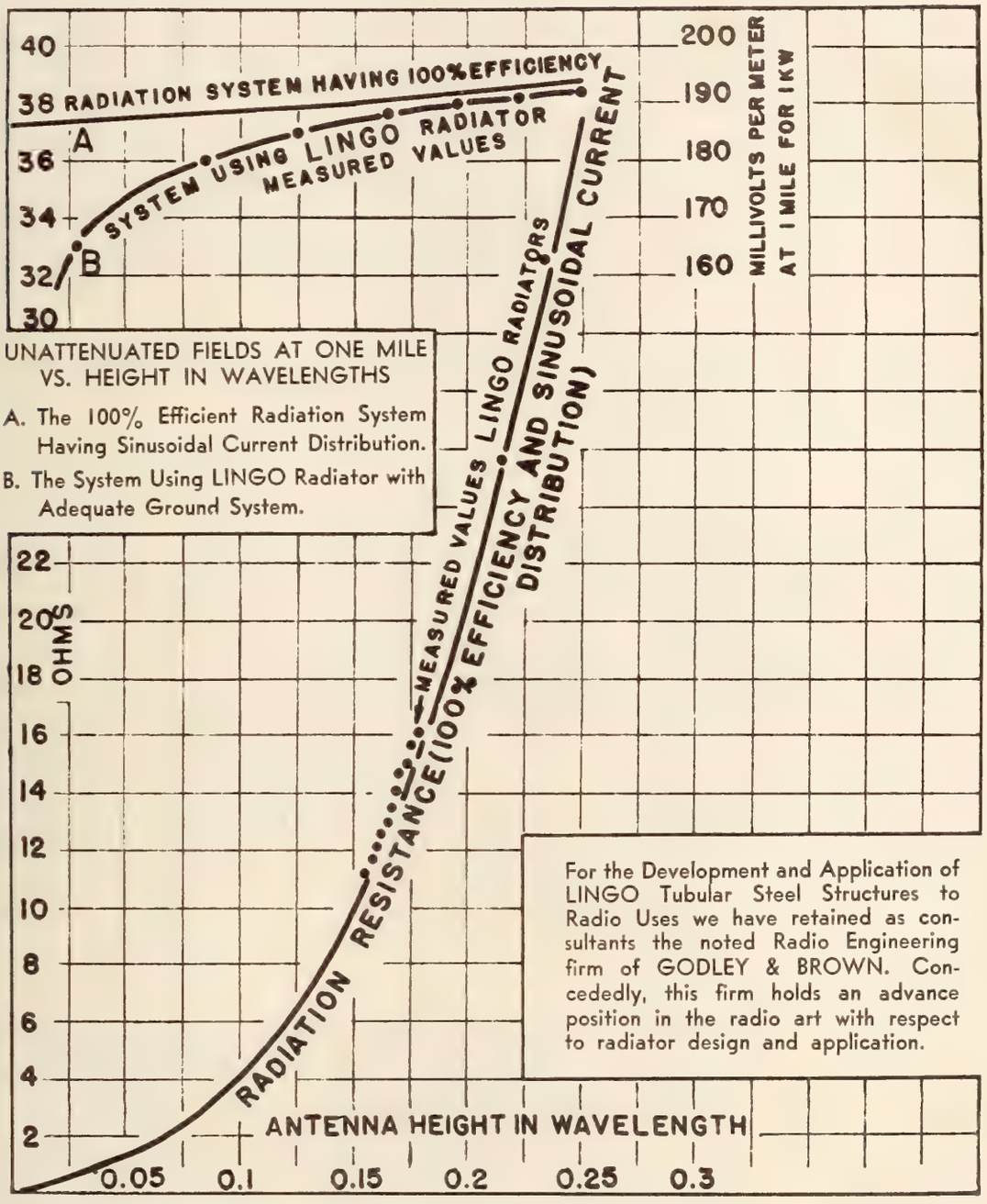
JOHN E. LINGO & SON

MANUFACTURERS AND ERECTORS C

CAMDEN

VERTICAL RADIATORS

OPTIMUM PERFORMANCE!



For the Development and Application of LINGO Tubular Steel Structures to Radio Uses we have retained as consultants the noted Radio Engineering firm of GODLEY & BROWN. Concededly, this firm holds an advance position in the radio art with respect to radiator design and application.



INDIVIDUAL ENGINEERING!

INC., ESTABLISHED 1897

TUBULAR STEEL VERTICAL RADIATORS

NEW JERSEY

KFRO, WKOK DEALS APPROVED BY FCC

TRANSFERS of the ownership of two local stations—KFRO, Longview, Tex., and WKOK, Sunbury, Pa.—were approved by the FCC Division Sept. 7. At the same time the proposed sale of WNAX, Yankton, S. D., to Gardner Cowles Jr. and Luther Hill, of the Iowa Broadcasting System, was ordered set for hearing, date of which has not yet been fixed. The sale price of WNAX is understood to be $175,000.

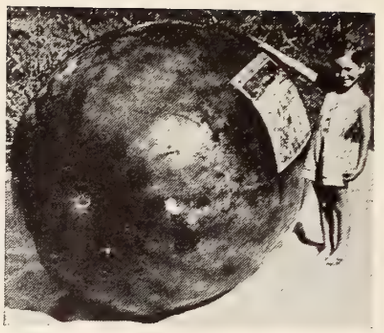
The KFRO deal represented a transfer of 50% stockholdings from Rogers Lacy to James R. Curtis, thus giving the latter 100% ownership. Mr. Curtis has quit the practice of law to manage the station.

The WKOK deal represented transfer of control from the *Sunbury Item* to individual stockholders. The newspaper formerly owned 73% of the stock, which is now held personally by Harry A. Haddon and B. A. Beck, the publishers, and George W. Beck.

Cudahy Packing Adds

CUDAHY PACKING Co., Chicago, for Old Dutch Cleanser, on Sept. 27 will add 8 CBS stations to the present schedule for *Bachelor's Children*. The program, heard Mondays through Fridays at 9:45-10 a. m. EDST, has been on 10 stations for the last year and marks its first anniversary on CBS on the same date. The agency is Roche, Williams & Cunningham Inc., Chicago. The new stations are WOKO, Albany; WCHS, Charleston; KRNT, Des Moines; KMBC, Kansas City; KFAB, Lincoln; WHAS, Louisville; WCCO, Minneapolis.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), will sponsor *The Shadow* starting Sept. 26, on a Mutual network of 11 stations. The mystery play will be broadcast at 4-4:30 p. m. (EDST) with repeat at 5:30. The agency is Ruthrauff & Ryan Inc., New York.



WHAT AGAIN?—Yep, it's still another of Harold (WBAP) Hough's Texas melons (See Page 26). It may be an optical illusion or just plain fake photography. Anyway, left to right, we have one Texas melon and Herb Hollister 3d, four-year-old son of the manager of KANS, Wichita, and one of the industry's crack candid *cameriacs*. Herb 3d displaces 40 lbs. The melon —well you guess!

Good Crops Bring Cooperative Spots

Producers Turn to Broadcasts To Move Surplus Supplies

BUMPER and surplus crops in a number of regions have led to extensive use of radio to move products to consumers. Among products involved are California pears, Maine potatoes, Ohio applies, Missouri apples and Pacific eggs.

State of Maine Development Commission (potatoes) will start Sept. 21 on *Marjorie Mills*, women's program originating in Boston, on 15 stations, of which 7 are Yankee Network and 8 Mutual. The broadcast will be Tuesdays and Thursdays at 1:15-1:30 p. m. (EDST), on the Mutual stations and 1:45-2 p. m. on the Yankee stations. The contract is for 26 weeks, placed through Brooke, Smith, French & Dorrance Inc., New York. Stations are WNAC, Boston; WEAN, Providence; WICC, Bridgeport; WTIC, Hartford; WTAG, Worcester; WCSH, Portland, Me.; WLBZ, Bangor; WBAL, Baltimore; WGN, Chicago; WOR, Newark; WOL, Washington; WCAE, Pittsburgh; WABY, Albany; WKBW, Buffalo; WFIL, Philadelphia.

Apple Campaigns

Missouri apple growers are considering a national promotional drive involving expenditure of perhaps $10,000. The money would be raised by a cent-a-bushel assessment and would be spent for the most part in Missouri.

Ohio Apple Institute plans to use spots on a number of Ohio stations, through Nesbitt Service Co., Cleveland, to move its better than usual crop. The list has not been made public. The institute comprises some 500 growers.

Pacific Egg Producers Cooperative, New York, at a recent meeting with the National Association of Food Chains, Washington, discussed plans to remove surplus eggs through a consumer advertising drive. Chain stores agreed to cooperate with the cooperative.

Bartlett Pear Advisory Board, through J. Walter Thompson Co., San Francisco, some time ago placed a series of spot announcements in all parts of the country.

Lettuce Growers, Too

WITH a fall advertising appropriation of about $65,000 to be concentrated in seven major markets, the National Advertising Committee of the Western Growers Protective Association is using radio along with newspapers and dealer service to introduce the new brand name "Crisp Eatin'" iceberg head lettuce. The campaign will be launched during the latter part of September. Spots will be used in New York, Pittsburgh, Cleveland, Cincinnati, Chicago, Des Moines and Detroit. The agency is J. Walter Thompson Co.

BURRUS MILL & ELEVATOR Co., Fort Worth, has assumed sponsorship of *Lightcrust Doughboys* over the Texas Quality Network, with Parker O. Willson as m.c., placed through J. Walter Thompson Co.

A. J. KRANK Inc., St. Paul, has agreed with the Federal Trade Commission to cease allegedly false claims made for Balm Argenta.

OPERATING THE LATEST HIGH FIDELITY 5000 WATT TRANSMITTER

KSD

in St. Louis

Present commitments indicate that all available time will be sold

Population Coverage

KSD Day Time 4,033,982

KSD Night Time 2,481,390

Based on population of counties receiving one-half millivolt service or better.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

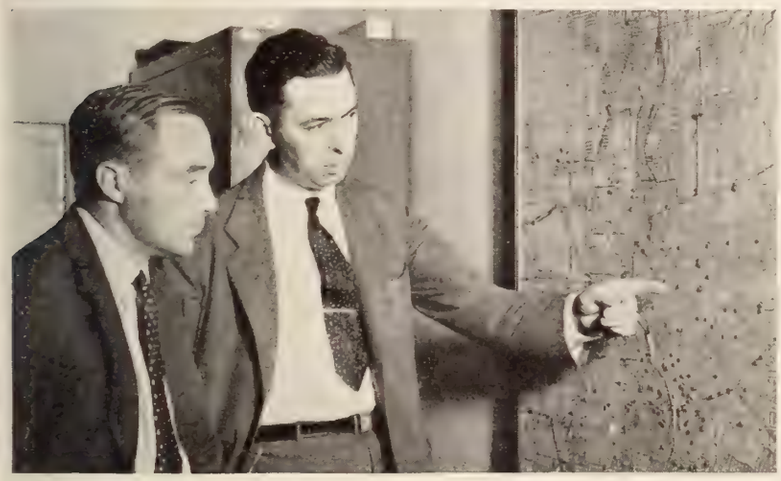
PREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

One For All And — —



NO DICTIONARY NEEDED to answer that one! Robert Johnson, Mgr., Reliable Furniture Co., Rochester, promptly answers Charlotte Edwards' question: "What's helping boost sales at the Reliable?" The answer?—Reliable's boys' and girls' question-and-answer program over WHEC! Charlotte has been rattling off questions so effectively for six months that a third renewal has been contracted.



INTO THE TANK BY THE "AIR ROUTE" go thousands of gallons of Texaco in the Rochester area! H. H. Wende (left) and A. J. Hocking of Goodyear-Wende, Texaco distributor, inspect approvingly a map showing Texaco's local dealer distribution. No small share of the credit for Texaco's enviable standing in Rochester is owing to the consistently steady use of WHEC time for more than four years.



"ALL RIGHT!—ALL RIGHT!" says Major Bowes' familiar voice, and Charles W. Fields, distributor for Chrysler and Plymouth in the Rochester area, re-echoes the sentiment as he tunes in on the famous "Amateur Hour" over WHEC every Thursday. Making a good thing still better, C. W. Fields, Inc., has for many months tied in with a period of its own immediately following the Chrysler program.



SHAKESPEARE AS YOU LIKE IT!—WHEC and CBS bring Rochesterians outstanding Shakespearean drama every Monday evening. A room at Rochester's Central Library especially set aside for listeners to this program resulted in tremendously increased demand for Shakespearean literature. John Lowe, chief librarian, and Miss Taylor of the Literary Division, show WHEC's Gunnar Wiig some of the library's special tie-in displays.



"UNSEEN FRIEND" BRINGS VISIBLE RESULTS! A seven-program-per-week client of WHEC is the Personal Finance Company, whose morning "Musical Clock" program and evening "Your Unseen Friend" have both been going strong for more than two years. W. C. Steffen, Mgr. of the Personal Finance Company, shows keen interest as Lemoine Wheeler, WHEC Commercial Mgr., explains to him the Station's new wider coverage.

Rochester Prefers—

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

Judge Ashby Completes Study of Foreign Radio

A. L. ASHBY, vice-president and general counsel of NBC, returned to his office Sept. 6 after an extended trip to Europe. He studied broadcasting system methods and law in England, France, Germany, Italy, Holland, Belgium, Hungary and Austria, and conferred with broadcasting officials in those countries. He also conferred with officials of the International Broadcasting Union, central organization of European broadcasters headquartered at Berne, Switzerland.

General counsel of NBC since its creation in 1926, Judge Ashby has been intimately associated with all legal problems affecting radio. Copyright law and problems have fallen within the scope of his activity and during his European studies, it is understood, he made a complete investigation of copyright problems abroad.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co., on Sept. 22 starts to inaugurate a ten-weeks lecture course in "Radio Advertising" at the University of California Extension Division.

EDUCATION IN MODERNE MODE

Benton to Adapt Methods of Successful Commercial Programs to Broadcasts of Chicago U

MODERN methods of popularizing science through radio may be brought into American education by a university which already has upset the applecart of traditional teaching with a plan favoring progressive students.

This was indicated by William B. Benton, vice-president of the University of Chicago and retired at the age of 37 as president of Benton & Bowles Inc., national advertising agency, on his arrival in Los Angeles Aug. 26 on the SS. *Malolo* from the Orient.

Mr. Benton, one of America's most brilliant advertising executives, disclosed that he will take over the active supervision of all University of Chicago educational radio programs, including the famous NBC-University of Chicago *Sunday Round Table*. Sponsored jointly by the University and NBC for five years, the program, he said, is one of the most popular educational features on the air. He inferred that program methods used with success by big commercial network programs would be employed to popularize educational broadcasts from the Chicago institution in a pioneering effort that may spread to other universities.

The former agency head was summoned to the University of Chicago by his 38 year old former classmate at Yale, Dr. Robert Maynard Hutchins, who as president of U of C has been responsible for the famous Chicago plan of promoting students as rapidly as their aptitude in studies permits. Benton will take over his educational duties Oct. 1.

GENE LA VALLE, director of dramatics of WHY-WJAY, Cleveland, will conduct a weekly course in radio dramatics during the fall semester of Western Reserve University, the classes meeting in the station studios.



We're Holding the Bag..

And Proud of It!

When you select WBAL to reach the Baltimore and Maryland market, results are "in the bag". It takes power to reach this large audience; WBAL has ten times greater power than any other station in the State.

Our bag is bulging with contracts from sponsors who KNOW the value of using the topnotch station in a topnotch area—*Inquire about rates and available time for your sales message.*

"Serving the Public Interest"

WBAL

BALTIMORE, MARYLAND

10,000 WATTS

The only clear channel station in Maryland

National Representatives — HEARST RADIO

New York Chicago San Francisco Los Angeles Dallas

Driscoll Manages KRKD; Sale Is Rejected by FCC



Mr. Driscoll

JOHN AUSTIN DRISCOLL, well-known Southern California radio sales and advertising agency executive, has been made general manager of KRKD, Los Angeles, the appointment being announced by Frank P. Doherty, president of Radio Broadcasters Inc., operators of the station. Driscoll has been in radio for more than 10 years in various capacities. He is widely known in Southern California for his sports announcing. For the past 2½ years he has headed the John Austin Driscoll Adv. Agency in that city, which he will continue to operate along with his station duties. Hazel Ryan, who has been acting manager of KRKD, returns to her former post of assistant manager and also office manager. Howard R. Bell, program director of the station, has been named studio manager in charge of production.

The FCC on Sept. 7 dismissed with prejudice the application of Mr. Doherty to transfer control of KRKD to J. F. Burke Sr. and Loyal K. King, thus causing the proposed sale deal to be dropped.

Radio School in Dallas

THE FIRST school of its kind in the Southwest to teach the technique of radio broadcasting from the standpoint of the artist, the Southwestern School of Radio Broadcasting on Oct. 1 will open with fall classes in the Melba Building, Dallas. Each session will be two months in length, the course of study to include microphone technique, script writing, production & direction, and diction. Studies will be taught by radio experts actively engaged in actual broadcasting work over Dallas radio stations, Forrest W. Clough, business manager, has announced. Students will be auditioned before admitted to school. Gordon Butler Radio Productions, Dallas, transcription producers, is the parent organization of the school. It recently enlarged its studios and plans are under way for building a 20 x 20 foot studio adjacent to the newly equipped control room.

Dr. Angell's Plans

ENTERING upon his duties as educational counselor of NBC on Sept. 9, Dr. James Rowland Angell, who recently retired as president of Yale University, announced that he was planning a month of "apprenticeship" in his headquarters in Radio City before sailing for Europe to study radio education in England and the Scandinavian countries. He will return early in January, and indicated that his first interest will be the extension of adult or popular education through the broadcasting medium.

DR. LEVERING TYSON, until recently director of the National Advisory Council on Radio in Education, assumes his post as president of Muhlenberg College, Allentown, Pa., on Oct. 2, and the inaugural ceremonies will be broadcast over NBC-Blue.



Looking at it from every angle

• • St. Louis is an important market. It merits, on the part of any advertiser, careful, analytical judgment of the selling forces to be employed.

• • If radio is to be used (and most aggressive merchandisers do use it because, through no other St. Louis advertising medium will you find so powerful a surge of selling force) there is one station in St. Louis which is the overwhelming choice of everyone interested in the ultimate sale and consumption of advertised merchandise—the dominant choice of not only the great consuming public of metropolitan St. Louis and surrounding territory, but the dominant choice of RETAIL DEALERS, BRANCH MANAGERS, LOCAL SALES ORGANIZATIONS, JOBBERS AND WHOLESALERS • •

• • THAT STATION IS KMOX—
"The Voice of St. Louis"

KMOX ST. LOUIS—50,000 WATTS. Owned and operated by the Columbia Broadcasting System.
Represented by RADIO SALES: New York, Chicago, Detroit, Los Angeles, San Francisco

Networks' Daytime Sales Up Sharply for Summer

EXPENDITURES of radio advertisers for weekday daytime hours have been released by NBC and CBS showing that for July and August, NBC's Red and Blue network billings were $1,443,469, or 39.3% over 1936. For the same period, CBS grossed $1,190,142, against $332,910 in 1936, an increase of 257.5%. NBC's weekday daytime hours in August brought in $714,589, up 40.6% over August, 1936. The CBS figure for August, 1937, is $566,827, up 308.1% over last year's August total of $138,-904.

A NEW NBC tour record was set during the Labor Day weekend when 8,296 persons made the tour through the New York studios in Radio City Sunday, Sept. 5, and a week-end total of 17,476.

STRICKLAND GILLILAN, noted humorist and author of the famous *Off Agin, On Agin, Gone Agin, Finnegan,* on Sept. 10 started an 8-8:15 p. m. sustaining series on Mutual Network, keyed from WOL, Washington.

August Time Sales of Major Networks Far Above Figure Recorded Last Year

AUGUST time sales on CBS totaled $1,955,280, an increase of 58.6% over August, 1936, when the figure was $1,232,588. For the first eight months of 1937, billings were $18,746,957, a 36.7% increase over the same period last year, when the total was $13,711,138.

NBC grossed $2,784,977 for August, 1937, against $2,422,431 for August, 1936, an increase of 15%. This is the first time since 1933 that August has been better than July. The July total for the combined NBC Red and Blue networks was $2,707,450. The eight-month figures for both nets for 1937 is $25,440,534, against the 1936 total of $20,913,506, up 21.6%.

The Red network, for August, 1937, grossed $2,094,306, an increase of 34.8% over last August's figure of $1,553,540. For the first eight months of 1937, the Red network sold time to the extent of $18,067,737 against $13,407,414 for the same period in 1936, a gain of 34.8%. For the Blue network, August, 1937, totals are $690,671, against $868,891 for Aug., 1936, a loss of 20.5%. During the eight-months period, the Blue sold $7,-372,797 worth of business in 1937 and $7,506,092 in 1936, down 1.8%.

Mutual Broadcasting System's total for August, 1937. was $79,-555.67, against $116,223.28 last year, a loss of 31.5%. For the eight-month period, the total this year was $1,179,937.05, an increase of 5.3% over last year's figure of $1,120,142.34.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug	690,671	—20.5	868,891
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
Aug.	1,955,280	58.6	1,232,588
MBS			
Jan.	$ 187,362	12.7	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223



—there are over half again as many buyers in this Central Illinois area, one-fortieth as large as Arizona. The heart of Illinois, blanketed by WMBD, is a "cream" market. Per capita spendable income is estimated at $491.00 annually. Translate that into sales potential! If you are interested in a real market, look at the facts about this rich Central Illinois area. Remember, WMBD gives you complete coverage at lowest cost.

FREE, JOHNS & FIELD, INC., National Representatives.

MEMBER CBS NETWORK

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

WEW WILL ACCEPT RADIO ADVERTISING

REV. WALLACE A. BURK, S.J., formerly with Loyola University at New Orleans, operator of WWL, announced Sept. 9 that St. Louis University, St. Louis, will shortly begin operating its broadcasting station, WEW, on a commercial basis, establishing new studios in the downtown district and modernizing its equipment throughout. Father Burk will direct the station for the university. His commercial manager will be Albert S. Foster, also formerly with WWL.

St. Louis University, like Loyola University, is a Jesuit school. It is believed that the success of Loyola's WWL in commercial operation impelled the decision to change its policy. WEW operates daytime with 1,000 watts on 760 kc.

Cooperative Druggists

NEW YORK STATE Pharmaceutical Assn., New York, is preparing a half-hour musical program to foster good will between pharmacists and the public. The program, *Pharmacists' Good Will Radio Hour,* will start about Nov. 1, probably on three stations in New York State. The Brooklyn Free Musical Society will supply the music, led by Dimitry Dobkin, founder and general director of the Society. Dr. Bernard D. N. Grebanier of Brooklyn College will act as annotator, and one guest speaker will appear each week. "Fair trade" manufacturers in the drug and cosmetic fields will be invited to sponsor the broadcasts. The agency is J. P. Muller & Co., New York.

Almonte Chosen to Assist Lohr as NBC Official Host



Mr. Almonte

APPOINTMENT of Juan de Jara Almonte, night general manager of NBC, as an assistant to President Lenox R. Lohr, has been announced by NBC. In his new capacity, Mr. Almonte will serve as a "goodwill ambassador" for the network and will handle arrangements for the reception of distinguished guests. He is an accomplished linguist and has been NBC's official host since 1927.

Creation of the new post was decided upon because of the change in NBC requirements. In his capacity as night general manager, Mr. Almonte had full charge of the network's headquarters. These duties, however, have been detached to the various departments, such as programs and sales, which now have their own executives on duty during evening hours.

Ray Succeeds Williamson

WITH the resignation of Albert R. Williamson as head of the NBC-Chicago publicity department, William Ray, news editor, was appointed Sept. 13 to become his successor. Mr. Williamson, for nine years the NBC central division press chief, becomes assistant to Publisher Davis Merwin of the *Minneapolis Star,* which is owned by the *Des Moines Register & Tribune* interests, operating three stations in Iowa. He was associated with Mr. Merwin on the *Bloomington* (Ill.) *Pantagraph* prior to joining NBC. Mr. Ray has been with NBC for four years and its news editor in Chicago for the last year. Before joining the network he was a member of the publicity staff of the Century of Progress, and a reporter on the old *Chicago Evening Post* and the *Louisville Courier-Journal.*

NBC on 24 Hours

EDGAR J. HIGGINS Jr., formerly of the *New York American,* has joined NBC, New York, as early news editor, to take charge of the new shift between 3 a. m. and 7 a. m., which went into effect for the news and special events department on Sept. 1. The early shift, which puts NBC on a 24-hour schedule, is largely intended to keep a careful watch on developments in the Orient for early morning news programs.

Oneida Using Discs

ONEIDA, Ltd., Oneida, N. Y. (Tudor Plate) will start Sept. 23 *Silver Serenade,* 15-minute transcribed program, on 33 stations. Peggy Tudor, master of ceremonies, will interview prominent women on a central theme of hospitality and the home. The agency is BBDO, New York. Stations are WGN WOR KGO KNX KWK WBZ WCCO WJR WLW KOIN WCAU KDKA WHK KMBC WFAA KOL KSL KOA WOW WGR WFBR WGST WOAI WJAX WWL KHQ WKY WSM WGY WHO KFH WJXV KPRC WBZA.

PRESIDENT ROOSEVELT will head the list of Constitution Day speakers to broadcast over major networks Friday, Sept. 17.

Engaged—



EVERY week in the year, six days a week, a tremendous two-unit audience throughout Milwaukee and Wisconsin tunes in on WTMJ's ace programs for participating sponsorship—"Ask Nancy Grey," and "Heinie and His Grenadiers."

One audience is a morning group, composed of people with expensive tastes and tasty bank accounts—the Nancy Grey fan following. And boy-ohboy! How merchandise sales out when these women sail into the stores endorsed by our Nancy!

The other unit of this daily audience—the O'Grady's and the Colonel's Ladies of this rich shopping area—cup their ears, noon and evening, to listen to the music and friendly humor of Heinie and His Grenadiers!

These loyal listeners, either group, are loaded with enough buying power to pull any sales manager out of a hole. Solvent and spending, their choice of price tags range from the lowest to the highest. They buy *everything*—as participants in these two programs have gleefully discovered!

. . . but They're Open to Other Offers!

Best of all, this action audience is ready to rally to whatever product pennant Nancy or Heinie may wave. Thus, it presents advertisers with an established, proved, gold-mine market—one that responds warmly without costly build-up or ballyhoo.

Why not team *your* product with Wisconsin's mightiest missionaries of merchandise—*Nancy and Heinie*—and cash in on this selling set-up? We have a couple of sweet quarter and half-hour schedule gaps that these two ether experts will be glad to fill in your behalf—at rates that won't knock the daylights out of any advertising budget, however modest.

Your inquiries are invited!

THE *Greater* MILWAUKEE JOURNAL STATION

ED. PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

KaDell Named President Of Los Angeles AFRA; Board To Be Expanded

CARLTON KaDELL, Hollywood network announcer, has been elected president of Los Angeles Chapter, American Federation of Radio Artists, succeeding Norman Field, actor, who resigned to take over the duties of executive secretary. Field continues as AFRA second vice-president.

Other Los Angeles Chapter officers are Thomas Freebairn-Smith, first vice-president; William Lawrence, second vice-president; Ynez Seabury, third vice-president; George Fifield, recording secretary and J. Donald Wilson, treasurer. Board of directors of Los Angeles Chapter is to be increased from its present strength of 21 members to 33, with the likelihood that four of the additions will be drawn from the ranks of singers and eight from the members of Screen Actors Guild in radio.

Radio talent in San Francisco and Oakland is being organized following a visit by Field. Phillip Sterns of San Francisco and Harold Henderson, Oakland, head the membership drive in that vicinity. John B. Hughes, Don Lee network commentator, stationed at KFRC, San Francisco, is being groomed for presidency of the San Francisco-Oakland Chapter, with Van Conners as executive secretary. Group, with expected membership of 300 persons, will be under jurisdiction of Los Angeles Chapter until organization is completed. Sacramento, Stockton, Bakersfield and Fresno radio talent is also being organized by the AFRA, under supervision of Field.

SCOUTS ON THE AIR
KJR Program Sponsored by
Department Store

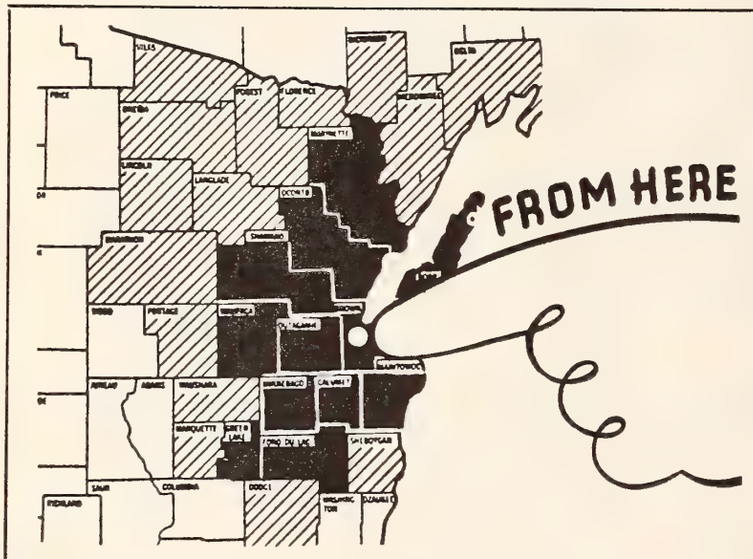
BOY SCOUTS portrayed the year's coming events in the first of a new series of Scout programs over KJR, Seattle, sponsored by the Bon Marche department store, one of the Pacific Coast's major radio advertisers.

Continuing the Boy Scout program conceived and produced last year by Peter Lyman, of the KOMO-KJR continuity staff, the new series will be on the air each week until next summer. Lyman's idea of presenting the Bon Marche award to the troop which performs the most outstanding civic service during the week in the line of duty will be continued.

Among the first shows of the new series, will be the radio appearance of Scouts who attended the National Jamboree and an actual troop rally in the studio. Most of the parts of the program which include a serial drama of scouting, interviews with personalities who are in scouting or related activities and the Scout news are taken by professional players, but the Scouts themselves all take some roles on each program.

Food Firm to Place

GROCERY STORE PRODUCTS Co., New York, is planning a fall spot campaign for its macaroni, food flavoring and canned mushrooms with test markets in Hartford, Providence, Rochester and Columbus. Final plans have not been made. McCann-Erickson Inc., New York, is agency.



OVER ½ MILLION PEOPLE DAILY TURN TO WTAQ FOR NEWS AND ENTERTAINMENT

It's a daily habit among residents in our primary area, not reached by other large stations. And, these people have the buying habit too, for they have an income, exceeded only by Milwaukee, to spend.

Write or wire for details now.

FULL TIME CBS STATION

WTAQ
GREEN BAY - WISCONSIN

James A. Wagner, *Man.-Director*
Small & Brewer, National Representatives
250 Park Ave., New York City
307 No. Michigan Ave., Chicago



WHOPPER—It took Bob Edge, WOR-Mutual fish and game commentator, an hour and 30 minutes to land this 711-pound tuna off Liverpool, Nova Scotia, Aug. 21. Edge's spokesmen assert it is the largest fish caught by anyone in radio to date. Edge's fishing broadcasts, including his MBS reports of the International Tuna Angling Matches at Wedgeworth, Nova Scotia, Sept. 11, have been attracting widespread interest throughout the East this season and he is expected to have a sponsor next season.

Chesterfield's Shows

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), has renewed its Wednesday night show, effective Sept. 29, and will start a new semi-weekly series of football forecasts and summaries, Thursdays and Saturdays on CBS. The Wednesday show, 9-9:30 p. m., EST, on 96 CBS stations, will feature Andre Kostelantez's orchestra, Deems Taylor as commentator and master of ceremonies, Paul Douglas, announcer, and guest stars. Guest on the first program will be John Charles Thomas. Eddie Dooley will be the sports commentator on the Thursday and Saturday broadcasts, assisted by Paul Douglas. He will be heard, starting Sept. 16, from 6:30 to 6:45 p. m., EDST (rebroadcast from 8:30 to 8:45 p. m., EDST). Agency is Newell-Emmett Co., New York.

McCann Food Hour

ALFRED W. McCANN Jr. has resumed *Pure Food Hour* on WOR, Sept. 13, and is being heard Mondays through Thursdays at 10-11 a. m. (EDST). This is the 11th successive year of broadcasting for the series, which as a participation program is unique in that Mr. McCann buys the time himself and sells it to sponsors, usually mentioning 15 to 20 products, all of which have been tested in the McCann Laboratories before acceptance.

WJBK Drops Its Case Against Western Union

WITHOUT assigning its reason, WJBK, Detroit, this month sought and obtained dismissal of its complaint against Western Union alleging discrimination in connection with transmission of play-by-play accounts of the Detroit American League baseball clubs' out-of-town games. The FCC Telegraph Division on Sept. 7 announced it had entered an order dismissing the complaint without prejudice to the issues involved in the case.

The Detroit station last July filed with the FCC the formal complaint asking that the telegraph company as a common carrier be required to supply it with the service. The station first sought to procure Federal court action against Western Union but a mandamus was denied in May. The station, in spite of the refusal of Western Union to furnish its service, has been broadcasting out-of-town games of the Detroit club by picking up the reports in an undisclosed manner. The broadcasts are being sponsored jointly by the local Good Housekeeping Shop and Coca Cola Bottling Works.

Bakery Placements

QUALITY BAKERS of America, New York, cooperative bakery organization, on Sept. 20, starts for 26 weeks, using a thrice-weekly quarter-hour transcribed children's detective adventure program, *Speed Gibson*, on 55 stations nationally. This is the first radio of the organization as a unit, and an elaborate club merchandising program has been worked out in conjunction with the series. Written by Virginia Marie Cook, and directed by Don Wilson, the series is being cut by Radio Recorders Inc., Hollywood, and placed direct with cooperation of National Radio Adv. Agency Inc., that city, producers of the program. Although produced especially for Quality Bakers of America, the series is open for independent sponsorship in other cities.

Frosted Foods Spots

FROSTED FOODS Co. Inc., New York, subsidiary of General Foods Corp., is participating in programs in New York, Boston, and Chicago, for Birds Eye Frosted Foods, as part of the largest advertising program in the company's history. Programs being used are *Martha Deane*, WOR, New York, Monday through Friday, 3-3:45 p. m., starting Sept. 7; *Marjorie Mills*, WEEI, Boston, Monday, Wednesday and Friday, 9-9:30 a. m., starting Monday, Sept. 13; and *Feature Foods*, with Martha Crane and *Helen Joyce*, WGN, Chicago, Monday, Wednesday and Friday, at 9:30-10 a. m., starting Sept. 13. The entire campaign will run for 13 weeks, placed by Young & Rubicam Inc., New York.

Sears Tests Discs

SEARS, ROEBUCK & Co., Chicago (mail order department), will start a quarter-hour transcribed series tentatively called *Grandma Travels* in Minneapolis, Fargo and Duluth in October. New show will be tested for 13 weeks and will plug the mail order company's catalog. Series was transcribed by RCA Mfg. Co. Inc., Chicago. Blackett-Sample-Hummert Inc., Chicago, is agency.

Amos Jenkins Rides The Subway or . . .

HOW EASY WHEEZY CRASHES THRU



IOWA NETWORK

KRNT — CBS Basic, Des Moines
WMT — NBC Blue-MBS, Cedar Rapids-Waterloo
KSO — NBC Blue-MBS, Des Moines

WMT Linked With Either KRNT or KSO ■ Radio Stations of the Des Moines Register and Tribune

How Libel and Slander Affect Radio

Broadcasters Liability Confused as Result Of Law Conflict

(*Continued from page 13*)

air the damage is done and it is then too late to remedy it. The speaker may suddenly "ad lib" and before a few seconds have passed most grievously injure the reputation of another. The speaker should be liable, and he is liable, but the broadcaster should not be liable in such instances because he is powerless to prevent the dissemination of the statement. He has no reasonable means to protect himself. He can employ no one to insure himself against being mulcted in damages. He may have exercised the utmost care in approving of the artist and may have done everything possible to obtain proper material, yet he remains liable in damages under existing court rules. There have been instances where a broadcaster, fearing that a speaker too lightly regarded an admonition against making a certain deference, cautioned the engineer at the controls to be alert to fade the speech if necessary. Yet, by a clever interpolation, the reference was woven into the speech without the broadcaster being able to prevent it.

Political Speeches

The second and more pronounced injustice occurs with respect to political broadcasts. Those are programs broadcast on behalf of a qualified candidate for public office. The speaker exercises full right of free speech and the broadcaster must not censor his speech. The act which fixes the rights and duties of the broadcaster provides that: "** such licensee shall have no power of censorship over the material broadcast under the provisions of this section." (Sec. 315, Communications Act of 1934, Title 47, Ch. 5, U.S.C.A.)

While there may be a difference of opinion among lawyers as to the exact limitation of this inhibition, most broadcasters place no limitation on what the speaker will say. As a consequence, whether or not a manuscript is submitted in advance is not material. In practice some stations require the manuscript in advance and others merely require it to be filed after the speech is rendered. In many instances the speech is rendered extemporaneously while in others the manuscript is practically worthless because of the numerous interpolated remarks of the speaker.

Public Officials

Another situation which needlessly prejudices the rights of a broadcaster occurs with respect to broadcasts made by public officers. The President and governors of states and members of Congress and all state legislatures, including prominent people in private life often broadcast to the public their views on public questions. The censorship provision referred to above does not apply in such instances. Theoretically the broadcaster is amply protected by his right to require a manuscript in advance of broadcast and to censor the speech. Actually no censorship is, or reasonably can be, exercised by the broadcaster. Few broadcasters would have the temerity to attempt to censor President Roosevelt's fireside talks or public addresses of senators or governors. The calibre of the speaker and the nature of his office or station in life are deemed sufficient security for the broadcaster. Notwithstanding this fact, a few instances have occurred, and many may occur, in which a prominent person or public officer of high rank viciously attacked another and subjected the broadcasting station to liability for damages for defamation.

Outside Pickups

Another situation exists in which the broadcaster is unfairly placed in jeopardy. It arises from outside pickups in connection with which the broadcaster usually has no control of the place or the speaker. The place may be the banquet ball, the round table, the athletic field or the public square. The speaker usually has no business relation to the broadcaster and he may, or may not, have reduced his speech or statement to writing. If in writing, it may not be available in advance to the broadcaster. For his utterances, however, the broadcaster may be plunged in damages, as may he be for a chance remark of a bystander who breaks into the broadcast. The broadcaster has no adequate means to protect himself in such circumstances.

Radio Cases

Considering the amount of risk involved and the many opportunities for missteps in the operation of more than 600 broadcasting stations over the course of a number of years, it seems remarkable that there are so few reported court cases of radio defamation. Perhaps the tendency to file such suits in the heat of passion and permit their dismissals in cooler moments accounts for this. At all events, only a few cases are reported in the books and none of those arose in the more populous states. Because of this dearth of precedent we may not be sure that the rule of these few cases will find universal application but the doctrines they announce seem persuasive pending the handing down of cases contra to them.

The first radio defamation case was decided in the State of Nebraska in 1932. It involved a political broadcast by a candidate for Railway Commissioner who was speaking on behalf of a candidate for the Republican nomination for the office of United States Senator in the primary election of 1930. In the course of his speech Wood libelled the plaintiff Sorenson, a candidate for the office of State Attorney General. The case is reported as *Sorenson* v. *Wood and KFAB Broadcasting Company* (1932), 123 Neb. 348, 243 N.W. 82. The plaintiff charged that the defamatory statements concerning him had been read by the defendant Wood and circulated to a large radio audience by means of machinery and equipment supplied by the defendant broadcasting company. The broadcasting company asserted that it did not have a copy of the speech in advance, that it did not know that the speech was to be defamatory, and that it did not have any power to censor the speech under the Federal law.

At the conclusion of the trial of the issues, the jury found in favor of the plaintiff as against the individual defendant Wood, and assessed the damages at $1.00, but exonerated the defendant broadcasting company. From the judgment absolving the broadcasting company from liability and awarding it execution for its costs, the plaintiff appealed. The case had been submitted to the jury on instructions to the effect that if the station owner had honestly and in good faith exercised due care he was not liable for transmitting unprivileged defamatory words uttered by the speaker. The appellate court held that the charge based on the law of negligence rather than the law of defamation was erroneous and rejected the theory of privilege under the Federal Radio Act, stating that it did not think that Congress intended by the language prohibiting censorship of political talks to authorize or sanction the publication of libel. The Court considered the defamation to be libel rather than slander. It then likened the radio business to that conducted by a newspaper and, because of the competition which it felt existed between radio stations and newspapers, it asserted there was no legal reason why one should be favored over the other. An attempt to have this question passed on by the Supreme Court of the United States was unsuccessful (54 S. Ct. 209). Therefore, in the State of Nebraska the law is definitely established that there is an absolute liability on the broadcasting station owner for defamation.

It is interesting to note that in the decision of the Nebraska court the station is criticised because its employes "did not use or attempt to use means to stop or shut off the speech, though that could have been done instantly by mechanism which was a part of the equipment." The practical difficulties presented by this test of conduct are too well appreciated by broadcasters to require further comment.

The next case involving defamation was decided in the State of Washington and is reported as *Miles* v. *Louis Wasmer Inc.* (1933) 172 Wash. 466, 20 P. (2nd) 847. The defamatory statement was made in behalf of a person who was not a candidate for public office and was defamatory of the Sheriff of the County. The individual uttering the remarks did not defend the action. The broadcasting station was held responsible and judgment awarded in the amount of $1,000. The Court here assumed that the publication was slander rather than libel, but in all other respects followed the reasoning of the Supreme Court of the State of Nebraska in the Sorenson case.

The concluding installment of this article will appear in the next issue.



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HANDBOOK OF BROADCASTING

By WALDO ABBOT

Director of Broadcasting Service, University of Michigan, Federal Radio Education Committee, Vice-President, Ann Arbor Broadcasting Co.
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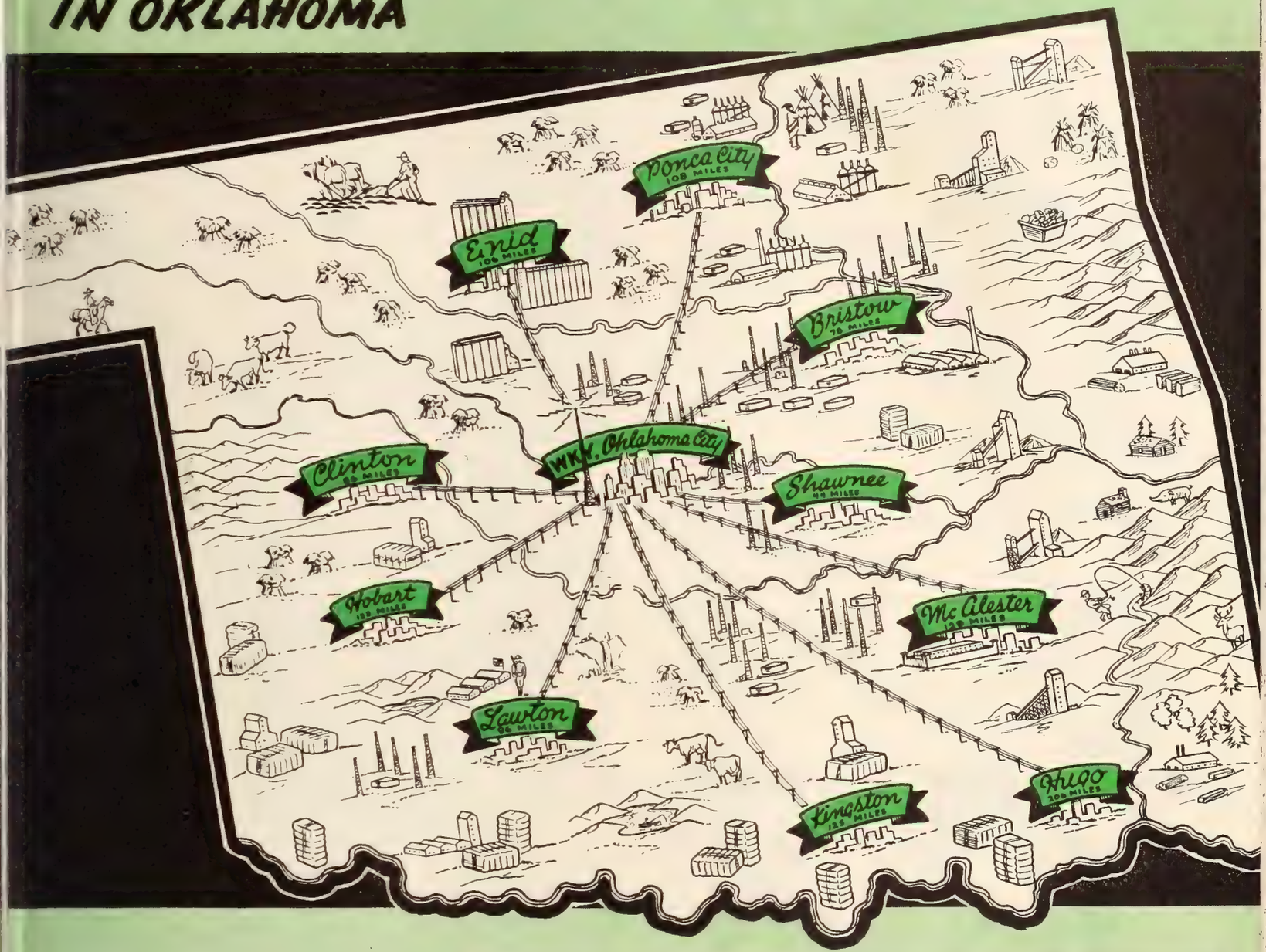
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Standard Radio

Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

WKY HAS BEEN GOING TO TOWNS IN OKLAHOMA



LOG OF WKY REMOTES DURING JUNE, JULY and AUGUST

June 12 from McAlester—A full hour show with all-convict cast from state prison.

July 10 from McAlester—Another hour show from within walls of state prison.

July 11 from Hobart—First of "Good Neighbor" series of half-hour shows from Oklahoma towns featuring local talent, sponsored by Oklahoma City wholesaler group.

July 18 from Ponca City—Second in series of wholesalers' programs.

July 21 from Kingston—Interview with J. E. Denton, captor of notorious Pete Traxler, Texas prison fugitive and kidnaper. While a kidnap victim himself, Denton grabbed his captor's gun, wounding the desperado and killing his fugitive pal.

July 22 from Hugo—At the hospital bedside of the wounded Traxler, WKY broadcast an interview with the man who had precipitated one of Oklahoma's greatest and most dramatic manhunts.

July 25 from Enid—Local talent in another half hour "Good Neighbor" program.

August 1 from Clinton—Another wholesaler-sponsored program of all-Clinton talent.

August 15 from Lawton—Budding radio stars from this town entertained Oklahoma for a half hour.

August 22 from McAlester—Radio talent outside the state prison walls was heard.

August 29 from Bristow—The eighth in the wholesalers' "Good Neighbor" series featured talent from this town.

• For timely, newsworthy interviews . . . for novel, airworthy entertainment for goodwill, WKY strung 1359 miles of line to pipe twelve programs in 90 days from ten different Oklahoma towns.

Continuous showmanly activity of this kind has made WKY the station Oklahoma hears about, thinks about, talks about and listens to most.

Yet more striking than this record of going to towns in Oklahoma FOR programs is WKY's ability to go to Oklahoma towns WITH programs. By a wide margin, WKY covers more of Oklahoma than any other station . . more of its radio homes, more of its buying power . . . more of its buying.

WKY is the station your product should be on to "go to town" in Oklahoma this fall and winter.

WKY
OKLAHOMA CITY

• Affiliated with The Daily Oklahoman, Oklahoma City Times and The Farmer-Stockman • Representative — E. Katz Special Advertising Agency



Ask the
LOCAL ADVERTISERS
in the
TWIN CITIES

. . . they know the buying habits of their customers . . . and what medium to use to get a quick response at small cost!

. . . because long experience has proved to them that WTCN produces more sales per advertising dollar, MORE LOCAL ADVERTISERS BROADCAST OVER WTCN THAN ON THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

WTCN
MINNEAPOLIS ST. PAUL
NBC BLUE NETWORK STATION

Owned and Operated by the

MINNEAPOLIS TRIBUNE

and ST. PAUL DISPATCH-PIONEER PRESS

With Over 300,000 Circulation Both Daily and Sunday.

FREE & PETERS, INC., National Representatives



WELCOME—Louis K. Sidney, managing director of WHN, New York, welcomes Gene Ford, his new assistant, to the office. A few minutes later Mr. Sidney sailed for London on the *Normandie* Sept. 1. Mr. Ford came to New York from Loew's Capitol in Washington to be assistant in production to Mr. Sidney.

BALTIMORE BARDS
WBAL Is Deluged With Gems Of Local Poets

BRAD BRADLEY, assistant program director of WBAL, Baltimore, stepped into a bit more than he bargained for when in a philanthropic mood he invited amateur poets in Baltimore to come up to studios and read their original selections.

The word that a radio station was devoting part of its time to giving the amateur poet a break spread like wildfire. The embryonic Shakespeares, Miltons and Lambs who did not catch the announcement, peppered local radio editors with verses.

Although Bradley asked amateurs to bring selections up the following week, the day after announcement found studios crammed with long hair and dreamy eyes. Bradley sought the nearest exist.

Originally intended for one 15-minute broadcast, the program blossomed into a weekly half-hour series with orchestra accompaniment, titled *Bards of Baltimore.*

General Mills Discs

GENERAL MILLS Inc., Minneapolis (flour), has added half-hour transcriptions to the coast-to-coast CBS show, bringing the station list to 33. *Hymns of all Churches* and *Betty & Bob* are placed five times weekly, with *Betty Crocker* interspersed in the transcriptions twice weekly. Series is transcribed by RCA Mfg. Co. Inc., Chicago. Blackett - Sample - Hummert, Chicago, is the agency. WCSH, Portland, has the quarter-hour *Betty & Bob* portion only, with the other 32 stations carrying the complete half-hour transcriptions.

The complete list follows: WRVA WGY WGBI WICC, WLW WOC WHO WEBC WMFG WJMS WTMJ WWI WKY KWKH KTUL KFH KOB KGNC KTSM WFAA KPRC WOAI KGHL KFYR KFBB KGCX WGST WJAX WQAM WTAR WFLA WBRC.

Carborundum Returning

CARBORUNDUM Co., Niagara Falls, N. Y., will return to the air Oct. 16, and will be heard Saturdays thereafter on CBS. The time has not been definitely announced, but it will probably be 7:30-8 p. m., EST. BBDO, New York, is the agency.

Yoder Heads NBC In San Francisco

Additions and Changes Made In Golden Gate Personnel

LLOYD E. YODER, for the last nine years NBC western division publicity director, headquartered in San Francisco, has been made local manager of the network in that city, with jurisdiction over KPO and KGO. The promotion, effective Sept. 1, was announced by Don E. Gilman, vice-president in charge of the western division. Yoder, along with his new duties, will supervise the western press division. Milton Samuel will continue as his assistant in San Francisco, with Harold Bock in charge of the Hollywood press department.

One of the first members of the NBC staff to join the network after its establishment in the West, Yoder started his radio career with the network as announcer. Shortly after he became NBC press representative in San Francisco and later manager of the West Coast press division. He is well known for his football activities as Pacific Coast Conference official as well as for his work with NBC.

Other Staff Changes

A number of additions to and changes in the office staff of the NBC Hollywood studios have been made by studio manager John W. Swallow. Under the new setup instituted, the Radio City page boy system has been installed to replace receptionists, five being added. Receptionists have been placed in charge of the enlarged switchboard as telephone operators.

Ted Hediger, formerly of the NBC Chicago production department, has taken a similar post in the Hollywood studios. Russell Hudson, formerly head of the page boys, has been made assistant to Karol Pearson, traffic manager. Robert Edwards succeeds Hudson as head page. Maryalice Moynihan has been transferred from the NBC San Francisco executive offices to Hollywood as secretary to Walter Baker, office and personnel manager. She succeeds Virginia Elliott, resigned. Esther Baxter has been brought in as secretary to the Hollywood publicity department and Max Hutto has been made assistant to Fred Dick, mimeograph department manager. Margaret Kent is also new to that department.

Aircasters Have Coughlin

PLANS have been virtually completed for the broadcasts, Sundays, 4-5 p. m., of Father Charles E. Coughlin, which are to start Oct. 31, but it is unlikely that complete details will be available before the radio priest returns from a European vacation later this fall. The date of his return is uncertain as yet. Meanwhile, the new Detroit radio agency, Aircasters Inc., has been appointed to handle the account. President Stanley Boynton of Aircasters is giving the Coughlin series his personal attention.

AUTHORITY to move WHEF from Kosciusko to Jackson, Miss., where it would be located in the Hotel Heidelberg, is sought in an application filed with the FCC.

ALABAMA HIGH SPOT

WAPI, Birmingham, is *now* represented by RADIO SALES

WAPI, soon to become a member of the Columbia Broadcasting System, is *now* exclusively represented by RADIO SALES for the sale of national spot time.

Alabama's only clear channel station, WAPI has 5 times the power of any other Cotton State station—and dominates the entire trading area of the industrial center of the South. The following data best describe Birmingham's complete trading area—served by WAPI:

1,810,410 people • 177,400 radio homes • $414,557,000 annual effective buying income • $173,031,000 annual retail sales • $2,200,000 total weekly payroll

Based on the number of its national spot advertisers and programs WAPI ranks first in popularity in Alabama, third in the East South Central States, and is one of the 50 most popular stations with advertisers in the country.

WAPI is a worthy addition to the RADIO SALES list: WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBT, Charlotte; WJSV, Washington; WKRC, Cincinnati; KNX, Los Angeles; Columbia Pacific Network; Columbia California Network; Columbia New England Network.

For data on the Birmingham market and WAPI (or on any of the markets and stations listed above) consult the nearest office of RADIO SALES.

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WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KIEM Eureka
KLX Oakland
KGER Long Beach
KPMC Bakersfield
KGB San Diego
KFRC San Francisco
KDB Santa Barbara
KHJ Los Angeles

COLORADO
KFEL Denver
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WTOC Savannah
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
WEBC Duluth
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
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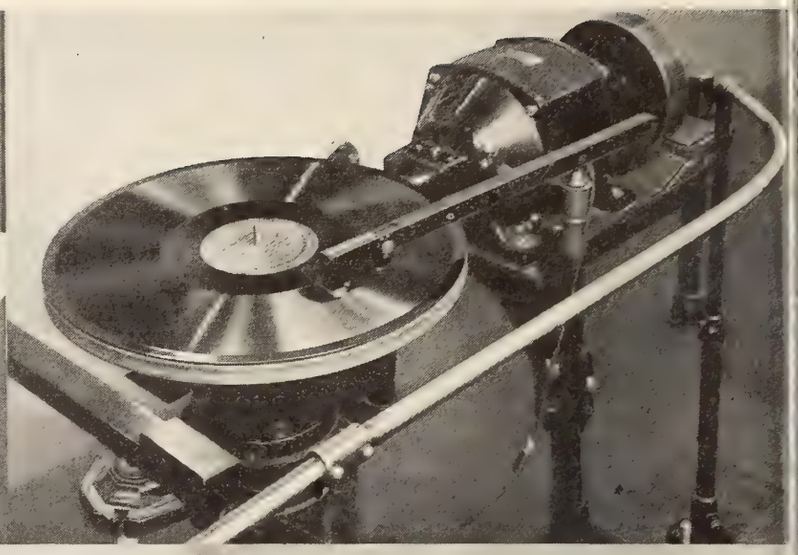
NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KLPM Minot

OHIO
WJW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland
WHKC Columbus
WHIO Dayton
WKBN Youngstown







Above: WJR announcer Franklin 'Bud' Mitchell and a World vertical recording on WJR turntable

"...a wonderful contribution"

"It is the wide range of frequencies of the WORLD transcriptions which gives brilliancy and life-like tone to the program," says Andrew Friedenthal, Chief Studio Engineer of WJR, The Goodwill Station, Detroit. He points out that a higher standard of radio broadcasting has been made available to American stations by World's modern VERTICAL method, noiseless recording and Wide Range reproduction contributing to program perfection. Then he adds: "Because of these facts broadcasters look upon World Broadcasting System transcriptions as a wonderful contribution to the broadcasting industry."

Many other leading engineers, whose stations are members of The Wide Range System*, acclaim World transcriptions as the standard by which all others are judged. And there's a reason—World recording facilities are the product of the greatest array of engineering talent in the world, concentrating on this scientific objective. Broadcast WBS recordings and your listening audience will stay with you!

* The Wide Range System consists of 440 stations (402 in the U. S. alone), specially equipped to broadcast World's Vertical-cut transcriptions.

WORLD
BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO • WASHINGTON

SUBSCRIBERS

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
WBAP Ft. Worth
KTSM El Paso
KXYZ Houston
KFRO Longview
KRLH Midland
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

WYOMING
KWYO Sheridan

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CHSJ Saint John
CKCW Moncton

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CKCL Toronto
CKLW Windsor
CJIC Sault Ste. Marie

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
2 ZB Wellington
3 ZB Christchurch
4 ZB Dunedin

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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Libel & Slander

A CAMPAIGN year is coming up. The full membership of the House—435—and one-third of the 96 Senatorial seats are thrown to the mercy of the voters. In states, cities and counties there will be elections for everything from dog-catcher to governor.

Pity the poor microphone which each year takes a more severe beating from office-seekers, who now run to radio as their first line offensive in vote-getting. But the plight of the broadcaster is even greater. Because of the lack of uniform laws on defamation, and because the broadcaster, under the Federal law, cannot censor, his position is hazardous.

In this issue we publish a treatise on radio defamation prepared by two attorneys of the NBC legal staff. It constitutes a complete analysis of all available precedent on the subject, and emphasizes the inadequacy of existing law. It urges that Congress enact one universal rule applicable to radio to take precedence over diverse rules now operative by virtue of court decisions in state jurisdictions.

As things stand now, the broadcaster, even though powerless to prevent a defamatory statement from being broadcast ad lib, nevertheless can be held jointly responsible for any statements made over his facilities. The most he can do is examine manuscripts in advance and suggest the elimination of possible slanderous statements. But he cannot prevent an extemporaneous deviation from manuscript. Thus, he is placed in the position of exercising the greatest possible degree of caution at the outset. Beyond that he can do little else than fondle a rabbit's foot.

The Job Ahead

VACATION season is over. That means the radio season is on. New network, spot and local campaigns have started or are scheduled. The demand for time, generally speaking, appears to be unprecedented. It looks like another big year.

That's the *credit* side of the ledger.

But let's take a look at the other side which, for want of a more descriptive term, we'll describe as the regulatory side.

Broadcasting is being subjected to a greater degree of tongue-lashing than ever before. Politicians are on the warpath. They don't like newspaper ownership, or high power, or commercialized radio, or whatnot—at least that's what some of them have been saying. Unions are raiding radio. Demands for tribute are at an all-time peak. On top of that, more stringent FCC regulations are talked about.

The reason the business outlook is bright is an apparent one. Radio sells goods more effectively than do competitive advertising media. Moreover, radio advertising commands greater respect because the quality of programs and of the commercial credits have been improved appreciably during the last few years. Radio is doing a far better all-around job, having profited by experience, albeit some people seem to be impatient because of the seeming slowness of the pace.

To us, the reason for the assaults upon broadcasting as an industry is evident. The industry hasn't gone to the trouble of *informing* the public and its critics of the job radio is performing. Radio has left the attacks go unanswered. It has not attempted to offset erroneous or irresponsible statements.

The public is *for* radio. The American people are not doing the complaining. The public would rear up indignantly if it realized that broadcasting is being placed in any jeopardy.

Thus the job of the industry, and each of its individual station components, is first to strive constantly to increase the quality of its public service, and then let the public know about it by answering the chronic fault-finders.

A Wise Choice

THE ENTRY into radio of Edward F. McGrady, Assistant Secretary of Labor, as director of labor relations of RCA should be welcomed by the entire radio fraternity. Although retained by RCA and its subsidiary companies, including NBC, his identity with radio should have a salutary effect upon labor relations of the entire industry.

In these troublous labor times the need for counsel in handling of relations between employe and employer has become glaringly apparent. The fact that Mr. McGrady's appointment was generally applauded in the daily press and that he is held in such high esteem by both the Administration and the rival labor groups attests to the wisdom of the choice.

Like the recent appointment by NBC of Dr. James Rowland Angell, former president of Yale, as the network's educational counselor, Mr. McGrady's association with radio undoubtedly will redound beneficially to the entire radio industry. Such men, who are outstanding leaders in the fields, tend to bring prestige and stability to the youthful radio industry.

The RADIO BOOK SHELF

I. KEITH TYLER, in a recent issue of *The Ohio Radio Announcer*, publication of Ohio State University, which conducts the *Ohio School of Air*, outlines a method of selecting suitable programs for classroom use. Mr. Tyler states five steps for the measurement of the contribution of radio listening to the attainment of the objectives. They include the definition in terms of student behavior of each objective of the final list; the collection of situations which will reveal, for each pupil, whether or not each objective has been accomplished; the presentation of these test situations to the students; the evaluation of the pupils' reactions in the light of each objective and the attempt to make the entire testing procedure as objective as possible.

THE entire edition of the Aug. 21 number of the *War Cry*, weekly publication of the Salvation Army, is devoted to religious broadcasts on radio stations. Pictures of radio executives whose stations have Salvation Army broadcasts are included in the 32 page magazine. Included are photos of Father James A. Wagner, WHBY and WTAQ; James F. Hopkins, WJBK; Ralph D. Foster, KWTO and KGBX; Ed Hoffman, WMIN, and H. J. Thurber, WHBY. The open-air broadcasts of WCBS, Springfield, Ill., are also featured in the magazine.

EDITED by Clarence S. March, who directed the sessions, the proceedings of the first National Conference on Educational Broadcasting, held in Washington last Dec. 10-12, and attended by several hundred educators, have been published in book form under the title *Educational Broadcasting 1936* (University of Chicago Press, $3). The texts of all the addresses, with a foreword by John W. Studebaker, U. S. Commissioner of Education, and introduction by W. W. Charters, director of the Institute for Education by Radio, are contained in the 463-page volume.

THE SECOND volume of FCC reports, prepared under the direction of General Counsel Hampton Gary, and containing in text the decisions, reports and orders of the FCC from July, 1935, to June, 1936, has been published. It is available for purchase through the Superintendent of Documents of the Government Printing Office at $2. The third volume, covering the period July, 1936, to June, 1937, soon will be issued.

CONTAINING 536 pages, the 1937 edition of the *Radio Amateur's Handbook* has just come off the presses and is available from the American Radio Relay League, West Hartford, Conn., $1. The *Handbook*, the fourteenth to be issued, is a reference for member-operators of the ARRL and other skilled amateurs, and also a source of information for those wishing to participate in amateur radio but having little or no idea how to get started.

DR. LEE De FOREST, in the September issue issue of *Coronet* magazine, has an article on television entitled "Movies on the Spot". It is Dr. de Forest's contention that both television and movies will profit by television as has been the case with radio and motion pictures.

We Pay Our Respects To —



LLOYD EDWARD YODER

A FIRM believer in the possibilities radio holds for youth, is Lloyd Edward Yoder who on Sept. 1, became San Francisco manager of NBC with jurisdiction over KPO and KGO.

His enthusiasm is founded upon experience, for the tall, handsome athletic chap who joined the network almost ten years ago to the day of his promotion from western division press manager, is one of the youngest executives in the business. Born in Salem, O., July 13, 1902, he was just 25 years old in October, 1928, when he found himself in charge of the brand new press department of NBC's western division headquarters in San Francisco, and with a "beat" of hundreds of miles up and down the Pacific Coast to cover for radio editors.

A graduate of Salem (O.) High School in 1921 he attended Mt. Union College, Alliance, O., for one semester and then transferred to the Carnegie Institute of Technology at Pittsburgh. That college, by the way, still looks back on the football season of 1926 as its big year, for then it was that Tech beat the seemingly unconquerable Notre Dame. Yoder was captain of that great Carnegie team and the youth's name was a familiar one in the national eye of sports that year. He was named on the Rockne, Warner, Jones and other All-America teams and received enough acclaim to have turned the head of any one less modest and steady.

Yoder was president of the student body during his senior year and also was the producer of the college play *Loose Ankles*, which afterward became a Broadway success. Two honor societies, Delta Skull and Dragon, claimed him, and the national fraternity Sigma Alpha Epsilon. He received his BA degree in June, 1927. Some college heroes recline on their football laurels the rest of their lives, but not Yoder. He pushed back the wreaths from his brow and went right on, gaining yardage in the bigger game outside college.

Interested in radio, he was writing a column for the *Pittsburgh Press* in 1927 when still in college, continuing it until he graduated. In June of that year, along with his newspaper duties, he also became studio manager of the publication's radio affiliate at the time, WCAE. He still might be at WCAE were it not for the fact that during his senior year he paid a visit to California as a member of the All-Eastern grid team which played in the Shrine East-West benefit game for crippled children in San Francisco. That was New Year's Day, 1927, and by the following autumn Yoder had served his apprenticeship at WCAE, won his promotion and turned again to the West Coast.

Yoder joined the NBC San Francisco staff as announcer on Aug. 8, 1928, and two months later joined the western division press department, becoming its manager a short time later. As NBC's western division has grown, the numbers of newspapers and periodicals it serves has done likewise, and naturally so has the press department which will continue to operate under his supervision for the present, in addition to his new duties.

He was married in 1936 to Bette Marino, San Francisco violinist who directs the *Petite Soiree* program on the California Radio System from KYA. Yoder answers to three nicknames, "Skipper", "Sheriff" and "Schmaltz", the origin of which he refuses to reveal. He admits that besides his work and his home, his hobbies are hunting and the great outdoors.

Yoder was recently named Commissioner of Officials for the Far Western Football Conference. He is a Mason, member of the Olympic, Commonwealth, Press and Army & Navy clubs, and a former director of the San Francisco Junior Chamber of Commerce. He is a lieutenant in the U. S. Naval Reserve. He attended the San Francisco Law School and is a member of Sigma Delta Kappa, legal fraternity.

MAJ. GEN. JAMES G. HARBORD, president of the American Legion convention in New York City Sept. 20-23, has appointed three radiomen as vice-chairmen of the general entertainment committee—Maj. Lenox R. Lohr, NBC president; William S. Paley, CBS president, and Alfred J. McCosker, president of WOR and chairman of the Mutual Network.

PERSONAL NOTES

RONALD B. WODDYARD has resigned from the sales staff of KSO-KRNT, Des Moines, to become assistant general manager of KSOO, Sioux Falls, S. D., and its companion station, the new KELO. Lansing Benet has resigned as assistant program director of KSO-KRNT to become program director of KSOO. Added to the Des Moines stations' sales staff this month were Dale Morgan, former announcer; Wayne Welch, former secretary to Commercial Manager Craig Lawrence, and Wayne Varnum, formerly with the *Des Moines Register & Tribune* promotion department.

MARVIN H. (Pete) PETERSON, until recently head of the New York office of Hearst Radio Inc., has joined VanCronkhite Associates Inc., Chicago, as vice-president in charge of sales. Peterson was radio director of Blackett-Sample-Hummert Inc., Chicago, and on the NBC sales staff there. Ray Launder, formerly in radio publication work, has joined VCA as sales director.

R. M. WALLACE, for the last five years an announcer and program director of WABI, Bangor, Me., has been promoted to manager, replacing B. M. Havey, who has taken over the newly-created post of news editor.

GEORGE C. WILLINGS, vice-president and general manager of the John H. Perry publishing and radio properties in Florida, including WCOA, Pensacola, on Sept. 6 announced his retirement from all business and civic activities, effective Oct. 1. On advice of physicians, he intends to travel extensively with Mrs. Willings during the next few months.

DR. CLINE M. KOON, for the last six years senior specialist in radio and visual education of the U. S. Office of Education, Washington, resigned on Sept. 1. He has not disclosed his future plans.

ROBERT MARVIN, announcer of the Musical Express on WGAR, Cleveland, has resigned to become commercial manager of WICA, Ashtabula, O. Before going to WGAR he had been with Interstate Adv. Agency Inc. He assumes the new post Oct. 1.

HARRY W. WITT, CBS Southern California sales manager, Hollywood, has been named general entertainment chairman of the Pacific Advertising Clubs Association convention to be held in Los Angeles next June.

CLAYLAND T. MORGAN, NBC director of public relations, and Mrs. Morgan, sailed Sept. 11 on the *S.S. Ile de France*. They will visit in London and Paris until Oct. 5.

MAJ. EDNEY RIDGE, general manager of WBIG, Greensboro, has been named associate director of publicity for the Greensboro Community Chest. He will produce 14 skits for the 14 agencies of the Chest to be placed over WBIG, depicting the duties and activities of these groups. The programs will start Oct. 1.

H. H. HOLTSHOUSER, formerly auditor of WBT, Charlotte, N. C., has been transferred by CBS to Birmingham, where he will be treasurer of WAPI. At WBT he is succeeded by R. W. Carpenter, sent from CBS New York headquarters.

PAUL FAUST, with the *Chicago American* advertising department for two years, has joined the local sales department of WBBM, Chicago. A graduate of Dartmouth, Mr. Faust is a son of Paul E. Faust, president of Mitchell-Faust Adv. Co., Chicago.

A. L. ASHBY, vice-president and general counsel, NBC, returned early this month from his European trip with Mrs. Ashby. While it was primarily a vacation trip, Mr. Ashby studied the foreign copyright situation.

VINCENT CALLAHAN, general manager of WWL, New Orleans, received a bronze plaque and notification of his election to honorary associate membership in the Washington Advertising Club, on Sept. 2. He formerly was commercial manager of WRC and WMAL, NBC-operated stations in Washington, and was active in the club's affairs.

JAMES GRIFFITH, formerly in the commercial department, has been promoted to manager of KVSO, Ardmore, Okla.

HAROLD C. SCOTT, formerly of the sales staff of KFYO, Lubbock, Tex., has joined KGGM, Albuquerque, N. M.

ROBERT HOWELL, formerly assistant commercial manager of WNLC, New London, Conn., has been promoted to commercial manager, replacing John C. Hinrichs.

JAMES P. TURNER, of the production department of WHBQ, Memphis, has resigned to become manager of the new station (KHBG) at Okmulgee, Okla.

J. H. SPECK has resigned as chief engineer of KGNC, Amarillo, Tex., to become general manager of KBIX, Muskogee, Okla.

HARRY W. LEHRUM, formerly manager of various southern California theaters, has joined KFAC, Los Angeles, as account executive.

CHARLES RITCHIE, director of sale of the Derby Oil Co., Wichita, Kan., and past president of the Wichita Advertising Club, has been appointed sales manager of KANS of that city, according to an announcement Sept. 9 by Herb Hollister, general manager.

WALTER DUNCAN, for five years with the NBC sales staff in New York, has been appointed director of national sales of WNEW, New York, thus enabling Herman Bess, sales vice-president, to devote most of his time to local accounts.

JOHN W. GUIDER, Washington attorney, has joined the faculty of Georgetown University School of Law for the 1937-38 academic term to teach radio and air law. He is chairman of the Committee on Communications of the American Bar Association.

J. T. (Jake) CAUSEY, formerly publicity director of Elon College, has joined the commercial staff of WBIG, Greensboro, N. C.

PHILIP S. LASKY, general manager of KSFO, San Francisco, has been appointed chairman of the Public Relations and Radio Committee of the annual Navy Day celebration in San Francisco Oct. 27. He is a lieutenant in the naval reserve.

G. STANLEY MacALLISTER, CBS, New York, director of construction and maintenance, is in Hollywood to survey and confer on progress of the new $2,000,000 West Coast studios and executive offices.

DOUGLAS MOOERS, formerly district sales manager of a liquor firm, has joined KHJ, Los Angeles, as account executive.

CARLOS A. ZUBLIN, of the program staff of station LR1, Buenos Aires, Argentine, was in Chicago the first week in September, visiting radio plants.

CHARLES DAVIS, formerly of KMPC, Beverly Hills, Cal., account executive, has joined KMTR, Hollywood, in a similar capacity.

SIDNEY B. GAYNOR, for two years KHJ, Los Angeles, account executive, has been appointed assistant sales manager of the station.

GEORGE M. BURBACH Jr., of the NBC sales department, will be married in Hartford, Conn., Nov. 26, to Miss Natalie Clemens, daughter of Mrs. James Clemens, of Hartford, and a recent Vassar graduate.

BEHIND the MIKE

DUDLEY E. WILLIAMSON, formerly with NBC and more recently manager of the Wesco Transcription Co., Seattle, on Sept. 1 joined KOL, Seattle, as production manager and director of public relations. On Aug. 27 he was married to Rita Lane, well known radio soprano.

WALTER J. BECK, formerly with KTSA, San Antonio, has joined the announcing-production staff of KVSO, Ardmore, Okla.

JOAQUIN OSSORIO, of the staff of CMQ, Havana, has been working at WQAM, Miami, learning American methods.

FRED FOWLER, formerly of WCFL, Chicago, has joined the announcing staff of WQAM, Miami.

SAM PIERCE, formerly producer of *Calling All Cars*, weekly police dramatic serial sponsored by Rio Grande Oil Co. on Don Lee network and CBS Pacific Coast stations, has joined the production staff of KHJ, Los Angeles.

PHIL COHAN, of the CBS New York music staff, on Oct. 1 will succeed Harry Ommerle as producer of the weekly half-hour *Hal Kemp Dance Band* program sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes), from Hollywood. Mr. Ommerle resigned, effective Sept. 42, to head the radio department of William Morris Agency Inc., New York, on Oct. 18.

TED MEYERS has resigned from the announcing staff of KFAC, Los Angeles, to become assistant to Dale Armstrong, who has succeeded Carroll Nye as radio editor of the *Los Angeles Times*. Nye resigned to join Radio Features Service Inc., Hollywood publicity bureau.

GEORGE HOGAN has returned to the announcing staff of WCAU, Philadelphia, after an absence of two years. Calvin Jackson is another addition to the WCAU staff.

JACK RAWEN, formerly with Montgomery Ward & Co., has been named merchandising manager of WDGY, Minneapolis.

JACK MOYLES, announcer-producer of KSRO, San Francisco, had his program *Silhouettes* placed on the Pacific Coast CBS network recently.

Provensen Back to NBC

HERLUF PROVENSEN, formerly assistant manager of WRC and WMAL, Washington, and onetime presidential announcer on the NBC Washington staff, on Sept. 6 joined the NBC announcing staff in New York, replacing Don Lowe, resigned. Mr. Provensen resigned from the NBC Washington staff in 1933 to become manager of the old WLBW, Erie, Pa., and since 1934 has been radio director of the Lewis Edwin Ryan Agency, Washington, handling the Chesapeake & Ohio Railroad account which recently discontinued using radio.

JOHN CARPENTER, staff announcer of KOIN, Portland, Ore., since January, left the station early in September to take up sports announcing and public relations work for Associated Oil Co. Taking his place at KOIN is Marc Bowman, formerly program director of KPQ, Wenatchee, Wash.

ANN GILLIS, publicity director of WJSV, CBS Washington station, sailed Sept. 9 for a six-week tour of Europe.



JOHN HAYES, announcer of WOR, Newark, has been appointed assistant production manager under Harry Carlson. Mr. Hayes formerly was program director of WIP, Philadelphia. WOR has also added three announcers to its staff—Tom Slater, formerly with WLW, Cincinnati; Bill Tuttle, formerly with WIND, Chicago, and William Perry, formerly with CBS.

JIMMY VANDIVEER has been appointed publicity director of the Don Lee Broadcasting System, Los Angeles, succeeding Seymour Peiser who resigned to enter agency work. Vandiveer, formerly a Los Angeles newspaperman, has been with the Don Lee network for the past year handling news broadcasts and conducting the weekly *Meet Some People* program on KHJ, that city. He retains the latter program, Knox Manning, formerly of WNAC, Boston, has joined KHJ as news commentator.

SANDY ROTH has resigned as sports announcer of KMTR, Hollywood, to return to college. His duties have been taken over by Bill Kelso, night supervisor of studio activities.

EDWARD LYON, formerly chief announcer of KTUL, Tulsa, and more recently at KRKD, Los Angeles, has joined KMPC, Beverly Hills, Cal., as announcer.

JOHN HIESTAND, NBC Hollywood announcer, is being film tested for a role in the M-G-M production *Navy Blue and Gold.*

JOHN CONTE, formerly chief announcer of KHJ, Los Angeles, has been assigned a part in *Yesterday's Cheers*, being produced by Paramount Productions Inc., Hollywood.

WALTER BUNKER, NBC Hollywood producer, has been promoted to assistant production manager under Marvin Young. Ted Hediger, formerly in the network's Chicago studios, has taken over Bunker's duties.

HUGH WEDLOCK and Howard Snyder have been signed as writers on the new CBS-Eddie Cantor *Texaco Town* series.

WILLIAM KADISON, former Los Angeles newspaperman, has been appointed day program manager of 3DB, Melbourne, Australia.

DOLORES EHLERS has returned to the post of publicity director of KMTR, Hollywood, after several months in the sales department.

DOUGLAS CHANDLER has resigned from the production department of the WPA's Radio Division to join the announcing staff of WOR, Newark.

RAY FAGEN, assistant in the mail room, on Sept. 4 left WHO, Des Moines, to take a position in the sales department of the Columbia Carbon & Ribbon Co., Minneapolis.

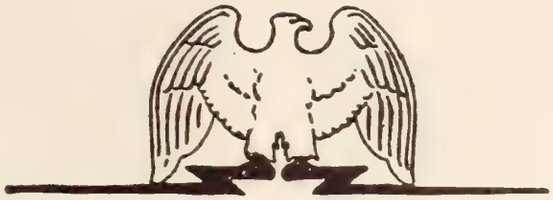
SID SCHWARTZ, publicity director of WNEW, New York, has resigned that position, effective Sept. 18. He has announced no future plans, nor has the station announced his successor. Publicity at WNEW is now under the supervision of the special events department, headed by Larry Nixon.

BURKE CROTTY, head of NBC New York photo department, and Bill Haussler, staff photographer, are in Hollywood taking pictures of personalities appearing on network fall programs originating from that city.

MILTON J. CROSS, NBC announcer, has bought a farm near Woodstock, Vt.

ED CERNEY has been appointed head of the NBC-Chicago music library. He was formerly assistant to Dan Marcotte, resigned.

RICHARD BARTLETT, formerly of KBIX, Muskogee, Okla., has joined the announcing staff of KARK, Little Rock. Dave Byrn has been named chief announcer in charge of public events.



The large volume of business already placed on THE WLW LINE indicates an early fall sell-out.

Elimination of wasteful duplication is only one of the many reasons why *"The Most Sensible Buy In Broadcasting"* is now radio's most phenomenal success.

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John L. Clark, President

Complete Broadcasting Facilities Wired and Transcribed

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5833 Fernwood Avenue
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★ Trading Post
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★ Country Store
★ Sports Oddities
★ Home Makers, Ltd.
★ Liars Club
★ The Life Program

A LETTER ADDRESSED to us, or to FREE & PETERS, National Representatives, will bring you complete details about these "live" programs—Investigate NOW.

Affiliated with the Mutual Broadcasting System

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Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

1000 Watts—Full Time

KTAT

National Representatives: FREE & PETERS, Inc.
New York San Francisco Detroit Los Angeles Chicago Atlanta

PETER LYMAN, continuity writer of KOMO-KJR, Seattle, recently married Miss Gladys Miller, librarian. Engagements include Gladys Niemeyer, who is secretary to Manager Birt Fisher, Caroline Coffman, of the continuity staff, Florence Morrell of the commercial department and Aileen Barton, switchboard operator, all betrothed to persons outside the radio industry.

JANE DILLON, who wrote the script and played all the characters in her popular *House of Dreams* program over KJR, Seattle, has gone to her home in Bridgeport, Conn., retiring temporarily from radio.

ALAN SCOTT, commentator, has returned to the air with a news program on WFIL, Philadelphia.

LAWRENCE WITTE, whose radio column titled *Static* is carried in many eastern newspapers, and who recently has appeared on WPG, Atlantic City, has started a new series of gossip programs titled *Mike Notes* over KYW, Philadelphia.

DON DAVIS, of Nutley, N. J., has been added to the announcers' staff of WMBH, Joplin, Mo.

HARRY KUYKENDALL, graduate of Davidson College, has become a full-time news reporter for WBIG, Greensboro—the first in the state, according to Maj. Edney Ridge, station director.

FRANK ROBINSON BROWN, KMTR, Hollywood commentator of the *Hollywood Chatterbox*, has resigned to head a revue under the same title.

FELIX MILLS, Hollywood composer, has been named musical director of the new CBS *Silver Theater* series which starts Oct. 3, from that city, under sponsorship of International Silver Co. Glenhall Taylor of Young & Rubicam Inc., will be in charge of production.

JOHN LAIR, musical director of WLS, Chicago, has gone to Cincinnati to free-lance work at WLW. He will produce a daily morning show of the *Barn Dance* type. Red Foley and the Girls of the Golden West, three WLS artists, have gone to Cincinnati with Mr. Lair to take part in the programs.

ED PAUL, announcer of WLS, Chicago, and Eileen Jensen (Sally of the Winnie, Lou and Sally WLS vocal trio), will be married Sept. 19th.

FRANK DEVANEY, until Sept. 1 manager of KRMC, Jamestown, N. D., has joined the staff of WMIN, St. Paul, as production manager. He formerly was on the WMIN production staff.

ART VAN HORN has been added to the announcing staff at KFRC, San Francisco. He was formerly announcer and newscaster at KSFO and previous to that worked at KGB, San Diego.

PATRICIA SULLIVAN, of the NBC continuity acceptance department in San Francisco has divulged her marriage two years ago to Norman Gatzert, attorney. They were married in Reno Sept. 7, 1935.

WILLIAM H. ANDREWS, supervisor of announcers for the NBC in San Francisco, has been transferred to Hollywood as night program manager. Richard Ellers, formerly in charge of night operations, succeeds Andrews and his post is being filled by Robert Dwan, who was Ellers' assistant and Robert McAndrews of the announcers staff has been promoted to Dwan's previous position.

KEN DOUGLAS, announcer of WBAP, Fort Worth, is the father of a baby girl born recently.

LEWIS CHARLES, who left WINS, New York, in June to join WOV-WBIL, that city, has moved to the announcing staff of WHN.





Radio advertisers who broadcast to the nation's 5th largest market usually refer to it as "Cleveland" but actually it is "Cleveland Plus."

"Plus" includes cities like Akron, Lorain, Elyria, Norwalk, Painesville, Ashland, Wooster and Ravenna — dozens of towns such as Kent, Cuyahoga Falls, Willoughby, Medina and Wadsworth — and literally hundreds of smaller communities.

Cleveland's (Cuyahoga County) 272,200 radio families and the "plus" coverage of 230,716 additional radio families can best be reached by WHK.

Listener interest on WHK has always been high but now that WHK is the Cleveland station for NBC Blue Network programs (starting September 26th) even more listeners are tuning in.

We have facts and figures to bear out our belief that WHK is best for you in Cleveland. Shall we send them?

UNITED BROADCASTING COMPANY

WHK
CLEVELAND

★ ★ ★ ★ ★ ★ ★ ★

H. K. Carpenter, Vice Pres. and Gen. Mgr.
C. A. McLaughlin, Sales Manager

FREE & PETERS, Inc. - National Representatives, New York - Chicago - Detroit

SO YOU WANTA "BUST IN" EH?

Over the protests of your vice-president you want to try to push your way into one of the toughest markets in the Little Old U. S., is that the idea?

You're 100% right! Though tough, it's worth fighting for, because Kansas City and the KMBC Market is the country's eighth richest, with the biggest money wheat crop in years just harvested. You may not know that KMBC is the Little Marvel Market Buster, with KMBC Tested Programs, Precision Coverage, Formula Radio Selling. Read all about it in a convenient folder that is waiting for you.

●

KMBC

OF KANSAS CITY

FREE & PETERS, Inc.
National Representatives

GEORGE GODFREY, formerly Hollywood motion picture dialogue director, has been appointed to direct the quarter-hour series of 100 transcriptions starring May Robson, now being cut by Associated Cinema Studios, Hollywood, for Bauer & Black, Jackson Wheeler, formerly CBS Hollywood announcer and producer, is to do the announcing.

JOHN HOLTMAN, chief announcer of WFBM, Indianapolis, leaves that station Sept. 20 to join the announcing staff of NBC-Chicago.

EDMUND LINEHAN has been promoted from the continuity department of KSO-KRNT, Des Moines, to assistant program director, taking the place of Lansing Benet, who resigned to join KSOO, Sioux Falls, S. D., as program director. James Randolph, formerly with KFRU, Columbia, Mo., has taken Linehan's post. Program Director Ranny Daly has also appointed Ken Brown as head of the new special events department.

HARRIET RISTVEDT, former assistant to Ed Barrett, head of the radio school of Drake University, has joined the continuity department of KSO-KRNT, taking the place of May-Floyd Siex, who resigned to free lance in Chicago.

WESLEY WALLACE has taken over the duties of program director of WPTF, Raleigh, which has added Mary Ellen Lawrence to its staff as program director's secretary.

JACK GREGSON has joined the staff of KSL, Salt Lake City, as special events man.

CALVIN JACKSON, formerly of WRAW, Reading, Pa., and George Hogan, formerly of CBS, have joined the announcing staff of WCAU, Philadelphia.

Day Into MacKnight

JOHN MacKNIGHT has been added to the staff of announcers at WDGY, Minneapolis. This gives WDGY a daytime announcer by the name of Dick Day and Mr. MacKnight during the evening hours. When the standby comes at 6 p. m. the following statement is made. Your announcer has been Dick Day . . . Day now gives way to NIGHT . . . your next announcer being, John MacKnight.

TOM JONES, producer, has joined KYA, San Francisco, succeeding Wallace Ford, resigned. Jones was formerly with stations in Southern California.

JOHN SCHNELLER, studio supervisor of KOIN, Portland, Ore., is to marry Ellen Kerry, of KGGC, San Francisco, this month.

REGINALD FERGUSON, graduate of Tennessee State Teachers College, has been named production manager of WHBQ, Memphis. Ned Cronk, Memphis publicity man, has been appointed to handle special promotion and sports programs. Robert W. Ramsey, Arkansas U graduate, has joined the continuity department.

JOSEPHINE AVIS has been transferred from the program department to the post of assistant traffic manager of KYA, San Francisco.

JAMES (Jerry) MATTHEWS, NBC announcer in San Francisco, was married Aug. 27 to Monty Margetts, Seattle actress.

DAY and NIGHT

WHAS

Your Sales Will Reach New Highs When You Tell Your Sales Story to 904,999 Families In the WHAS BILLION-DOLLAR MARKET

Cover the Richest Part of the Middle Western Market Through This Friendly Dominating Station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

CHARLES LYON and Durward Kirby, NBC Chicago announcers, joined Harold True and John Slagle, announcers of WXYZ, Detroit, to describe the Gold Cup Hydroplane Race, feature of regatta of the Detroit Yacht Club, in three broadcasts over the NBC-Blue Network on Labor Day.

JACK GREGSON, formerly of KGA, Spokane, has joined the announcing staff of KDYL, Salt Lake City.

GILBERT BAYEK, announcer of WDRC, Hartford, and Miss Dorothy Collins, of Bangor, Me., were married Aug. 30.

LEE DOUGLAS, M.C. of the *Morning Bugle* on WFAM, South Bend, Ind., made his bow as a columnist Sept. 5 with the publication of a Sunday feature column called *Radiopinions* in the *South Bend Tribune*.

GEORGE THORNE, former chief announcer of KRQA, Santa Fe, N. M., has joined the announcing staff of KGGM, Albuquerque, succeeding J. B. Matthews, now on the West Coast in radio and motion pictures.

ERNIE NEFF, announcer of KQV, Pittsburgh, who became nationally known for his handling of the Pittsburgh Symphony over CBS last fall, will marry May Blank of Brentwood, Pa. on Sept. 18.

GRAEME FLETCHER, program director of WIS, Columbia, S. C., has taken the same post with WAIM, Anderson, S. C.

MISS BUNNY OSBORN, of the program department of WHK-WJAY, Cleveland, has been promoted to traffic manager, succeeding Mrs. Winifred Machan, who resigned following her recent marriage. Dorothy Beeman of the service department has succeeded Miss Osborn.

BURT McMURTRIE, formerly CBS New York commercial program director, has been named to head the west coast radio department of Music Corporation of America, Los Angeles, relieving Harold Hackett, who has returned to the New York office. Taft Schreiber continues as MCA's West Coast general manager, also headquartered in Los Angeles.

LESTER GOTTLIEB, publcity coordinator of the Mutual Network in New York, and Mrs. Gottlieb are the parents of a 6-pound daughter born in August.

CLAUDE KIRCHNER has resigned from the staff of WTMJ, Milwaukee, to join the Chicago NBC staff.

Golden Gate Expo Plans Extensive Use of Radio

PRELIMINARY plans for the 1939 Golden Gate International Exposition contemplate transmission of 25 programs daily from Treasure Island in San Francisco Bay, according to Arthur Linkletter, radio director. Plans are under way for construction of a complete broadcasting plant in a $250,000 radio building. There will be four glass-encased studios, dressing rooms, lounges, offices and monitor and master control rooms, all visible to fairgoers.

Programs will be picked up also from 20 remote control points on the 400-acre Exposition grounds. Approximately 40 sound pylons will be erected at various points for both radio and public address. A staff of 35, exclusive of artists, will be employed. Sponsors and networks will be invited to use the Exposition studios without charge. The Fair will run 288 days with broadcasts over all national networks, several regional chains and all local independents serving the Bay area.

"Nature Don't Allow No Outside Station Here!"

(Apologies, of course, to a popular song)

◆

IF national advertisers could twirl a radio dial here perhaps they'd understand why they haven't been getting their share of this phenomenal market.

"The West Virginia Hills" are beautiful indeed—as the song says—but to outside stations these selfsame hills are a pain in the sales totals. Signals, even the strongest, just don't seem able to make the grade in getting over these hills and mountains and into the loud speakers of one of the brightest markets in the entire United States.

This natural condition which makes the WCHS market strictly a one-station market is a pretty nice break for you and for us. It means delivery of one of the most prosperous and responsive markets in its entirety, without much loss of listeners to other programs.

◆

580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA
BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES—EDWARD PETRY & COMPANY

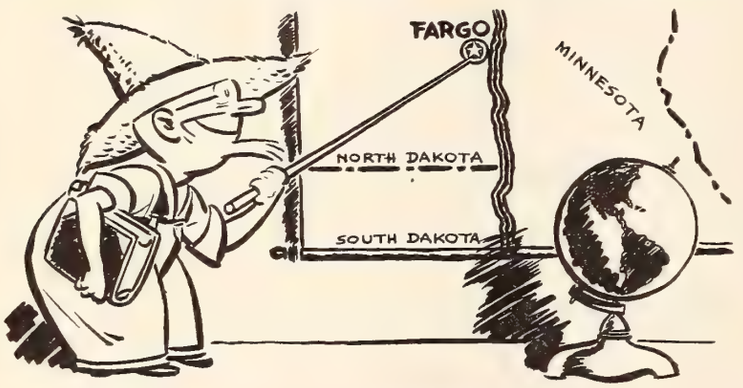
Spot Campaign Planned To Promote 1938 Sets

THE combined radio industry is pooling its salesmanship for a campaign to instill consumer interest in the new 1938 receiving set. All the various fields of the industry, the manufacturers, distributors, dealers, broadcasters, Pacific Gas and Electric Company, and the Electric Appliance Society of Northern California, are combining their efforts in a three-week West Coast campaign which will run Oct. 11-30. It will be a comprehensive campaign of advertising in all media. The theme of the campaign will be: "You're There in Person With a 1938 High-fidelity Radio."

Pacific Gas & Electric Co. is printing 435,000 special stickers to mail to all subscribers. The company will make special announcements during its NBC program *California Tales*, establish displays of new sets in local offices and conduct a prize contest in its own publication the *P.G.&E. Progress*. All Northern California stations will present special announcements and 15-minute programs during the campaign. The Northern California Broadcasters Assn. is taking an active part and has appointed Jean Scott Frickelton as campaign manager.

Hammond Organ on WQXR

HAMMOND ORGAN Co., New York, started it first radio campaign on Sept. 9 over WQXR, New York, to be heard every Thursday from 8:30 to 9 p. m., featuring C. A. J. Parmentier, organist, and occasional guest artists. Agency is J. Walter Thompson Co., New York.



WHY DOES EVERYBODY KNOW FARGO?

Just for fun you tell us another town of 29,000 people which is as universally well-known as Fargo.

The reason's simple: Fargo is important far beyond its actual population-count because it is the center of one of America's richest and most prosperous sections.

Station WDAY is also far more important than its mere size would indicate—it is the only radio station by which you can cover the rich Fargo region.

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT



QUAINT—Is this old "tabby" house built of oyster shells and covered with logs and Spanish moss, located in the famous Fountain of Youth Gardens at St. Augustine, Fla., and housing WFOY, recently established local. Nearby, extending into the ocean, is the site of WGOY's new 200-foot Truscon vertical radiator and WE transmitter.

New Minnesota Station

PREPARED to begin operating on Sept. 15, the new KATE, Albert Lea, Minn., will have studios both in Albert Lea and Austin, according to George B. Russell, production manager. Western Electric equipment is being used throughout, with a Blaw-Knox vertical radiator. Manager of the Albert Lea studios will be Mayor Edgar L. Hayek of Albert Lea, one-sixth partner in the venture, who is also president of the Trades Publishing Co., publisher of the *Northwestern Jeweler*, a monthly. Manager of the Austin studios is George Cutting. Roland E. Olson will be commercial manager, and George H. Church has been named chief engineer. Sherman Booen is assistant engineer and associate announcer. Production assistants are Dorothy L. Hogg, Peggy Lee and Eleanor Dale. Mayor Hayek's partners are Q. J. David, Haskell Sargent and L. B. Farrington, of St. Paul, George J. Wolf, of Albert Lea, and William B. Wolf, of Austin.

KELA Starts Nov. 1

LOCATED midway between Centralia and Chehalis on the Pacific Highway, the new 500-watt transmitter of KELA, Centralia, Wash., is being installed along with a 190-foot Bethlehem radiator and will be ready to go on the air on or about Nov. 1, according to J. Elroy McCaw, general manager. Western Electric transmitter equipment has been ordered. The station, authorized last July 2 by the FCC, will operate full time on 1440 kc. It will affiliate with the Mutual-Don Lee Network, Mr. McCaw reported. Mr. McCaw is 25% stockholder in Central Broadcasting Corp., licensee, with 37½% each held by Arthur C. St. John, Ford dealer, bus line operator and theatre owner of Chehalis, and Cecil L. Gwinn, theatre manager of the same city.

KANS Transfer Sought

AUTHORITY to transfer control of KANS, Wichita, Kan., from Charles C. Theis, local banker, to Herbert Hollister, general manager of the station, and Don Searle, manager of WIBW, Topeka, and principal owner of KMMJ, Clay Center, Nebr., was sought in an application filed with the FCC Broadcast Division Sept. 1. The station, which went on the air last year, is an NBC outlet.

Contract Validity For Artist Upheld

Court Holds Document Legal Though Made Outside State

A LOS ANGELES Superior Court ruling that is expected to have a far-reaching effect on artist-agency contracts by setting a precedent in establishing legality in California of agreements drawn in another state was handed down Aug. 31 in the suit of NBC Artists Bureau against Cliff Soubier, actor.

Decison, handed down by Superior Judge Joseph P. Sproul, ruled that Soubier's NBC managerial contract was legal and binding even if it does not conform with the California agency law and lacked approval of the labor commissioner of that state. Artists Bureau placed Soubier under contract in Chicago in 1931.

Defendant Overruled

While still under contract he came to Hollywood and signed with Warner Bros. First National Studios for a role in the picture *Black Legion*, and notified NBC Artists Bureau by letter that he was discharging it as his representative. The agency, holding that its contract was still good, filed suit in Los Angeles county and the case was submitted for trial on May 30 of this year, with decision being rendered after three months of consideration of briefs submitted by plaintiff and defendant.

The court overruled all defendant's arguments, holding that the contract was legal and binding despite where made or drawn. It ruled that the NBC Artists Bureau is entitled to all commissions on Soubier's work. First of its kind in the California courts, the case attracted wide attention in both the radio and agency field. It affects employment under a contract signed in another state. Intimations were that the NBC Artists Bureau would file additional suits in similar assertedly breached contracts.

CBS Artists Stock

CBS has just acquired 27½% of the authorized capital stock of Columbia Management of California Inc. for $27,500, and its subsidiary, Columbia Concerts Corp., has acquired 22½% of the same concern for $22,500, according to a statement filed Sept. 7 with the Securities & Exchange Commission. CBS owns 54% of the outstanding common and 100% of the preferred stock of the Concerts Company.

Ex-KGGC Manager Sues

W. NORMAN McGILL, former manager of station KGGC, San Francisco, through his attorneys, has filed a $50,000 libel suit in the Superior Court of San Francicso against Robert J. Craig, pastor of Glad Tidings Temple. Mr. McGill, who lives near Los Altos on the San Francisco peninsula, alleges in his suit that the minister, who owns KGGC, discharged him after he had built up the radio station and also, according to the complaint, "attempted to besmirch my name by misrepresentations to business associates." McGill had been associated with the station for nearly ten years.



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

Gas Group Using Spots

GAS APPLIANCE Society of California, San Francisco, on Oct. 2, will commence a one-week radio campaign with 600 transcribed announcements on 21 stations in Northern and Central California. Stations are KGO, KFRC, KYA, KSFO, KJBS, KGGC, KLX, KDON, KLS, KROW, KRE, KHSL, KFBK, KWG, KGDM, KQW, KIEM, KVCV, KTRB, KMJ, KYOS. The agency is Jean Scott Frickelton, San Francisco.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

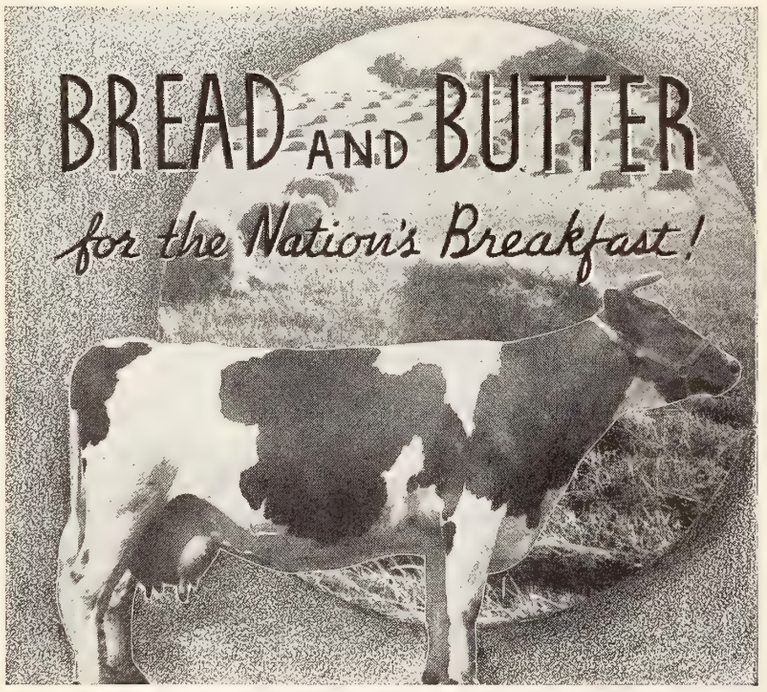
"The Quality Market of The Southeast"

Hot Announcing

NEWSCASTING, and being a volunteer fireman, just don't mix. At least that has been the sad experience of William Paulsgrove, program diretor and sportscaster of WJEJ, Hagerstown, Md. A candidate for election as chief of Hagerstown's volunteer fire department, Paulsgrove must appear at all fires possible if he wants to poll the votes. Late last month an alarm came in just as he got under way on his 15-minute sports review. Then the second alarm broke. He was between two fires, so to sneak. He wound up the sports review a little early and managed to get to the conflagration before it was over. But he isn't so sure now about that fire chief's job.

KGFI in Brownsville

AUTHORIZED to move from Corpus Christi into Brownsville, Tex., the 100-watt KGFI went into operation in its new location in latter August. It is chiefly owned by Jack Wilson and Ernest Wilson. Corpus Christi's new station is KRIS, an NBC supplementary outlet, operating with 500 watts on 1330 kc.



Johanna Tidy Vale Lady, of Ackerhurst Farms.
Butter production for 1936____683 pounds.

Churned Gold . . . forty million pounds a year! Omaha leads the world in butter production, ranks high as a corn and wheat outlet, stands second in the nation as a meat-packing center. Reach the 664,048 families in Omaha and its fertile trade territory through their favorite radio station . . . WOW!

WOW

Omaha, Nebraska
590 Kc. 5,000 Watts
John Gillin, Jr., *Mgr.*
JOHN BLAIR CO.—*Representatives*—New York, Chicago, Detroit, San Francisco.
Owned and Operated by the Woodmen of the World Life Insurance Society

ON THE N. B. C. RED NETWORK



NURSING MICROPHONE — Is Gwen McCleary, women's director of the Iowa Network, who donned nurse's garb to conduct a howl-by-howl broadcast of the Baby Clinic examinations at the Iowa State Fair in Des Moines. Telling her the story of the infants is (left) Dr. Lee F. Hill, medical examiner, and (right) Mrs. S. E. Lincoln, superintendent of the Baby Health Department. Broadcasts were sponsored by Flynn Dairy Co.

'FINED' FOR SPEEDING
Judge Orders Lowell, Culprit, Devise Safety Program

WHEN Maurice Lowell, NBC-Chicago production director, faced Judge J. M. Braude of the Chicago traffic court on a speeding charge Aug. 27, the judge, in lieu of a fine, ordered Mr. Lowell to devise a radio traffic safety broadcast that would help the judge's auto safety campaign.

Going into a huddle with Judith M. Waller, NBC-Chicago educational director, Mr. Lowell worked out a solution. He booked the judge for a quarter-hour spot on WENR, the judge's topic being his own court slogan, "On the Highway, Death Begins at Fifty."

The payoff occurred at the broadcast Sept. 1. For the production director was Mr. Lowell who had been assigned to the program with instructions to see that Judge Braude didn't talk over 50 words a minute.

Musterole Switches

MUSTEROLE Co., Cleveland (Musterole) and E. W. Rose Co., Cleveland (Zemo), on Oct. 4 will start *Carson Robison and His Buckaroos*. The program, formerly announced as scheduled for an NBC-Blue network, will be heard instead on 33 MBS stations for 26 weeks, Mondays, Wednesdays and Fridays at 1:15-1:45 p. m. (EDST). The agency is Erwin, Wasey & Co. Inc., New York.

RADIO NFA News Features

Radio Newsfeatures

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

Work Under Way On Federal Studio

Interior Department to Have Elaborate Broadcast Setup

UNCLE SAM, one of the most prolific users of sustaining radio time, will have broadcasting studios of his own soon in the magnificent new Department of the Interior building in Washington.

Work was started early in September and is expected to be completed in latter November on the long-projected radio setup. The contract was awarded Sept. 3 to Industrial Fireproofing Corp., New York, on its low bid of $88,200. There will be one large and one small studio, a conference room that can be used as a studio, and a control room. The larger studio will be two stories in height and will have a balcony on one side where visitors may watch the broadcasts behind double glass windows.

The studios will be completely equipped with RCA speech input and microphones and will be acoustically treated by Johns Manville. It will be complete in every detail, lacking only a transmitter inasmuch as no provision is made for wave length assignments for the governmental broadcasts. Secretary of the Interior Ickes, bureau chiefs of his department and presumably heads of other departments will use the studios for their regular broadcasts, tying in with the networks through their Washington keys.

Other Radio Projects

Construction of the model studios in the Interior Bldg. is part of the educational radio plans of Secretary Ickes, who is also backing the WPA Federal Radio Educational Project under which WPA workers and actors are trained in radio technique and write and stage programs over networks and stations. The project also has a script library service which it offers to local educators and to stations.

Having operated on term grants for about two years, the project recently secured an extension grant of $50,000 which will carry it until December when a new grant is expected to be forthcoming. Its staff, headed by William Dow Boutwell, now numbers only 20 persons, having been cut considerably from the former roll of about 80. About half of the staff is in Washington and the other half works in New York, headquarters at New York University.

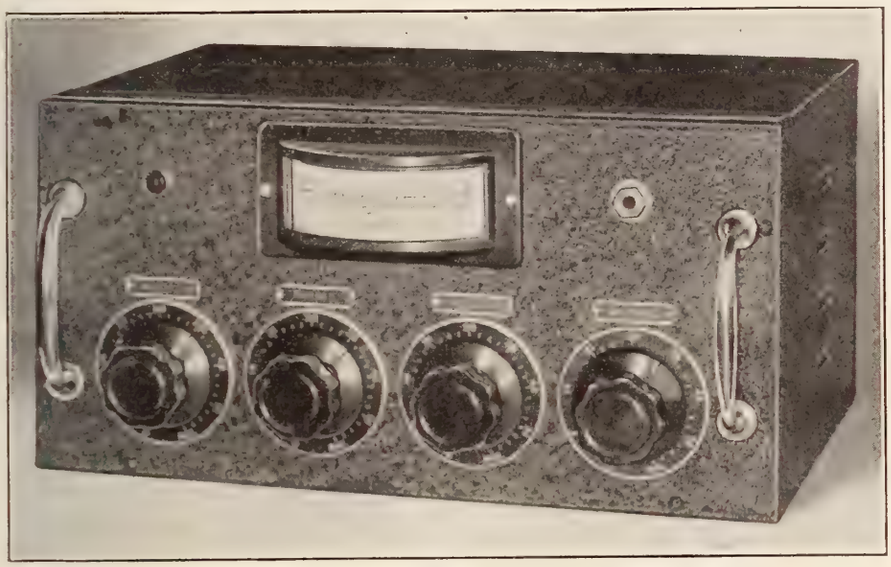
Bathasweet News

BATHASWEET Corp., New York, will start Sept. 28 a news program on WCAE, Pittsburgh, at 8-8:15 a. m., Monday, Wednesday and Friday. On Sept. 8 the company started on WGN, Chicago, *Quin Ryan*, news and comment, also Monday, Wednesday and Friday at 11:30-11:45 a. m. (EDST). Other programs of the same sponsor now running are news on WOR, Newark, Monday, Wednesday and Friday at 8-8:15 a. m., and on Don Lee network Monday, Wednesday and Friday at 7:45-8 a. m. H. M. Kiesewetter Adv. Agency Inc., New York, is in charge.

M. SAYLE TAYLOR, better known as the *Voice of Experience*, has signed a contract with the WOR Artists Bureau.

It's radio's No. 1 Remote

The Gates "Dynamote"



NOW the Gates DYNAMOTE steps to the head of the line as radio's number one remote equipment. Complete in facilities, electrically superb and small in size. Broadcast engineers have been quick to acclaim the DYNAMOTE as the best they have seen. Today, leading broadcasting stations from coast to coast have picked the DYNAMOTE to carry the brunt of their fall and winter remote schedules. May we suggest that you investigate this outstanding remote equipment and find how truly fine equipment may be had at a reasonable price. Gates bulletin 82 gives you this information.

DYNAMOTE FEATURES

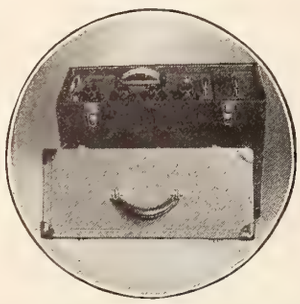
1—High gain 4 stage amplifier of studio quality.

2—Three position ladder type mixer, 30 or 200 ohms.

3—A.C. or battery operation. Power unit supplied.

4—Exclusive 5″ edgewise V.I. meter.

5—Total weight packed 39 lbs. 20″ by 12″ by 10″ in size complete equipment.



Packed Dynamote above only 20″ by 12″ by 10″ includes room in case for 3 microphones.

GATES RADIO & SUPPLY CO.

MANUFACTURING ENGINEERS SINCE 1922

QUINCY (Cable Address Gatesradio) ILL., U. S. A.

HERE'S WHAT'S SELLING TO AND FOR SPONSORS

EVERYONE'S A TREND INDICATOR FROM *The Script Library*. THE BROADCASTING PROFESSION'S SOURCE OF MATERIAL FOR LIVE SHOWS (AUDITION SCRIPTS ARE YOURS FOR THE ASKING)

① "YOUR VARIETY SHOW" — A HALF HOUR OF COMEDY, DRAMA AND CONTINUITY

② "OLD MAN OF THE MOUNTAIN" — THE GREATEST 5 MINUTE DAILY FOR BOYS EVER WRITTEN

③ "CRIME QUIZZES" — A 2 ONE MINUTE SERIES THAT HOLDS AN AUDIENCE 17 MINUTES

④ "PETER ANGEL" — A THRILLING SAGA OF A DOCTOR IN A SERIES OF 15 MINUTE SCRIPTS

⑤ "CROOKED HOUSE" — LAST WORD IN MYSTERY SCRIPTS THAT DELIVER CHILLS. 13 ½ HOURS

⑥ "MA RILEY'S BOARDING HOUSE" — A THRILLING ONE-WOMAN SCRIPT THAT CAN INCLUDE COMMERCIAL. 5 MIN. DAILY OR 3 A WEEK

⑦ "THE MAN ON THE STREET" — MATERIAL FOR LAUGHS & INTEREST IN SETS OF 550 QUESTIONS

⑧ "ADVENTURES IN LOVE" — 13 FIFTEEN MINUTE ONE-SHOTS IN THE LIGHTER AND CARRISON MANNER

⑨ "JUDGEMENT HOUR" — A HUMAN SERIES OF 2 15-MIN BROADCASTS THAT COMBINE THE APPEAL OF MINUTE MYSTERIES & TRUE STORIES

⑩ "DAVID COPPERFIELD" — JAY CLARK'S GREATEST RADIOIZATION IN 13 HALF-HOUR EPISODES

⑪ ONE THOUSAND AND ONE TALES — HALF-HOUR SCRIPTS, COMPLETE IN THEMSELVES. LOVE, ADVENTURE, MYSTERY, HUMAN INTEREST *BY NAME AUTHORS*

⑫ QUIZ MATERIAL — 550 UNUSUAL QUESTIONS AND THEIR ANSWERS. THEY'RE THE MAKING OF QUIZ PROGRAMS

⑬ SCRIPT LIBRARY CATALOG — A COMPREHENSIVE CATALOG OF EVERYTHING THAT'S FIT TO BROADCAST

PLEASE CHECK THOSE DESIRED: 1 2 3 4 5 6 7 8 9 10 11 12

The Script Library
535 FIFTH AVENUE
NEW YORK, N.Y.

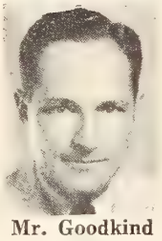
PLEASE SEND THE UNDERSIGNED AUDITION SCRIPTS OF THE PROGRAMS INDICATED

CAST _____ BY _____

STATION _____

Goodkind's New Post

M. LEWIS GOODKIND Jr., who on June 1 resigned from Lord & Thomas, Chicago, after being with the agency for nine years, becomes vice-president of Burnet-Kuhn Advertising Co., Chicago, Sept. 15. Mr. Goodkind was radio service manager and publicity director of Lord & Thomas. Prior to that he was on the merchandising research and reportorial staff of the *Chicago Herald & Examiner* for two years. The Burnet-Kuhn agency is headed by Paul R. Kuhn, president, and F. J. Woods, vice-president and secretary. Included among its accounts are the *Chicago Tribune*, *New York Daily News*, *Radio Guide*, Chicago Musical Instrument Co. and the Sampson Electric Co.



Mr. Goodkind

Telepathic Blurbs

ZENITH RADIO Corp., Chicago (radio sets), is using no commercials whatsoever on its new *Zenith Foundation* program started Sept. 5 on an NBC-Blue network of 52 stations. The program is unusual, the entire radio audience being requested to take part in experiments in mental telepathy. E. H. Brown Adv. Agency, Chicago, is the agency.

Candider Faust

RUNNING neck and neck with Bill Cline, WLS sales manager, as Chicago's most avid radio candid cameramen is Paul Holman Faust, radio director of the Mitchell-Faust Adv. Co., Chicago. Mr. Faust recently sold a set of candid burlesque shots to the *Chicago Herald & Examiner*. The pictures were obtained after the burlesque houses had issued a ban on photographers of the strip tease. Mr. Faust said: "I just sat in the front row of the balcony—and made 'em." He also recently sold a series of photos to *Look* Magazine.

Sanib of Honduras

SANIB CORP., Puerto Cortes, Honduras, will use radio advertising for Sun-Ban, a banana fruit powder, starting early in October. Tentative plans include several MBS stations for a 15-minute musical program on Sunday mornings. The agency is Jay Lewis Associates, New York, Jay Lewis, account executive. Norman Brokenshire, in charge of radio for the agency, will probably participate in the program.

KATHERINE LANE, CBS dramatic actress in New York, was married Aug. 30 to Paul Y. Anderson, noted Washington correspondent of the *St. Louis Post-Dispatch*, and onetime Pulitzer Prize winner.

Efficacy of Broadcasts In Influencing Opinion Discussed at Institute

PROS and cons of radio as a means of influencing public opinion were discussed Sept. 3 at the Williamstown (Mass.) Institute of Human Relations under the auspices of the National Conference of Jews and Christians.

Franklin Dunham, NBC educational directors, stated that radio has "a tremendous and compelling power to bring the world and its happenings directly into the home and the school room. At the basis of this serious listening is the essential element of conflict—the conflict of personalities presented on the air. This conflict appears in the impact which is made on our minds by radio commentators and by other interesting personalities who speak over the air on subjects in which we have genuine enthusiasm. We may not agree with them always, but this disagreement often makes their talks more interesting to us."

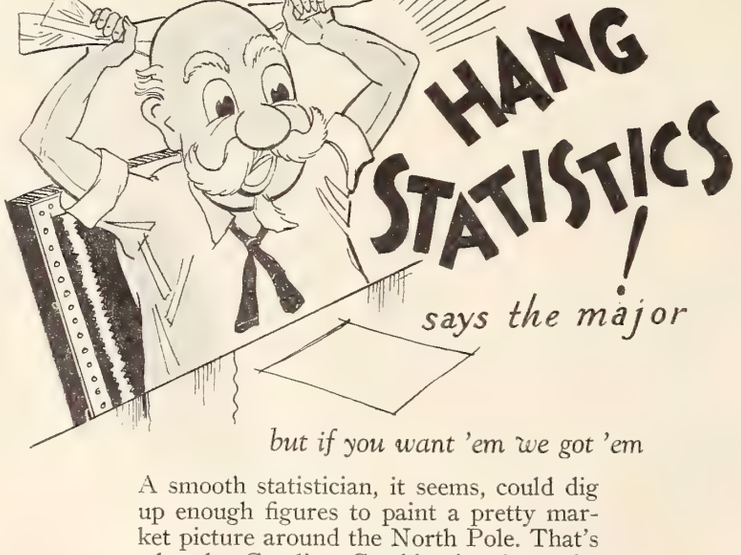
From the standpoint of religion, Rev. James M. Gillis, editor of *Catholic World*, argued that radio is a valuable but imperfect adjunct to religion. The first drawback, he said, is that radio transmits imperfectly and sometimes not at all the personality of the preacher.

Father Gillis said that preaching is a ministry, rather than mere verbal communication. He described religion as "a flame, a fire, a battle." "In such a world as this," he went on, "the message of true religion should not be polite, inoffensive. Quite naturally, radio corporations and sponsors don't want disturbers on the program. I doubt that a vital, authoritative, uncompromising presentation of the Gospel truth is possible on any of the great radio chains under present conditions."

Safeway Coast Discs

SAFEWAY STORES Inc., Oakland, Cal., Pacific Coast chain grocery store, to call attention to its various departments and products, on Sept. 13 started for 13 weeks using five nights weekly a transcribed quarter-hour children's program, *The Land of The Whatsit*, on 13 stations in Washington, Oregon and California. Pre-program spot announcements were made over the stations to call attention to the series. This is being supplemented by a series of half-page comic section advertisements in Associated Weekly newspapers and *Family Circle*, publication distributed free by Safeway Stores Inc. An extensive store promotion campaign also supports the program and includes package inslips, window banners, giveaway folders and other paraphernalia. This will be supplemented by *The Whatsit*, an illustrated weekly tabloid newspaper "published by and for children" to be issued each Wednesday starting Sept. 29. Stations are KFSD, KGO, KFXM, KDB, KERN, KWG, KMJ, KFBK, KJR, KGA, KPQ, KECA, KEX. Agency is J. Walter Thompson Co., San Francisco.

CANADA'S total number of licensed radios—Canadians pay a $2 annual set tax—numbered 1,038,500 when the fiscal year ended last March 31, an increase of 20% over the preceding fiscal year.



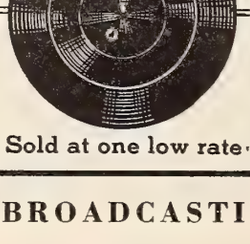
but if you want 'em we got 'em

A smooth statistician, it seems, could dig up enough figures to paint a pretty market picture around the North Pole. That's why the Carolina Combination bases its appeal on BIG results at a low rate. But, if you insist on figures, we got 'em—BIG ones. Write for them.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate



Let bandits beware Illinois! That state is now a model of broadcasting efficiency for the detection and prevention of crime . . . location of missing persons . . . and the many other activities of state police.

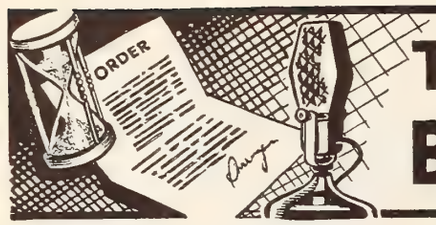
Seven strategically located broadcasting stations . . . equipped with Truscon Vertical Radiators . . . provide a state-wide hookup. (A typical station is illustrated). Every state-police cruiser or motorcycle is equipped with a radio. When the Illinois State Police go into action, an *actual* . . . not theoretical . . . *net* blankets the entire state instantly!

A rapidly growing list of Truscon Vertical Radiator installations for commercial and non-commercial radio stations is definite proof of the outstanding advantages of these modern antenna towers.

Truscon offers expert cooperation in assisting you to determine the most efficient and economical application of Truscon Vertical Radiators to meet *YOUR* requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

Gardner Nurseries Inc., Osage, Ia., 3 weekly *t*, thru N. W. Radio Adv. Co., Seattle.
Procter & Gamble Co., Cincinnati, 21 *sa*, thru Compton Adv. Inc., N. Y.
Lamont-Corliss Co., New York (Nestle's cocoa), 78 *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 156 *sa*, thru Wm. Esty & Co. Inc., N. Y.
Bulova Watch Co., New York, 24 weekly *sa*, thru Biow Co. Inc., N. Y.
Utica Knitting Mills, Utica, N. Y. (underwear, sweaters), 3 weekly *sa*, thru John Thomas Miller, N. Y.
Simmons Co., New York (beds, mattresses), 78 *sa*, thru J. Walter Thompson Co., N. Y.
Ford Motor Co., Alexandria, Va., 20 *sa*, 12 *sa*, thru McCann-Erickson Inc., N. Y.
Capudine Chemical Co., Raleigh, N. C. (proprietary), 101 *sa*, thru Dillard Jacobs Agency Inc., Atlanta.
Schmidt Baking Co., Baltimore, 648 *sa*, thru W. E. Long Co., Chicago.

KYA, San Francisco

W. G. Keys, San Francisco (beauty shop), 3 weekly *sp*, thru Johnson Agency, San Francisco.
Transcontinental & Western Air, Inc., San Francisco (transportation), 6 weekly *sa*, direct.
Electric Appliance Society of California, San Francisco (electric appliances), 3 weekly *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Travellac Publications, San Francisco (travel magazine), 6 weekly *sp*, direct.

WCKY, Cincinnati

Dodge Bros. Corp., New York (trucks), 7 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 26 *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
U. S. Industrial Alcohol Sales Co., Cincinnati, 52 *sa*, thru Lambert & Feasley Inc. N. Y.
Ohio Apple Institute, Cleveland, participation for one year, thru Nesbitt Service Co., Cleveland.

KSFO, San Francisco

Campbell Cereal Co., Minneapolis (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.
W. T. Grant Stores, N. Y. (department stores), 3 weekly *t*, thru N. W. Ayer & Son, N. Y.
Gas Appliance Society, San Francisco (gas appliance), 8 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WOOD-WASH, Grand Rapids

Coleman Lamp & Stove Co., Wichita (furnace), 26 *sa*, thru Potts-Turnbull Co., Kansas City.
Chamberlain Laboratories, Des Moines (lotion), 130 *ta*, thru Coolidge Adv. Co., Des Moines.

KFI, Los Angeles

Look Magazine Inc., Des Moines (publication), 7 weekly *ta*, thru Schwimmer & Scott, Chicago.
Woolwine-Norris Corp., Los Angeles (gas ranges), weekly *sp*, thru McCarty Co., Los Angeles.

KFBK, Sacramento

Petri Cigar Co., San Francisco, 100 *sa*, thru Emil Brisacher & Staff, San Francisco.
Roma Wine Co., San Francisco, *sa*, thru James Houlihan Inc., San Francisco.
Schering Corp., New York (Sarake), *t*, thru Marschalk & Pratt Inc., N. Y.
Sego Milk Products Co., San Francisco, 30 *sa*, thru Botsford, Constantine & Gardner Inc., San Francisco.
Calif. Dried Fruit Stabilization Co., San Francisco, *sa*, thru Brewer-Weeks Co., San Francisco.
Wilson & George Meyer Co., San Francisco (calcium nitrate), 200 *sa*, thru Gerth-Knollin Adv. Co., San Francisco.

KGO, San Francisco

Look Magazine, Chicago, 6 weekly *ta*, thru Schwimmer & Scott, Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 7 weekly *sa*, thru William Esty & Co., N. Y.
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.

WIP, Philadelphia

Hecker Products Corp., New York (cereal), 5 weekly *sp*, thru Erwin-Wasey & Co., N. Y.
Crowell Pub. Co., New York, monthly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.
Kirkwood Laboratories, Clifton, N. J. (her-ex), 6 weekly *sp*, direct.

KDKA, Pittsburgh

Oakite Prod. Inc., New York, 13 *sp*, thru Calkins & Holden, N. Y.
Procter & Gamble Co., Cincinnati, 23 *t*, thru H. W. Kastor & Sons Adv. Co., Inc., Chicago.
Carleton & Hovey Co., Lowell, Mass., 156 *sp*, thru John W. Queen, Boston.

WJJD, Chicago

Histeen Corp., Chicago (hay fever remedy), daily *sp*, thru Ruthrauff & Ryan Inc., Chicago.
Haysma Laboratory, Chicago (hay fever remedy), 3 weekly *t*, direct.
State of Michigan, Lansing, Mich. (tourist trade), daily *sa*, thru Fred M. Randall Co., Detroit.

WGY, Schenectady

Bosco Co., New York (milk amplifier), daily *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Baker Extract Co., Springfield, Mass., weekly *sp*, thru Wm. B. Remington Co., Springfield.
Lamont, Corliss & Co., New York (Nestles), weekly *sp*, thru Cecil, Warwick & Legler Inc., N. Y.
Popular Brands Inc., New York (dishwashing powder), 4 weekly *sp*, 4 weekly *sa*, thru Tracy-Locke-Dawson Inc., N. Y.
Saltesea Packing Co., Providence (soup), daily *sa*, thru Livermore & Knight, Providence, R. I.
Williamson Candy Co., Chicago (Oh Henry), weekly *sa*, weekly *sp*, thru John H. Durham Co., Chicago.

WIND, Chicago

Histeen Corp., Chicago (hay fever remedy), *ta*, thru Ruthrauff & Ryan Inc., Chicago.
Chicago Roosevelt Steamship Co., Chicago (boat travel), *sp*, thru W. W. Garrison & Co., Chicago.
Albert Dickinson Co., Chicago (livestock feeds), 3 weekly *sp*, placed direct.

KFRC, San Francisco

California Fresh Bartlett Pear Advisory Board, San Francisco (pears), 5 weekly *sa*, thru J. Walter Thompson, San Francisco.
W. A. Sheaffer Pen Co., Chicago (fountain pens), 7 weekly *sa*, thru Russel M. Seeds Co., Chicago.

KHJ, Los Angeles

Haas, Baruch & Co., Los Angeles (Iris Coffee), weekly *sp*, thru Erwin Wasey & Co., Los Angeles.
Ironized Yeast Co., Atlanta, Ga. (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood

Skinner & Eddy Corp., Seattle (Peter Pan canned salmon), 5 weekly *sp*, thru J. William Sheets, Seattle.
Swift & Co., Vernon, Cal. (Formay), 5 weekly *sp*, thru J. Walter Thompson Co., Los Angeles.

WNEW, New York

Carol Pharmaceutical Co., New Brunswick (Caruso Capsules), 6 weekly *sp*, direct.



Drawn for BROADCASTING by Sid Hix

"No, the Listeners Don't Care How She Dresses, but the Sponsor Likes It."

WFAA-WBAP, Dallas-Ft. Worth

Rit Products Corp., Chicago (Rit), 52 *t*, thru Earle Ludgin Inc., Chicago.
Purity Bakeries Corp., Chicago (Taystee bread), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Lehn & Fink Products Co., New York (Hinds cosmetics), 260 *sp*, thru Wm. Esty & Co. Inc., N. Y.
Penick & Ford Ltd., New York (Brer Rabbit), 102 *ta*, thru J. Walter Thompson Co., N. Y.
Dodge Bros. Corp., New York (trucks), 3 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Co., Milwaukee.
Barton Mfg. Co., Chicago (Dyanshine), 20 *sa*, thru Anfenger Adv. Agency, St. Louis.
White King Soap Co., Los Angeles, 65 *t*, thru Barnes-Chase Co., Los Angeles.
Histeen Corp., Chicago (proprietary), 39 *ta*, *sa*, thru Ruthrauff & Ryan Inc., N. Y.
J. A. Folger Co., Kansas City (coffee), 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Carter Medicine Co., New York (liver pills), 260 *ta*, thru Street & Finney Inc., N. Y.
Walker's Austex Chili Co., San Antonio (chili products), 65 *sa*, thru Crook Adv. Agency, Dallas.
Purina Mills, St. Louis, 156 *t*, thru Gardner Adv. Co., St. Louis.
Dr. Salsbury's Laboratories, Charles City, Ia. (proprietary), 65 *ta*, *t*, thru N. A. Winter Adv. Agency, Des Moines.

WMCA, New York

Finlay-Straus Jewelry Co., New York, 13 weekly *sp* and 66 *sa*, thru Schillin Adv. Corp., N. Y.
Barney's Clothes Inc., New York, 13 weekly *sp* and 66 *sa*, thru Alvin Austin Co., N. Y.
Nature Friend Inc., New York (bird food), 13 *sp*, direct.
Rev. F. F. Bosworth, River Forest, Ill. (religious talks), 52 *t*, direct.
Community Opticians Inc., Long Island City, N. Y. 5 weekly *sp*, thru Commonwealth Adv. Agency, Boston.
Grace Donohue Inc., New York (beauty preparations), 13 *sp*, thru Redfield-Johnstone Inc., N. Y.
Consolidated Drug Trade Products Inc., Chicago, 12 weekly *sp*, thru Benson & Dall Inc., Chicago.

WBBM, Chicago

Simmons Co., New York (mattresses), daily *sa*, thru J. Walter Thompson Co., New York.
Chrysler Dealers, Chicago (auto dealers), 3 weekly *sp*, thru Schwimmer & Scott, Chicago.
Philco Co. Dealers, Chicago (radio dealers), weekly *t*, thru Max Enelow, Chicago.
Kosto Co., Chicago (Kosto dessert), daily *sa*, thru Perrin-Paus, Chicago.
Stephano Bros. Philadelphia (Marvel cigarettes), 3 weekly *sp*, thru Aitken-Kynett Co., Philadelphia.

KECA, Los Angeles

W. T. Grant Co., New York (chain store), 3 weekly *t*, thru N. W. Ayer & Son Inc., N. Y.
Lyons Van & Storage Co., Los Angeles, weekly *t*, thru Charles H. Mayne Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (department store), 6 weekly *sa*, thru Dana Jones Co., Los Angeles.

WGN, Chicago

Bauer & Black, Chicago (Velure Hand Lotion), 5 weekly *t*, thru Blackett-Sample-Hummert, Inc., Chicago.
URE Druggist Inc., Chicago (chain drug stores), daily *sa*, thru Jewell F. Stevens Co., Chicago.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), daily *sa*, thru Joseph Katz Co., Baltimore.

KFOX, Long Beach, Cal.

Central Shoe Co., St. Louis (shoes), 2 weekly *t*, thru Kelly, Stuhlman & Zahrndt Inc., St. Louis.

Radio Advertisers

GAFFERS & SATTLER, Los Angeles stove and refrigerator manufacturers, is including radio in a big fall campaign, being handled by J. H. Withington Co., Architects Bldg., Los Angeles. It has already signed for sponsorship of a Sunday 3 p. m. half-hour show, *30 Minutes in Hollywood*, on the Don Lee Network.

BARTON MFG. Co., St. Louis (Dyanshine liquid shoe polish) has named Anfenger Adv. Agency Inc., St. Louis, to handle its advertising, which includes a spot announcement campaign.

EASTERN WINE Corp., Bronx Terminal Bldg., New York, will include radio in an advertising campaign planned for the New York metropolitan area, New York State and New Jersey, to be handled by Albert Frank-Guenther Law Inc., New York.

E. PRITCHARD Inc., Bridgeton, N. J. (Pride of the Farm catsup, etc.) has appointed Walker & Wadsworth Inc., New York, to handle its advertising, which will include radio. R. M. S. Walker is account executive.

WILLIAM W. LEE & Co., Troy, N. Y. (Save-the-Baby) makes up lists in September, including radio among the media used. Agency is Leighton & Nelson, Schenectady. The annual advertising appropriation is $12,000.

TRUTONOPHONE Inc., New York, has placed its radio account with the newly-formed Klinger Adv. Corp., New York.

HARVEY-WHIPPLE Inc., Springfield, Mass. (Master Kraft oil burnerns), resumed *Castles of Romance* Sept. 7 at 6:35-6:45 p. m., EDST., over WJZ, New York, and added *Melody and Mystery*, transcribed program, on WBZ-WBZA, Boston, beginning Sept. 7 at 6:35-6:45 p. m., EDST. Postcards featuring the talent of the programs are being furnished to the company's dealers. The agency is Willard G. Myers Adv. Agency, New York.

LELEWER HAT Co., Chicago (retail hat stores) started 100-word announcements twice daily on WCFL, Chicago, Aug. 30. Dade B. Epstein Agency, Chicago, handles the account.

COLGATE-PALMOLIVE-PEET Co., Jersey City started a series of sixty-five 100-word announcements on WGES, Chicago, Sept. 6. Benton & Bowles, Inc., New York is the agency, with the foreign language division of Van Cronkhite Associates, Chicago, handling the announcements.

R. B. SEMLER Inc., New York, (Kreml hair tonic), on Sept. 14 started *Josef Ranald*, hand analyst, on WOR, Newark, Tuesdays and Thursdays, 5:45-6 p. m., EDST. Agency is Erwin, Wasey & Co. Inc., New York.

THOMAS LEEMING & Co. Inc., New York, (Baume Bengue) starts a five weekly series of early morning news broadcasts, Oct. 4 on WABC, New York, 7:55-8 a. m. Wm. Esty & Co. Inc., New York, is the agency.

GLASS CONTAINER ASS'N, New York, sponsoring the *Steinie Bottle Boys* over WEAF, New York, on Sept. 7 renewed the program but changed to Tuesdays and Saturdays, 7:30 p. m., placed thru U. S. Advertising Corp.

VICTOR BREWING Co. on Sept. 1 undertook sponsorship of INS news flashes on WWSW, Pittsburgh, nightly at 10:30, placed through the W. Earl Bothwell Agency. Edward Kreen, former program manager of WHJB, Greensburg, Pa., handles the program.



ON THE LINE—Signing a quarter-million dollar contract with the largest regional network in the United States, J. E. Clancy, vice-president and general manager of Dr. Miles California Co. Los Angeles (left) is shown seated with Lewis Allen Weiss, general manager of the Don Lee Broadcasting System, that city (right), completing arrangements under which the 7 weekly quarter-hour *Alka Seltzer Newspaper of the Air* will be renewed and extended over the entire West Coast network effective September 26. Contract is for 52 weeks. Account is serviced by P. O. Narveson, manager of Associated Advertising Agency, Los Angeles, who is also pictured.

R. R. DAVIS, formerly apparatus advertising manager of Westinghouse, has been appointed assistant to the general advertising manager, S. D. Mahan. He has been with Westinghouse since 1910 and headquarters in Pittsburgh.

C. W. HAMMOND, Oakland, Calif. (financial service), recently returned to the air in a series of broadcasts over KYA, San Francisco. Mr. Hammond has been a commentator for 11 years in the San Francisco Bay area.

CARTER COAL Co., Detroit, has taken the sponsorship of *In the Hermit's Cave*, a WJR, Detroit, serial that has been on the air for more than two years without commercial sponsor. Program has a cast of 20 directed by Charles Penman and three sound men. Agency is Ralph H. Jones, Cincinnati.

SIROIL LABORATORIES Inc., Detroit (drug preparations) on Oct. 5 starts a three-time-weekly 15-minute sponsorship of news over WHK, Cleveland, which may be expanded later in the year if results prove satisfactory. Initial period will run for 26 weeks. Frank V. Martin Inc., Detroit, is the agency.

FRED C. WILLIAMS, formerly of Campbell-Ewald Co. Inc., Detroit, has been appointed assistant advertising manager for the Nash division of Nash-Kelvinator Corp. He will work under A. R. Boscow, the newly appointed director of advertising and merchandising for Nash.

PACKER TAR SOAP Inc., New York, now sponsoring *Thatcher Colt Mysteries* on NBC-Red, will discontinue the series Sept. 26, but will return to the air at a later date. Stack-Goble Advertising Agency, New York, is in charge.

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

VERNER'S of California Inc., Hollywood (beverage) has appointed Chas. R. Stuart Inc., Los Angeles agency, to direct its California advertisng and early in September started participation five times weekly in *Fletcher Wiley's Woman's Home Protective League* program on KNX, Hollywood. Charles Levitt is agency executive servicing account.

KOSTO Co., Chicago (Kosto dessert), on Sept. 15 started daily weather reports on WBBM, Chicago, minute announcements thrice weekly on WSPD, Toledo, and minute announcements twice weekly on the Michigan Network. Detail men are covering the 10 cities where the announcements are being made. Perrin-Paus Co., Chicago, is the agency.

CONSOLIDATED EDISON Co. of New York Inc., New York (public utility) has appointed Lord & Thomas, New York, to handle its new radio campaign. A series will be heard over WEAF, starting Sept. 20.

DRI-BRITE Co., St. Louis, is advertising through Louis E. Westheimer & Co., St. Louis.

ALPHA PRODUCTS Co., Denver (proprietary) places advertising through Ball & Davidson Inc., Denver.

PARK LABORATORY Co., San Antonio (Grandma's tea), places advertising through Herald Adv. Agency, San Antonio.

PURITY PRODUCTS, Jersey City (tonic) places advertising through Franklin Bruck Adv. Corp., New York.

GEO. W. CASWELL Co., San Francisco, has appointed Long Adv. Service, San Jose, to service its account.

LOUDEN PACKING Co., Terre Haute (Doggie Dinner) has named McJunkin Adv. Co., Chicago, as its agency.

STERLING BREWERS Inc., Evansville, Ind. (Sterling beer and ale), has placed its business with Ruthrauff & Ryan Inc., Chicago.

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut—milk food product), has placed its business with Henri, Hurst & McDonald Inc., Chicago. According to N. J. Pumpian, radio director of the agency, no radio is planned until a market study is made.

BRADLEY KNITTING MILLS, Delavan, Wis. (bathing suits, etc.), has placed its account with Ruthrauff & Ryan Inc., Chicago.

NUNN-BUSH SHOE Corp., Milwaukee, has named Ruthrauff & Ryan Inc., Chicago, to handle advertising.

GALLENKAMP STORES Co., San Francisco on Sept. 26 will extend its radio advertising to Washington and Oregon when its *Professor Puzzlewit* program moves to Sundays at 4 p. m. over four coast NBC-Pacific Red stations, KPO, KOMO, KGW, KFI.

THEY'RE TUNING IN WATL IN ATLANTA

First In Atlanta With The News

EVERY HOUR ON THE HOUR

News Periods Open for Sponsorship

WATL

ATLANTA

WKZO

KALAMAZOO

★

"The Nation's Perfect Test Market"

5 STATES!
108 TOWNS!
545 LETTERS!
545 ORDERS!

Yes sir, 545 bona fide orders were received by a sponsor as a direct result of time used over WKZO.

WKZO can do a real selling job for you!

Write for information.

Representatives: Wilson-Robertson Co.
Chicago—New York—Kansas City

COLEMAN LAMP Co., Los Angeles, to attract consumer interest in its new floor furnace, on Sept. 7 started for three months, daily participation in early morning programs on KNX, KHJ, KFAC, KMTR, and is adding to the list. In addition sponsor has weekly spot announcements on KNX at 5:30 p. m. Concern, to call attention to its liquid fuel appliances, also sponsors a daily quarter hour news broadcast on KGBU, Ketchikan, Alaska. Agency is W. Austin Campbell Co. Inc., Los Angeles.

DAY & NIGHT HEATER Co., Los Angeles (water heaters), on Sept. 7 started for 52 weeks, daily participation in Fletcher Wiley's Sunrise Salute program on KNX, Hollywood. This is being supplemented by day time signal announcements on that station. Sponsor will shortly launch an extensive Pacific Coast radio campaign and list is now being made up. Hixson-O'Donnell Inc., Los Angeles, is the agency.

RCA Mfg. Co., Camden, will start a special campaign for RCA-Victor Overseas Dial radios, promoted in announcements on *Magic Key* broadcasts,, and in publication advertising.

NORTHAMPTON BREWERY Corp., Northampton, Pa. and New York, (Tru-Blu), has appointed Stuart, Ames & James Inc., New York, to direct advertising.

WADHAMS OIL Co., Milwaukee, has contracted for sponsorship of all games of the Green Bay Packers, 1936 pro grid champions, with Russ Winnie at the microphone.

BEST IN THE WEST

1000 watts **KGVO** Missoula, 1260 kc. Montana

Columbia Broadcasting System Affiliate

World Peaceways Using Wide Radio Promotion

WORLD PEACEWAYS Inc., New York, expanded its anti-war series, *We, the Living,* into a full hour broadcast, effective Sept. 5, and is now heard Sundays at 12-1 p. m. on WNYC, New York. The program is produced and directed by Ted Cott, and Dr. J. Max Weiss, director of research for World Peaceways, is master of ceremonies. On the four Sundays preceding Sept. 12, John Nesbitt, speaking from San Francisco, was heard over MBS at 8-8:15 p. m. (EDST) in a program *Pages from the Book of War,* for World Peaceways. Mr. Nesbitt started Sept. 12 with *Passing Parade* for the Duart Co., San Francisco. Sundays at 10:45-11 a. m. on WNEW, New York, World Peaceways' program *World Observer* is broadcast, with a news commentator.

On Sept. 13 at 8-8:30 p. m. EST, a weekly forum on world conditions started on WQXR, New York, conducted by Dr. Weiss, introducing guest speakers, and under auspices of World Peaceways Inc.

W. P. Ainsworth, director of information of the organization, told BROADCASTING that another program will start in October, which he is unable to announce at present.

THREE shows currently heard on the NBC networks are written by Irna Phillips, drama serialist. They are *Road of Life,* Procter & Gamble Co., Cincinnati (Chipso), which started Sept. 10 on NBC-Red; *The Guiding Light* for Procter & Gamble Co. (White Naphtha soap), and *Today's Children,* for Pillsbury Flour Mills Co., Cincinnati.

Schipa From Ship

GOLDBERG ADVERTISING (Australia) Ltd., Australian advertising firm, recently arranged a broadcast of Tito Schipa, world-famous tenor, from the liner *Mariposa* for its clients, De Reszke cigarettes and Matson Steamship Co. Schipa was en route to Australia at the time. A 250 watt transmitter was installed on the *Mariposa,* the concert being picked up and relayed to all commercial stations in New Zealand. As Schipa was unable to give a concert in New Zealand, the program is believed to have attracted more listeners than any broadcast in New Zealand history.

Wasmer Is Reelected

LOUIS WASMER, president of KHQ and KGA, Spokane, was reelected president of the Washington Association of Broadcasters at a meeting Aug. 29. Harry R. Spence, owner of KXRO, Aberdeen, was elected vice-president to fill the vacancy created by the recent death of E. M. Doernbecher, of KVI, Tacoma. Bob Priebe of KRSC, Seattle, was reelected secretary-treasurer, and Kenneth C. Davis, Seattle attorney, was renamed managing director. Carl Haymond of KMO, Tacoma, and T. W. Symons, Jr., of KFPY, Spokane, were renamed trustees. The Association adopted a resolution complimenting the NAB and James W. Baldwin, its managing director, on its recent report on the Society of European Stage Authors & Composers (SESAC).

Look Tests in Gotham

COWLES PUBLISHING Co., Des Moines, Ia. (*Look* magazine), has added to its current test campaign a series of daily half-hour programs on WMCA, New York. Entitled *Stop, Look, Listen,* the program started Sept. 7 for 13 weeks consists of news, weather reports and transcribed music. Schwimmer & Scott, Chicago, is agency.

THREE out of every 100 aspirants who come to NBC, New York, for auditions are found acceptable for network programs.

TRANSCRIPTIONS



SOUND RECORDING Inc., New York, recently reorganized by Eugene L. Bresson, announces the installation of new recording equipment. The main amplifying panel contains eight recording amplifiers with flat characteristics from 30 cycles to 20 kilocycles and each unit is arranged so that the dynamic range of the signal is expanded electronically. In rerecording, for example, the disparity between piano and forte passages is returned to the normal disparity that existed at the microphone at the time of the original recording, thereby making it possible to obtain the effect of the original recording, according to Mr. Bresson. One of the panels in the recording room is equipped with correction networks for equalizing microphones and cutter heads, designed to increase bass response without sacrificing high frequencies and vice versa. Four new dubbing tables have been installed as well as five combination wax and acetate cutting machines. Harold J. Brasson is in charge of recording and Harry S. Holmes has been named director of sales.

PAN-AMERICAN Radio Productions, Hollywood transcription and production concern, which recently opened offices at 6305 Yucca St., that city, has incorporated with Lucio Villegas as president and Rafael Elizalde as vice-president. Concern has started a new daily quarter-hour script series for women, *Hollywood Airmail Letter,* written by Elena De La Torre, which is being serviced to stations in Latin-American countries.

H. R. JACOBS, president of National Radio Adv. Agency Inc., Hollywood transcription program producers, after one year in New York, has returned to his west coast headquarters for a brief stay. He announced establishment of a St. Louis office in the State National Life Bldg., with Ray Stricker in charge.

H. R. EBENSTEIN, president of Atlas Radio Corp. on Sept. 11 left for Denver to attend the Morris Plan Bank convention. Morris Plan has purchased Atlas' *Ports of Call* series for use in certain localities.

NEW, subscribers to Standard Program Library Service are KTKC, KWYO, WGST, WSAR, KDFN, WBBZ.

RADIOAIDS Inc., Hollywood production concern, has moved to new offices at 1041 N. Las Palmas avenue, that city. E. D. Bedell is general manager in charge.

WBS will open new offices in Los Angeles sometime in February.

Mr. Agency Man

there are two stations in New Orleans affiliated with NBC and one with Columbia.

We will wager that WDSU is not the third most popular, favorite, or most listened to in New Orleans.

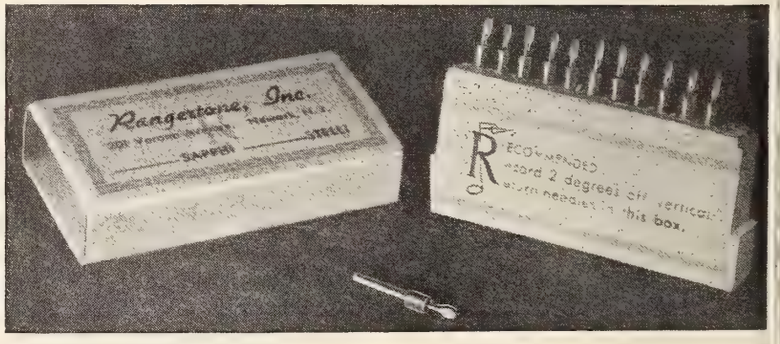
If you want to use better than the third rate station in New Orleans you *must* use WDSU.

For facts and proof call John Blair & Company.

WDSU *INCORPORATED*

New Orleans J. H. Uhalt, President

STELLI DESERVE PROTECTION



New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.

International Correspondence Schools, Scranton, Pa.: "We are highly pleased with the groove cut by these stylii . . . We are great boosters for your STELLI."

KFH, Wichita, Kansas: "We find that RANGERTONE cutting needles are the only needles that give absolute satisfaction at our station . . . the cuttings are perfect as far as noise level is concerned."

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

RUSH



NEXT TIME you want Presto Green Seal Discs in a hurry, order through your nearest Presto representative. He carries a stock of discs to take care of your rush orders. His stock is always fresh . . . completely renewed several times each month.

If there is no nearby representative wire to Presto direct. Your order for any quantity of discs will be on the way within an hour after your wire is received.

These Presto representatives stock Presto discs and needles. They haye the latest Presto equipment on hand ready to demonstrate at your request.

ATLANTA, GA.
Morris F. Taylor
440 W. Peachtree St. N. W.

BOSTON, MASS.
H. Jappe & Co.
46 Cornhill

CHICAGO, ILL.
Brock-Forsythe Co.
20 E. Jackson Blvd.

CLEVELAND, O.
Ernest P. Scott Sales Co.
1836 Euclid Ave.

DENVER, COLO.
R. C. Mulnix
1322 Lincoln St.

DETROIT, MICH.
Metropolitan Sound Systems
4651 Alter Rd.

HOLLYWOOD, CALIF.
Norman B. Neely
5334 Hollywood Blvd.

INDIANAPOLIS, IND.
Van Sickle Radio Inc.
34 W. Ohio St.

KANSAS CITY, MO.
Office Appliance Co.
302 Reliance Bldg.

LOUISVILLE, KY.
Peerless Sound Equipment Co.
703 S. First St.

PHILADELPHIA, PA.
Shryock Radio Co.
Penn A. C. Bldg.

PITTSBURGH, PA.
Cameradio Co.
963 Liberty Ave.

ROCHESTER, N. Y.
George S. Driscoll
199 Brett Rd.

WASHINGTON, D. C.
James Moran
1206 18th St. N. W.

PRESTO
RECORDING CORPORATION
147 W. 19th ST. N. Y. C.

Studio Notes

WHILE the crack *Top Hatters* orchestra is perched among the girders playing swing music, a delegation of New York and Philadelphia radio executives was to lay the cornerstone for the new KYW building at 1619 Walnut St., Philadelphia, Sept. 14. Included in the the group were to be Leslie Joy, KYW manager; Alfred H. Morton, manager of NBC managed and operated stations; E. H. Gager, Westinghouse plant manager; J. F. M. Proulx, KYW office manager, and James Begley, KYW program manager. Jan Savitt, KYW musical director, was to lead the orchestra.

WIP, Philadelphia, has organized the WIP Dramatic Association to uncover latent talent and is inviting members of amateur dramatic groups to enroll. All phases of microphone technique and radio production will be taught and members will be given a chance to perform on the air.

KOY, Phoenix, has installed a Barton studio organ, which will be ready about Oct. 1. Ralph Waldo Emerson, staff organist of WLS, Chicago sister station, has been engaged as organist for KOY.

SINCE opening its studios in Wilson, N. C., on July 18, WGTM has been host to more than 35,000 persons who have come to witness the broadcasts and inspect the new studios. So heavy was the studio audience that WGTM now has limited its visiting hours to two hours daily.

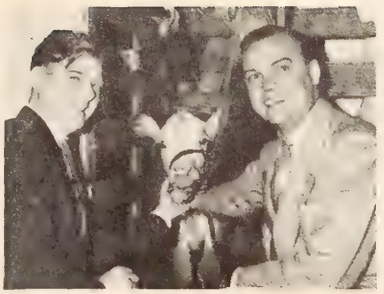
TWO outdoor shows, staged by WMBD, Peoria, Ill., although only a few days apart, attracted record crowds estimated at 20,000 persons. The first was the annual Police Radio Show, Aug. 27, produced by Brooks Watson, WMBD police announcer and presenting an array of WMBD talent in a one-hour vaudeville offering in connection with the police events. The second event was the annual Juvenile Theater Park show, staged by Milton Budd, WMBD announcer-production man, and presented a score of juvenile artists, none older than 16 years. Newspapers estimated 10,000 to 15,000 persons crowded Glen Oak park the night of Sept. 1 to witness the spectacle.

KFBI, Abilene, Kan., observed its third anniversary by acting as host to listeners at a free watermelon feed held in Salina. Tickets were distributed by merchants. Balloons and other favors were donated.

WLS, Chicago, has been host to even more visitors this summer than in the boom years of the Chicago World's Fair. Aug. 2, set a record, with more than 600 people from 11 states and 1 Canadian province visiting the station that day. A former Chicagoan, now living in Alaska, visiting this country for the first time in 12 years, came the greatest distance. Now a gold miner in the Far North, he reported that the reception of WLS programs in Alaska is clear, especially the early morning programs.

WITH WRDW, Augusta, and WTOC, Savannah, again cooperating, the 1937-38 *Atlanta Journal School of the Air* will resume its new school series on Oct. 18 under the direction of Louis T. Rigdon, founder and director. Some 300,000 Georgia school children participate, with 10 college scholarships and 20 trips to Radio City as prizes for talent discovered in auditions. Educational broadcasts are carried over WSB, Atlanta, and other Georgia stations.

INTERNATIONAL Tuna Angling matches were described by Bob Edge over the Mutual network via Canadian Broadcasting Corp. Sept. 11. The tournament, extending over three days at Wedgeworth, Nova Scotia, was the first held between the British and American anglers for the Alton B. Sharp trophy.



PURLOINED CALF — When Arthur Godfrey (left), conductor of the WJSV *Sun Dial* and formerly on Kelvinator's CBS *Professor Quiz* show, observed his birthday Aug. 31, the Advertising Club of Washington entertained in his honor and presented him with a calf for his nearby farm herd. The presentation was made by Wilmot R. Squiers (right) Ad Club president and advertising director of the Washington Gas Light Co. Godfrey was all elated until he adjourned to his farm that evening to discover that the Ad Club officials had connived to "borrow" one of his own calves.

WCFL, Chicago, relayed a broadcast from HCJB, Quito, Ecuador, at midnight Sept. 3. Arrangements were made by Maynard Marquardt, general manager, and C. W. Jones, an ex-Chicagoan, now managing HCJB, who frequently speak to each other via shortwaves over their amateur stations, W9TP and HCJB. The program consisted of music and singing typical of Ecuador, with announcements being made in English.

NEW STUDIOS of WFMD, Frederick, Md., are nearing completion, occupying the entire third floor of the Frederick Seminary Bldg.

COLORADO'S dictograph scandal was covered by KFEL, Denver. The eight-weeks special grand jury investigation was climaxed Aug. 28, with the indictment of nine prominent men. Within five seconds after the names of the indicated persons were known, Frank Bishop announced them over a microphone set up in the KFEL news room. A telephone line had been kept open to KFEL from just outside the court room. News Editor Wally Reef and Mark Crandall telephoned the information to Bishop, who sat with a telephone receiver clamped on his head, and a microphone in front of him, repeating their story on the air. The jury report, one of the most scathing denunciations of legislative lobbying ever heard in Colorado, was broadcast in this manner.

ATLAS RADIO Corp., New York, announces the sales of its travel series titled *Ports of Call* to the Morris Plan Co., Albany, for use on WOKO, that city.

RALPH NULSEN, chief engineer of WQAM, Miami, has installed the station's shortwave transmitter in the U. S. Weather Bureau office to serve as an emergency link between the bureau and studios in event of line failure during hurricane season.

WMCA, New York, announces that beginning Oct. 1 it is sold out from 6 to 11 p. m. daily. Finlay-Straus Jewelry Co., New York, through Schillin Adv. Agency, New York, will use more time on WMCA than it has ever used before on the air. Barney's Clothes Inc., New York, through Alvin Austin Co., that city, has increased its budget on WMCA by 50%. New accounts include Consolidated Drug Co., Chicago, through Benson & Dahl, Chicago; Community Opticians Inc., Long Island City, N. Y.; Grace Donohue Inc., New York (beauty preparations), through Redfield-Johnstone Inc.; Stagg Laundry Inc., Brooklyn, through Montrose Rosenberg, New York; and Nature Friend Inc., New York (birdfood).

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

READY: WCBD with 5,000 watts —new from microphones to antenna, from the all consuming ashes of an April fire—greater than ever before, our press-agent would say. And we'd agree, modestly.



AMERICANIZATION: A policy long in effect on our stations is to serve also the tremendous foreign population (yes, TWO out of THREE in Chicagoland are of foreign birth or parentage.) We do it sanely, however, running all announcements in English as well —and bringing a better understanding among all nationalities for America. Our "Citizenship School" making Americans by the thousands, is one of our prideful efforts in winning the enduring confidence of these millions.

* * * *

SAFETY: A Junior Safety League is one of our newest WCBD, WGES, WSBC ventures. Youngsters handle the broadcasts and teach traffic and street safety to others. It's clicking in results daily.

* * * *

IDEA: For reticent street gossipers, WEMP, Milwaukee, has stirred sidewalk interviews to a white heat by giving each person interviewed a candid camera shot of themselves at the WEMP mike. Charles LaFource interviews and Ray Host mans the camera.

* * * *

HELP: A brand new Cord sedan with a powerful public address system aboard is the latest quirk of WCBD. The service of the car is given without charge to public outdoor meetings.



* * * *

NAMES: New contracts on WSBC, WGES, WCBD include special campaigns for Libby, McNeill & Libby, Colgate-Palmolive-Peet Company, Carnation Milk and renewal on Clorox.

* * * *

HATS OFF: To John Elmer who is doing a splendid job as NAB chief!

* * * *

SCOOPS: Two firsts in a week for WCBD — the "Duke's Parson," Reverend R. Anderson Jardine and the great conductor-musician, Johann Strauss.

Gene T. Dyer

Purely PROGRAMS

All News Dramatized

FORMERLY handled as bulletins, news from the *Minneapolis Star* is now being broadcast daily at 1:15 p. m. over WCCO, Minneapolis, in dramatized form. Only the three or four leading news stories are chosen, with Hal Parkes heading a dramatic cast of four and Ed Abbott, WCCO, announcing. George Grim of the *Star* promotion department directs the program. *Des Moines Register & Tribune* interests own the newspaper.

NEWS!

hot off the United Press Radio teletype is now regular service to Northern Illinois and Southern Wisconsin listeners

WROK

ROCKFORD, ILL.
1410 K. C.
1000-500 Watts

Executive Airings

NATIONALLY KNOWN celebrities will be presented weekly over WJJD starting Sept. 24 when broadcasts from the Executives Club of Chicago will be "picked up" every Friday afternoon from 1 to 1:45. Guest speakers last year who were on the program included Silas Strawn, Mrs. Martin Johnson, Lynn Waldorf and Dr. Glenn Frank.

* * *

Twin Time

WOWO, Fort Wayne, broadcast Aug. 29 the convention of the National Twin Association. More than 3000 twins convened, 600 of which came from the City of Fort Wayne. J. A. Becker, WOWO special event announcer, took charge.

* * *

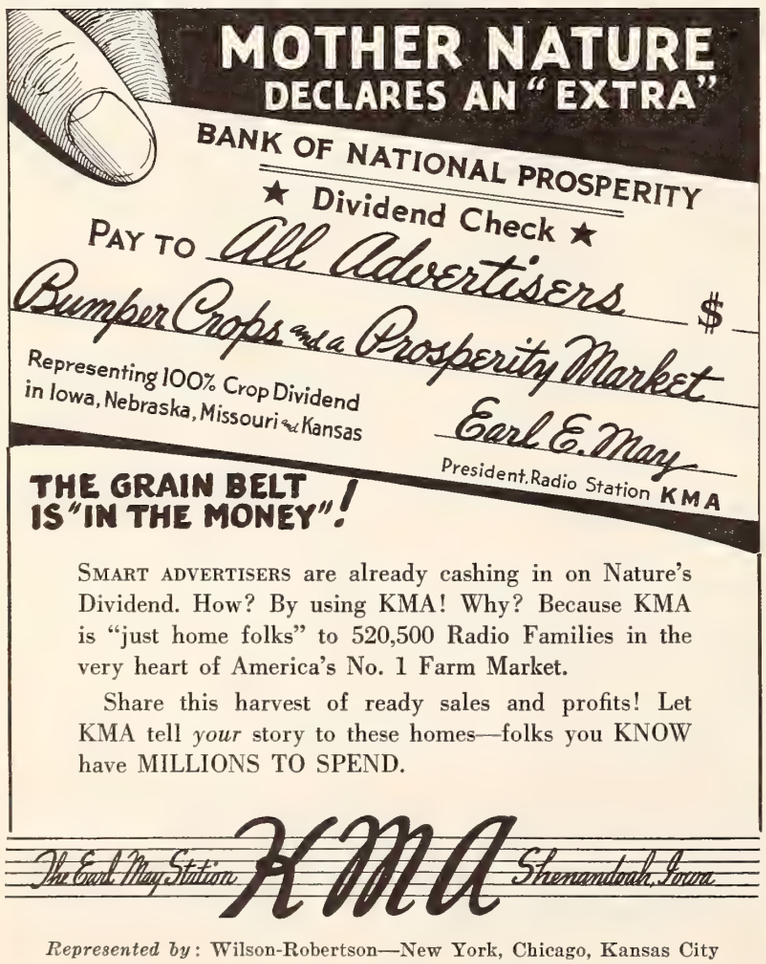
New News Notion

WITH late dialers in mind, Jose Rodriquez, news editor of KFI-KECA, Los Angeles, has newscaster Pat Campbell read the headlines of all items before and after flashes are broadcast on the 35 weekly news programs of the two stations.

* * *

"Tots and Tunes"

A POPULAR sustainer on WNLC, New London, Conn., features children as announcers of recorded shows, recordings being chosen to appeal to juvenile audience. It is titled *Tots and Tunes.*



SMART ADVERTISERS are already cashing in on Nature's Dividend. How? By using KMA! Why? Because KMA is "just home folks" to 520,500 Radio Families in the very heart of America's No. 1 Farm Market.

Share this harvest of ready sales and profits! Let KMA tell *your* story to these homes—folks you KNOW have MILLIONS TO SPEND.

The Earl May Station KMA Shenandoah, Iowa

Represented by: Wilson-Robertson—New York, Chicago, Kansas City

Autumn Announcements

B. R. BAKER Co., Cleveland store for men, conducted a survey of alumni in the city to determine the largest groups of collegians and erstwhile collegians actively engaged in living there. Then came a survey of non-collegians, to find their preferences as to colleges. From the findings the company prepared a series of one minute announcements on WGAR. Each announcement opens with a band-played college song—selected from among the "most popular" college list. Music is faded after 30 seconds and a brief announcement, aimed at past and present collegians, is presented. Results have been good. Fits the football season well.

* * *

Alibi Airings

A LITTLE out-of-the-ordinary is *Alibi Airings*, new weekly feature on KDAL, Duluth. With Sgt. Roy Erlandson of the police traffic bureau playing himself, *Alibi Airings* literally re-creates scenes from the day's business in the traffic bureau where violators come to dispose of "yellow tags". Program was started by KDAL because actual traffic court broadcasts are not possible. *Alibi Airings* is proving an entertaining way of selling traffic safety messages. Started last week in August, program ties in with statewide campaign to "Make September the Safest Month".

* * *

As the Whip Cracked

AS THE ferris wheel turned and the "whip" cracked, WHEC, Rochester, N. Y., broadcast the recent carnival held by the local American Legion. Harry LeBrun and Ken French, WHEC announcers, clung to their pack transmitters and tried to yell out descriptions as the cars scooted around the corners. Engineers Maurice Clarke, Bob Campbell and Perry Esten handled the technical problems and the listeners got a big thrill out of it, according to WHEC.

* * *

Advice to Parents

ADVICE to parents is the purpose of *The Parents Club of the Air*, a Tuesday afternoon series on WOR, Newark. Alice Falgliesh, children's books editor of *Parents Magazine*, recently discussed books for children and the problem of selecting appropriate reading matter for growing children. It fills a real social need, says WOR.

* * *

Stars at Home

FROM the homes of movie stars KMPC, Beverly Hills, Cal., broadcasts a Sunday afternoon interview series called *Stars at Home* during which Van Newkirk, program director, talks with the stars and describes their homes. Movie fans love it, according to KMPC.





DOG DOINGS—The man with the mike is WGAR Announcer Bob Kelly, interviewing the two winners of the Cleveland Press Pooch Parade. The St. Bernard was adjudged "largest pooch" and the little lady holds "Pint Size", Mexican pooch and winner of "smallest pooch" title.

Spelling Lessons

BARNEY'S CLOTHES Inc., New York, will start Sept. 20 a program to be heard for 13 weeks on WMCA, New York, Monday through Friday at 9-9:30 p. m. (EDST), and at 9:30-10 p. m. (EDST) on Saturday. To be called *You Don't Say*, the program will be dedicated each night to a different community in metropolitan New York, members of which will be invited to attend. Sid Walton, conductor, will spell a word to the studio audience and require some individual to pronounce it and give the meaning. Prizes, as yet unspecified, will be given to the winner each night. On Saturdays the week's winners will congregate and compete for the weekly prize. At the end of the 13-week period the weekly winners will again compete in a final elimination contest for the grand prize. The agency is Alvin Austin Co., New York.

* * *

Safety Campaign

AN INTENSIVE automobile safety campaign has been launched over WMC, Memphis, in cooperation with local authorities. Constituting a four-ply effort, the series includes addresses by police officials, a series of dramatizations with safety as the theme and featuring a character called *The Old Observer*, special programs on safety drives, and a weekly portable shortwave broadcast from WMC's mobile unit patrolling the streets with a traffic officer and an announcer who comment on the safety habits of drivers.

* * *

How It Works

WEEKLY talks on *Our Federal Government—How It Works* are broadcast on WMCA, New York. Originating in Washington, D. C., the series will include bureau and department heads who will explain the various functions of the government. A real social service, says WMCA.

* * *

Things to Do

AS AN AID to weekenders, KJBS, San Francisco, is broadcasting a new late summer feature, entitled: *Where to Go and What to Do This Week-End*, Wednesdays at 5:45 p. m., with Producer Harry Wickersham at the microphone.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

Firestone's Plowing

FIRESTONE TIRE & RUBBER Co., Akron, sponsored a recent plowing contest held at Plainfield, Ill. and broadcast over WLS, Chicago from 9:30-10 a. m.; 1:45-2 p. m. and 2:15-3 p. m. The occasion was the 60th anniversary of a plowing match inaugurated in 1877. According to the rules of the contest, "good plowing consists of turning the soil into nice, even, clean and straight furrows of roundish formation." John Baker manned the mike for the special broadcast. Sweeney & James Co., Cleveland, is agency.

* * *

Quarter Profit

DISPROVING that everyone wants something for nothing, WSAU, Wausau, Wis., tried to sell dollar bills for 75c during a recent man-on-street broadcast. According to Bill McClanahan, publicity director of WSAU, a big crowd gathered and after being told that the bills were fresh from the bank and guaranteed by the United States government one timid little man edged up and plunked down 75c for a dollar. The crowd thought he was a sucker but they all had fun.

* * *

Skyline Comments

THE *Microphone in the Sky*, interviews with visitors to the observatory on top of the Empire State Bldg., New York, started recently as a sustainer on MBS. Formerly heard on WNEW, the program is conducted by Earl Harper and Mrs. Julia Chandler, managing director of the observatory. Each interview is centered about a "question of the day." Questions are submitted by listeners, and for each one used on the program, two passes are awarded.

* * *

Aid for Ladies

ON KLZ, Denver, *Journeys Behind the News*, designed to clarify the mysteries of national and world situations, is said to have built a big following in its first few weeks. Ben M. Cherrington, of Denver U, conducts the period. Another new program, *Ladies Aide*, is broadcast week mornings with Brian Elliott and Les Weelans answering questions fired at them by the studio audience.

Praise for Program

HAAS BARUCH & Co., Los Angeles, (Iris foods), on Sept. 12, thru Erwin, Wasey & Co., that city, started for 26 weeks sponsorship of Hal Styles' *Help Thy Neighbor* on KHJ, Los Angeles. The program has been highly commended by federal, state and city officials, as well as social service organizations, has been a sustaining feature on the Los Angeles station for several months and since January has been instrumental in securing employment for more than 2,000 job-seekers and in taking off county relief over 360 families.

Arkansas on Parade

KARK, Little Rock, offered the first in a new series of programs Aug. 29 titled *Arkansas on Parade*, aimed at familiarizing KARK listeners with the various localities in Arkansas. Each Sunday a different section of the State sponsors the broadcast under the supervision of the local Chamber of Commerce, using home town talent and brief talks of interest to the general public about the locality.

* * *

"Welcome, Stranger"

PRESIDED over by Mayor Ben E. Douglas, of Charlotte, WBT this month inaugurated a *Welcome, Stranger* program. Newcomers to Charlotte gather in the studio and are greeted over the air by the Mayor who stresses the city's friendly atmosphere. Other city officials also are on hand to extend greetings. Program is broadcast each Monday night for 15 minutes.

* * *

Gush-by-Gush

A GUSH-BY-GUSH description of a watermelon eating contest between four negroes on main street is the newest stunt innovation of WBT, Charlotte. With Grady Cole at the microphone, the program ran for 15 of the funniest minutes on record, according to the station.

At the Altar

AN UNUSUAL new program has been scheduled by WJAY, Cleveland (which is to become WCLE Sept. 26). It's titled *Marriage License Romances*, a 15-minute program of interviews with young brides-and-grooms-to-be. Louis Jewelry Co., Cleveland, sponsors of the show, Mondays, 1-1:15 p. m. Leslie Marcus, of Jay & Company, Detroit, agency handling the account, is building the show. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and romances.

* * *

"Foolish Questions"

THOMAS J. WEBB Co., Chicago (coffee), is giving listeners to their *Foolish Questions* program on WAAF, Chicago, a book of magic stunts with complete information on how to perform them. Program, broadcast Mondays through Friday, 10:30-10:45 a. m., features Bob Hawk, who asks foolish questions of passersby on State St. in the heart of Chicago's Loop. George H. Hartman Co., Chicago, is the agency.

* * *

New News

THE prosaic title "news" is taboo on KSFO, San Francisco. It's "Streamlined Headlines". Using United Press dispatches, the news is cut to the bone, with crime and violent deaths relegated to the "back page" and with human interest material featured.

* * *

Great Men

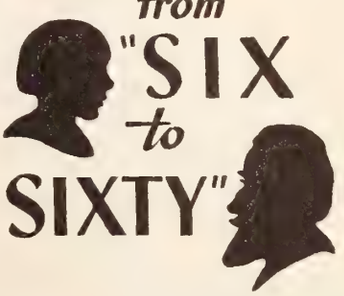
THE radio department of the WPA is broadcasting a series titled *Great Men in History* on WBNX, New York, consisting of dramatized biographies of prominent Americans. The series opened Aug. 28 with the life of Haym Salomon, the Jewish financier and friend of Washington who devoted a large part of his personal fortune to the Revolutionary War.

* * *

Children's Feature

A NEW children's feature recently begun over WAAF, Chicago, is Gray Wolf's Ti-pi. In addition to telling legends about the Indians, Gray Wolf also sings real American Indian songs. Youngsters can join the tribe of Gray Wolf by writing the chieftain.

A SHOW
for
CHILDREN



★

"ROBINSON CRUSOE, Jr."

★

Featuring
TOP-NOTCH STARS

★

Suitable for MILK, ICE CREAM, BREAD, COAL and other Companies who reach the Parent through the Child!

★

39 EPISODES . . .
15 MINUTES EACH

Also
OPTICAL - LOAN
GENERAL INSURANCE
FURNITURE
SEARS-ROEBUCK

★

5 MIN. ENTERTAINING DRAMATIZATIONS
Custom - built to sell the customer's product

ONE-HALF MINUTE DRAMATIZED SPOTS

★

52 Optical Subjects . . .
68 Jewelry Subjects

COMING SOON!
A Real Hit Show
? ? ? ?
26 Episodes
15 Minutes Each
A "Transcribed" Show
For Everyone!

Transcribed Radio Shows, Inc.
2 West 47th St.
NEW YORK N. Y.

18 Hours a Day — 5,000 Watts, Day & Night

LA PRESSE'S

CKAC

Member C.B.S.

MONTREAL

Canada's Busiest Station

Representatives: Joseph H. McGillvra

Palmolive Bldg. CHICAGO — 366 Madison Ave. NEW YORK — Metropolitan Bldg. TORONTO

Agencies

H. C. VOGEL, formerly of the Freeze-Vogel-Crawford Agency, Milwaukee, and for several years on the NBC sales staff, has been appointed head of the radio department of Beaumont & Hohman, Chicago.

ALBERT DAHLQUIST who has been free-lancing in the East, has joined the continuity staff of Selviair Broadcasting System Inc., Chicago.

DONALD D. STAUFFER, who joined Young & Rubicam Inc., New York, in 1933 as manager of the radio department, has been elected a vice-president of the agency, and will be assisted by Hubbell Robinson Jr. He was formerly with BBDO, New York.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

JACK MATHAE, announcer of WBBM, Chicago, has joined Blackett-Sample-Hummert Inc., Chicago, as production man for General Mills' *Betty & Bob* program which is on both CBS and transcriptions. Dick Lawrence, WGN announcer and production director, has succeeded Mr. Mathae at WBBM.

ROSE HANDLEMAN, with Ruthrauff & Ryan Inc., Chicago for three years, is now writing commercial copy for Selviair Broadcasting System Inc., Chicago.

DONALD COPE, New York production director of Benton & Bowles Inc., has been appointed the agency's Hollywood production supervisor and arrived on the West Coast Sept. 6 accompanied by Tom Revere, director of radio, who will remain several weeks. Mr. Cope, along with his other duties, has taken over those of Herschel Williams, production director of the NBC *Maxwell House Show Boat*, who is on a leave of absence on doctor's orders, and has returned to New York. Mr. Cope was NBC western division production manager before joining Benton & Bowles in 1935.

BEN LARSON, New York producer of Ruthrauff & Ryan Inc., has joined the agency's Hollywood production staff working under Tiny Ruffner, West Coast manager.

LANG, FISHER & KIRK Inc., Cleveland agency, on Sept. 9 announced the appointment of Fred P. Stashower as vice-president in charge of merchandising and marketing. Mr. Stashower has resigned from Wm. Taylor Son & Co., Cleveland department store, where he had been advertising and sales promotion manager for 11 years.

JAMES O'BRYON, of CBS Press department, has joined Young & Rubicam Inc., New York, as assistant to William Thomas, radio publicity director.

Max Hacker

MAX HACKER, head of the media department of Pedlar & Ryan Inc., New York, for the past three and a half years, died Sept. 6 of a heart attack after teeing off at the St. Andrews Golf Course, Mt. Hope, N. Y. Mr. Hacker was 45 years old, and is survived by his wife and three children. Before joining Pedlar & Ryan Inc., Mr. Hacker had been office manager and comptroller of the Blackman Co.; office manager and space buyer of the Snodgrass & Gayness, New York agency now defunct; office manager of N. W. Ayer & Son Inc., New York; and statistician for O'Mara & Ormsbee. He wrote a booklet, *The Farm Market*, and developed a system of advertising agency cost accounting. Mr. Hacker was born in Brooklyn, attended the Manual Training High School and the College of the City of New York.

JOSEPH T. AINLEY, radio director of the Leo Burnett Agency, Chicago, since it was founded in August 1935, has resigned to accept a similar position with Aubrey, Moore & Wallace Inc., Chicago. Mr. Ainley is now producing the Campana *First Nighter* show and the new Campana *Variety* show which starts Sept. 20. J. H. North continues as radio and space buyer of the agency. No successor at Leo Burnett has been appointed.

RICHARD D. MARVIN, radio director of J. Walter Thompson Co., Chicago, is starting his third year as radio instructor at the McKinlock Campus of Northwestern U. Albert Crews, of the Northwestern faculty, conducts broadcasting classes in the Evanston and Chicago divisions.

BLACKETT-SAMPLE - HUMMERT Inc., Chicago, will shortly take over the entire second floor at 221 N. La Salle St. for use as a radio production department. Complete studios are now being built. This is the fifth floor to be occupied by the B-S-H agency and the increased space is said to give the firm the largest radio quarters of any agency.

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, has composed a song, "Lovely You," together with Allen Grant, NBC staff pianist and Roy Brower, NBC singer. The song was given a premiere on the NBC *Aunt Jemima* broadcast September 14.

H. N. SWANSON Inc., Hollywood talent agency and representative, has moved into its own building at 8523 Sunset Blvd., Beverly Hills, Cal., and is enlarging its radio department under direction of Nat Wolff.

Kivlan New Radio Chief Of Geo. H. Hartman Co.



Mr. Kivlan

TOM KIVLAN with the sales staff of WBBM, Chicago, since 1932, who joined the George H. Hartman Co., Chicago advertising agency on Sept. 1, has been appointed radio director. George H. Hartman, president, announced plans to specialize in use of radio for promoting food and grocery items.

A specially acoustically treated broadcasting studio and a client's audition room with electrical transcription facilities is being constructed at the agency's offices, 307 N. Michigan Ave. The studio will be used for rehearsals and auditions and as an experimental laboratory for the development of new radio program and merchandising ideas.

Known as the "box top" salesman, Mr. Kivlan comes to the Hartman agency with more than 20 years experience in selling advertising media. Throughout his five years in radio he has built programs around merchandising and sales ideas, rather than fitting copy to stock productions.

WM. N. SCHEER ADV. AGENCY Newark, has appointed Robert J Walsh as program director. Mr. Walsh is a former announcer recently with WNEW and has held a radio operator's license since 1930, having been with a number of metropolitan stations in a technical capacity.

MILTON WEINBERG, president o Milton Weinberg Adv. Co., Los Angeles, leaves for New York Sept. 2(to make final arrangements for a new sponsored transcontinental program t originate from Hollywood. Name o sponsor was not revealed.

HERBERT T. HAND, Jr., formerly with BBDO and Ruthrauff & Ryan Inc., New York, has joined H. E Humphrey Co., Boston agency.

JAMES W. FUSON Jr. has been named radio director of Watts, Payn Adv. Inc., Tulsa.

SAM RUBIN, of Bass-Luckoff, De troit advertising agency, has bee named head of its radio department

R. E. JEFFERS, formerly with B. F Goodrich Co., has joined Russel M Seeds Co., Chicago, as account execu tive.

GEORGE BIJUR Inc., New Yor agency, has been named by Robert A Schmidt, advertising and promotio manager of Mutual Broadcasting Sy tem, to handle the account for tha network. Mr. Bijur is former sale promotion manager of CBS and afte that was vice-president of Fletcher Ellis Inc.

H. G. LITTLE, manager of the Da ton office of Lord & Thomas, has bee elected a vice-president and is no headquartered in Chicago.

MURRAY BREESE ASSOCIATE Inc., New York, has moved to 12 41st St.

A STORY . . .

that makes more listeners for KVI advertisers: KVI opens Pacific Coast's most modern studios in famed Olympic Hotel, Seattle!

WELL TOLD . . .

by large multi-colored advertisements in Seattle and Tacoma newspapers; 24-sheet out-door posters; highway bulletins; direct mail; lively spot advertising on KVI.

MORAL . . .

KVI gives advertisers TWO MARKETS FOR THE PRICE OF ONE . . . Seattle and Tacoma!

FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES
Studios:
Rust Bldg., Tacoma — Olympic Hotel, Seattle

DOLLARS
AND
SENSE!

A common-sense program policy has brought to WSOC thousands of common-sense listeners. A healthy percentage of each dollar they earn (and they earn many) is spent for products advertised over "The Friendly Station." Join us and profit.

WSOC Charlotte, N.C. an NBC Affiliate

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.

Lunke Opens in Chicago; Air Conditioning Series Includes Spots, Network

JAMES R. LUNKE, head of the Seattle advertising agency bearing his name, has opened a Chicago office in the Palmolive Bldg. Although Mr. Lunke will headquarter in Chicago, he will continue the Seattle office. The agency which in the past has placed the West Coast radio business of Chicago Engineering Works (Refrigeration & Air Conditioning Institute), will now handle the entire radio business of the air-conditioning firm, with Critchfield & Co., Chicago, handling black and white advertising.



Mr. Lunke

A split NBC network is planned on being used this winter. Programs varying from thrice-weekly minute transcriptions to quarter-hour programs are being used on 56 stations during September. The transcribed program, *Modern Miracles*, is being incorporated in all the shows. The following stations are currently being used:

WGN WMAQ WCCO WSB WAGA WGY WHAM WKBW WIBX WNBF WJR WWJ KMOX KMA KWTO WKY KMBC WREN KFH WMC KTUL KWBG WFAA KWKH KTRH WOAI KRLD KTSM KNX KFRC KGO KFBK KMJ KIEM KLX KHQ KIDO KJR KVI KIRO KOIN KOA KLZ KGNC KGGM and KSL.

In Canada, one-minute transcriptions five times weekly are being used on CKBI with five-minute transcriptions broadcast one and two times weekly on the following Canadian stations: CFCN, CFQC, CFRN, CKWX, CFCY, CHNS, CFRB, CFSO and CKOV.

WILSON-ROBERTSON START OWN FIRMS

WITH the dissolution of Wilson-Robertson Inc., Graham A. Robertson, New York manager, will organize his own representative firm while Howard H. Wilson, Chicago manager, forms a new firm to be known as Howard H. Wilson Co. Mr. Robertson will probably maintain his present offices at 250 Park Ave., while the Wilson company opens new offices in New York at 551 Fifth Ave.

Succeeding Mr. Robertson in New York is Horace Hagedorn, head of his own firm, whose list of stations is being added to those retained by Wilson.

No changes are being made in the Chicago and Kansas City offices. Mr. Wilson, president of the firm and owner of 99% of the stock, will continue to make his headquarters in Chicago, with R. G. Patterson remaining in charge of the Kansas City branch. A fourth office, in Los Angeles, will be opened after the first of the year.

Recently added to the Chicago sales staff is William Pugh, formerly with United Artists in Los Angeles and previous to that part owner of the *West Coast Investor*, Los Angeles financial magazine.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO
"Voice of Longview" - TEXAS

Reps

BRANHAM Co. has been appointed national representatives of WMC, Memphis. WMC is the sixth station, all newspaper-owned, being represented by the Branham Co., the others being KRLD, WTJS, KBIX, KTBS, KWKH.

WMPS, Memphis, has retained E. Katz Special Adv. Agency as its national representative.

BRYANT, GRIFFITH & BRUNSON, newspaper and radio representatives, are now representing WAIR, Winston-Salem, N. C., and WGTM, Wilson, N. C., new locals.

JOHN BLAIR & Co. has been appointed national representative of WGBI, Scranton, Pa., it was announced Sept. 8 by Frank Megargee, president of the station. WGBI recently became a CBS outlet.

JOSEPH HERSHEY McGILLVRA has been appointed national representative of KXBY, Kansas City.

KAY BECKMAN, formerly of WHO, KSO and KRNT, Des Moines, and WCFL, Chicago, has joined the Chicago office of John Blair & Co., radio representatives.

WOWO-WGL Name F&P

APPOINTMENT of Free & Peters as exclusive national representatives of WOWO and WGL, Fort Wayne, Ind., was announced Sept. 1 by Westinghouse Radio Stations Inc., operating the stations. Both stations are NBC outlets.

Rintoul Joins Katz



Mr. Rintoul

STEPHEN R. RINTOUL, who resigned as station relations manager of World Broadcasting System last Jan. 1 to organize Rintoul-Stiepok Inc., on Sept. 15 joins the New York radio staff of E. Katz Special Advertising Agency, radio and newspaper representatives. Mr. Rintoul, a veteran in the spot radio field, announced that Rintoul-Stiepock Inc. will be dissolved. The firm specialized in merchandising and promotion.

Coveny Joins Blair



Mr. Coveny

DIVIDING its West Coast operations, John Blair & Co. has opened a Los Angeles office in the Chamber of Commerce Bldg., with Carleton E. Coveny in charge. He will work under Lindsay Spight, who headquarters in San Francisco. Mr. Coveny was recently with KFAC, Los Angeles, and formerly was commercial manager of KJBS, San Francisco, and its associate KQW, San Jose. He is well known in western advertising circles, having been active in the Pacific Advertising Clubs Association and having served as a director of the San Francisco Advertising Club last year.

ACCLAIMED!



Hundreds of messages are being received from all over the northwest—acclaiming the wider reception and greater power of KGW . . . the "Big Brother" of the Oregonian stations.

The new 625-foot vertical antenna recently erected by KGW, has made for towering results. For the sales coverage of your product, make use of the Oregonian stations.

KGW
OREGONIAN
KEX

KGW-KEX
The Radio Stations of The Oregonian are represented nationally by
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

LOOK Who's Here!

Broadcasting, like men, is judged by the company it keeps. Here's just a partial list of the "fast company" in which we will find ourselves by October 1. "Partial" is used without reservation, because there are many more associates which we regret space does not permit our listing:

American Oil Co.
Blatz Brewing Co.
Chevrolet Motor Co.
Continental Baking Co. (C.B.S.)
Duquesne Brewing Co.
Ford Motor Co. (C.B.S.)
General Baking Co.
Graham Motor Co.
Gulf Refining Co. (C.B.S.)
Hudson & Terraplane
HyGrade Packing Co.
Ivory Soap
Lucky Strikes (C.B.S.)
McKenzie Milling Co.
Oxydol
Pet Milk (C.B.S.)
Philco
Philip Morris Cigarettes (C.B.S.)
Pittsburgh Sun-Telegraph
Rinso (C.B.S.)
Rival Dog Food
San Felice Cigars
Spry (C.B.S.)
Stewart Warner
Texaco
Wrigley's (C.B.S.)

And, as proof of local prestige, we serve Wheeling's four department stores.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

KFWB's Charity Tax

A CHARITY tax on broadcast tickets to all audience shows at KFWB, Hollywood, is now being imposed by Harry Maizlich, manager. Full proceeds will go to the Los Angeles Children's Breakfast Club, to provide warm meals for school children of indigent families. Mr. Maizlich has proposed that NBC, CBS, Mutual, Don Lee, and other stations in the Los Angeles area adopt the same procedure. If generally adopted ticket receipts will amount annually to more than $50,000. When the new NBC and CBS Hollywood studios are opened, with their proposed large auditoriums, the sum would be twice that figure, it is said.

53.1%

of radios on in North Iowa between 10:30 and 11:30 a. m. on August 31 to September 4, inclusive, were

Listening to

KGLO

MASON CITY

CBS Affiliate

7½ Hours of Golf

SEVEN days, during which they spent 7½ hours at the mike, constituted something of a record for the crew handling the National Amateur Golf Tournament play-by-play over CBS in latter August from Portland, Ore. Ted Husing and Jimmy Dolan handled the descriptive, with Sid Bergers, CBS engineer in charge of technical phases, reporting that the pickups were the best yet from a golf links. Assisting him were Harold Peery, CBS engineer, and Chief Engineer Louis Bookwalter and Engineer Earl Donham, of KOIN, Portland. Paul White, CBS director of public events, supervised arrangements.

Wisconsin Net Starts

ALTHOUGH its first commercial account started Sept. 1, formal dedication of the new Wisconsin Broadcasting System, a cooperative network of three stations, took place Sept. 10 with programs picked up from the studios of each of the stations—WHBY's studios in Green Bay, Appleton and Oshkosh; WIBU's studios in Poynette, Madison and Beaver Dam; KFIZ's studios in Fond du Lac. Six hours daily of sustaining programs are now being exchanged. The first account signed was Siems Bros. Inc., St. Paul (Malt-O-Wheat), using daily 8 a. m. period.

Heads 3 Stations' Sales



Mr. Denny

CHARLES DENNY, manager of WJTN, Jamestown, N. Y., and WNBX, Springfield, Vt., was transferred to Syracuse this month to become director of sales of WSYR and at the same time will direct the sales activities of the other two stations. He succeeded William Lane, who resigned from the WSYR staff to open his own advertising agency in Syracuse. All three stations are controlled by Col. Harry C. Wilder, of Syracuse. Basil Blizzard, former WSYR advertising manager, now heads WJTN, and Phil Hoffman, formerly with the Iowa Network, is now manager of WNBX.

Laborlite Opens Markets

LABORLITE SALES Co., Portland, Ore. (cleanser) is using radio to develop dealer-consumer distribution in Northern California. Although the product has been on the market for eight years in Oregon, Washington, Idaho and Montana, it is new to California. Through Allied Adv. Agency Inc., San Francisco, the company has started a campaign over KSFO, KFBK and KMJ and in newspapers. All requests for the product received at grocery stores not stocked with the cleanser are sent a sample direct by the manufacturer.

Banfi To Use News

BANFI Corp., New York, United States agent for Montecatini salts, natural laxative salts from Montecatini Spa, Italy, has appointed C. Tyler Kelsey Co. Inc., New York, to direct advertising. About Oct. 1 the company will launch a radio campaign, beginning with participation in established news programs on stations in the eastern cities. Lee Brown is account executive.

J. B. Ford on CBS

J. B. FORD Co., Wyandotte, Mich., Wyandotte cleaning products, on Sept. 14 started *Petticoat of the Air*, featuring Isabel Manning Hewson, commentator, on 13 CBS stations. The program will be heard Tuesdays and Thursdays at 2-2:15 p. m. The agency in charge is N W. Ayer & Son Inc., Philadelphia.

"Baby" Television Sets Are Displayed in London

"BABY" television receiving sets, priced as low as $178 to $200, showing black and white pictures on 6¼ x 7¾-inch screens, were demonstrated for the first time at London's annual radio show at Olympia in latter August, indicating that production methods are bringing prices down from the $350 to $600 cost of the original televisors offered on the market. Large-screen sets showing high definition television, 16 x 20 inches on flat screens, were also displayed, on which the press viewed faithful reproductions of the entire playing court at the recent Wimbledon tennis matches. It was said that a three-foot square picture was obtainable by the use of a large screen placed at a greater distance in front of the projection tube.

Nelson on 15 Stations

NELSON BROS. FURNITURE WAREHOUSE, Chicago, (Furniture stores), which will shortly open a new store in Peoria, Ill., has already launched an extensive campaign over WMBD, Peoria, with other stations in the Peoria territory to be added later. Three quarter-hour programs daily and a weekly half-hour program started on WMBD Sept. 9. The furniture firm is also one of the first advertisers on WHIP, new Hammond 5,000 watt station which will open about Oct. 1. A half-hour weekly community sing program will start soon on WLS. Fifty-two week renewals were signed in September with the following stations: WBBM, WGN, WCFL, WJJD, WIND, WAAF, WCRW, WWAE, WCBD, WGES, WTMJ and WEMP. Selviair Broadcasting System Inc., Chicago, is agency.

New Campana Program

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm), will launch a weekly half-hour musical variety show on a 29 station NBC-Blue network starting Sept. 20 and this is called *Campana's Vanity Fair*. It is an addition to the regular *First Nighter* dramas sponsored weekly over NBC Friday nights. Starring in the new variety show, which will originate in Chicago Mondays, 7:30 p. m. (CDST) is Cal Tinney, cowboy-humorist whose style is somewhat similar to that of Will Rogers. Bob Trendler's orchestra will be used on the initial program. Aubrey, Moore & Wallace Inc., Chicago, is the agency.

Coca-Cola Extends

COCA-COLA Co., Atlanta, which signed originally for 91 stations for its new show, *Coca-Cola Presents the Songshop*, Fridays at 10-10:45 p. m., EDST, starting Sept. 10, has extended the number of stations to 95. KMBC, Kansas City, will be dropped. while those added are KDAL, Duluth; KFBB, Great Falls; KGVO, Missoula; KGLO, Mason City; and KOH, Reno. Agency is D'Arcy Adv. Co., St. Louis.









WHK
CLEVELAND

★

Pioneer Radio Station in Ohio Joins the Great Blue Network September 26th

HERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—

Single from $3.00
Double from $4.50
Completely Air-Conditioned



The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.



KELLOGG PRIZE — John Bradford (left) Kellogg representative, and Henry Vance, sports announcer of WSGN, Birmingham, standing with a new auto, one of the prizes in the Kellogg Ladies Day at the local baseball park. Corn flake slogans written on box tops were submitted by contestants.

Man on Lot

KSD, St. Louis, has a *Man on the Lot* program, twice weekly, during which Tom Reid broadcasts from a local auto dealers used car lot. Autobiographical sketches of the firm's salesmen, prospects and persons at the broadcasts are given. Frequently cars are demonstrated within range of the microphone, salesmen starting the motor, racing it, honking the horn and adding a few special selling points.

From the Farm

AT 10 minutes to 6 in the morning, Station Manager Clair B. Hull, Lazy Jim Day, and an engineer of WDZ, Tuscola, Ill., load a short-wave transmitter into a car, start driving in any direction, and pull into the yard of the first farmer they see. The surprised host is told that he is wanted on a broadcast, equipment is set up, tested and at 6:15 the program is on the air. Discussion with the farmer is on such topics as taxation, acreage, livestock, rural electrification, etc. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. The program is sponsored by an implement and hardware dealer.

Utica Mills Adds 5

UTICA KNITTING MILLS, Utica, N. Y. (knit underwear), has added 5 stations to the list of those now broadcasting its three-a-week one-minute live announcements. The stations are WGBI, Scranton; WCSH, Portland, Me.; WFBL, Syracuse; WWL, New Orleans; WBAL, Baltimore, bringing the total to 19 stations. The agency is John Thomas Miller, New York.

Egg Drive Planned

NATIONAL ASSN. OF FOOD CHAINS, which has more than 400 members, met in Washington Sept. 1 to make plans for a drive to increase consumption of eggs. Campaign, to start the first week in October, will be placed locally by the individual state committees. Use of radio and other media will be discussed at meetings of state committees.

LYDIA TODD, fashion expert of WBAL, Baltimore, has returned from a three month study of the fall and winter fashions in Europe, and on Sept. 13 started a thrice weekly fashion, etiquet, home, garden and society program at 4 p. m. titled *Letters From Lydia.*

SMITH BROS., Poughkeepsie, N. Y. (cough remedies), this fall will use spot announcements and possibly a network show. No official announcement has yet been made. The agency is Brown & Tarcher Inc., New York.

WDGY Chief Engineer Reinstated by Station

GEORGE KEENE JACOBSEN, former chief engineer of WDGY, Minneapolis, who was involved in the labor troubles at that station [BROADCASTING, Sept. 1] has been reinstated to his former position. This step was taken by Dr. George W. Young, owner and general manager of the station, in lieu of the plan to hold an arbitration to determine whether Mr. Jacobsen was discharged for union activity or otherwise.

Since the labor difficulty arose, Dr. Young engaged the services of M. B. Lowe, as permanent radio consultant and chief technician. Rather than run into further difficulties, Dr. Young said he felt it would be better to restore Mr. Jacobsen to his former position under the direction and supervision of Mr. Lowe. The arrangement was agreed to by the local of the International Brotherhood of Electrical Workers, AFL affiliate, and Mr. Jacobsen returned to his duties Sept. 12.

Detroit Station Shifts

PAUL Y. CLARK, for the last six years with WWJ and CKLW, and before that for 10 years with the *Detroit Free Press*, has been appointed commercial manager of WJBK, Detroit, succeeding M. E. Kent, who resigned to become general manager of the recently authorized new Toledo local, to be known as WTOL. Leaving WJBK with Mr. Kent to join WTOL also are Jerry Fairbanks, announcer, who becomes the Toledo station's program director; Marvin Krause, who becomes chief announcer; Wayne MacDonnell, engineer. Larry Gentile has left as *WJBK Nite Owl* to join CKLW. Ed MacKenzie takes Fairbanks' place at WJBK, Fred Knorr takes the *Nite Owl* show, and Theodore Stahl takes over MacDonnell's duties. William Walker has been added to the remote staff.

New KSUB on the Air

EMPLOYING a composite transmitter built by D'Orr Cozzens, chief engineer of KLO, Ogden, Utah, the new KSUB, Cedar City, Utah, authorized last year by the FCC to operate with 1000 watts on 1310 kc., is now on the air under the managership of Robert R. Burton, formerly with KLO, who is also commercial manager. Archie Madsen, formerly with KSL, Salt Lake City, is program director, and Cutler R. Miller, formerly with KDYL, Salt Lake City, is chief engineer. The station is owned by Harold Johnson and Leland M. Perry.

THE 75-minute broadcast of George Bernard Shaw's specially prepared radio version of *Back to Methuselah*, originally scheduled for Aug. 30, has been postponed to Sept. 30 on the NBC-Blue, 8:30-9:45 p. m. (EST), the postponement having been caused by the rescheduling of the Louis-Farr fight broadcast.

KFH

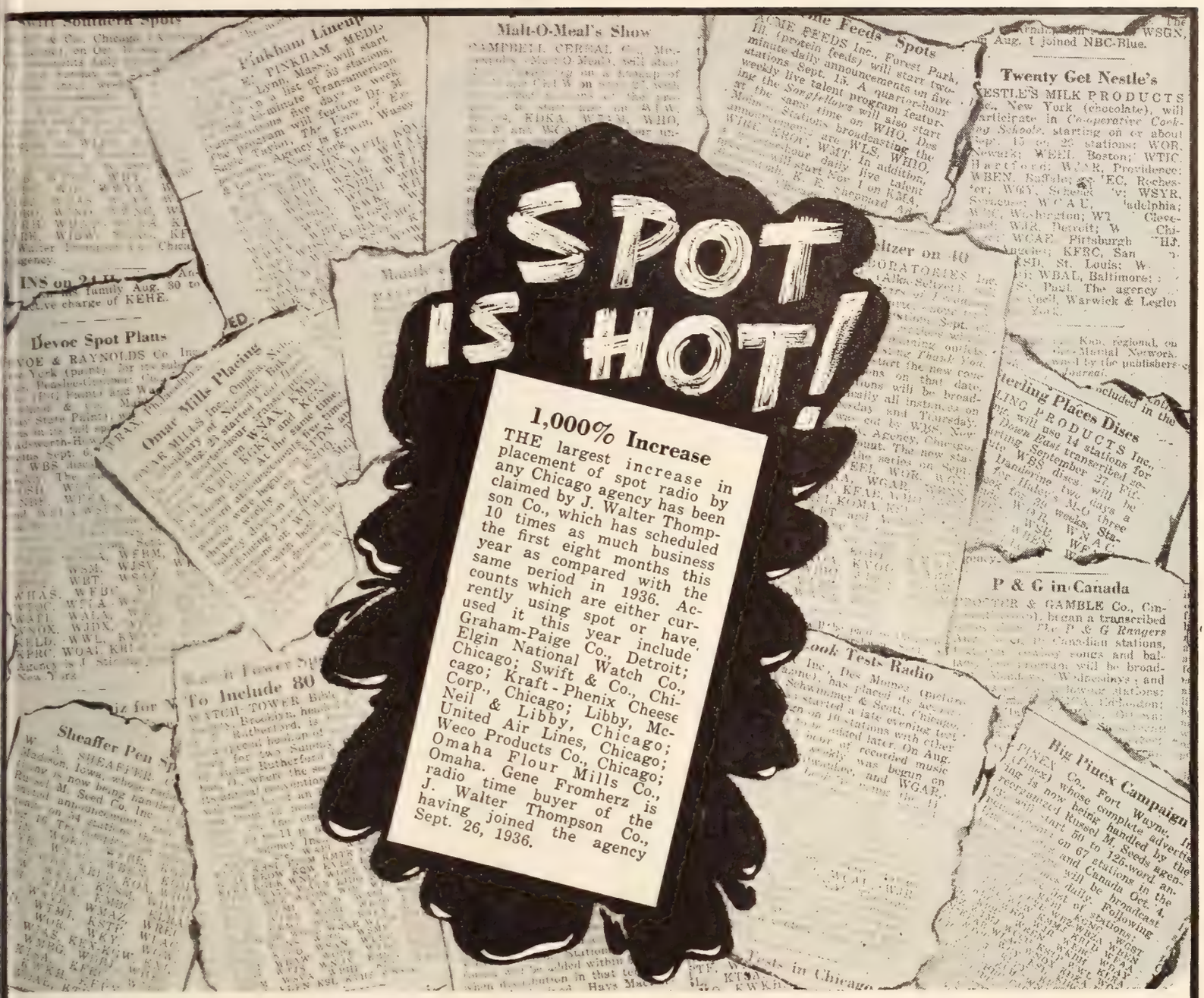
Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS
WICHITA • KANSAS
National Representative EDWARD PETRY AND CO.

WMIN
BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost
Saint Paul Minneapolis
WMIN
St. Paul, Minnesota

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Craig & Hollingbery, Rep.



GET HOT WITH SPOT! That's what stations all around you are doing. National and regional spot is burning up previous peak records in broadcast advertising activity—and time buyers throughout the United States need information about <u>your</u> station . . . and <u>your</u> market. Give them <u>your</u> story—now. Reach them through the magazine you know they read:

BROADCASTING

Broadcast Advertising

Practically every time buyer and radio advertiser of national and regional consequence is included among BROADCASTING'S readers. It's easy to reach them when you advertise in BROADCASTING.

National spot business during the first half of 1937 was $5,000,000 above the corresponding period in 1936 . . . an increase of 43.4%. And this Fall the trend is up and up.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

ELIZABETH ARDEN, New York, on Sept. 29 starts *Elizabeth Arden Hour* for 52 weeks with Eddie Duchin and his orchestra on the NBC-Blue network Wed., 8-8:30 p. m., EST. Agency: Cecil, Warwick & Legler Inc., New York.

WASEY PRODUCTS Inc., New York (Barbasol), on Oct. 29 starts musical show on MBS and Don Lee Network), Fri. 8-8:15 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), Sept. 13 started *The Goldbergs*, on NBC-Red network Mon. thru Fri., 12:15-12:30 p. m., EDST. Agency: Blackett - Sample - Hummert Inc., Chicago.

OLDS MOTOR WORKS, Lansing, Mich. (Oldsmobile) has signed for sponsorship of nine Michigan State football games, starting Sept. 25, over the Michigan Network, keyed from WJIM, Lansing, whose staff will also handle out-of-town remotes. Agency, D. P. Brother Adv. Agency, Detroit.

LEHN & FINK Products Co., New York (Hinds Honey & Almond Cream), on Oct. 4 starts *Helen's Home*, 5 times a week on 3 stations of Texas Quality Network (WFAA, WBAP, KPRC), 8:30-8:45 a. m. Agency: Wm. Esty & Co. Inc., N. Y.

GENERAL FOODS Corp., New York (Sanka coffee), Oct. 7 starts *We the People*, starring Phillips H. Lord, on 41 CBS stations Thurs. 7:30-8 p. m., EST. Agency: Young & Rubicam Inc., N. Y.

FORD MOTOR Co., Dearborn, Mich. (Ford and Lincoln motor cars), Sept. 12 started *Ford Sunday Evening Hour* on 97 CBS stations, Sun., 9-10 p. m., EDST. Agency: N. W. Ayer & Son Inc., Philadelphia.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield) on Sept. 16 starts Eddie Dooley and Paul Douglas, sports commentators, on 61 CBS stations, Thurs., Fri., 6:30-6:45 p. m. (EDST) rebroadcast 8:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

VERNON NUSSBAUM Co., Los Angeles (Venus dried fruits), on Sept. 13 started for 52 weeks *Andy & Virginia*, on 7 Don Lee stations (KHJ, KDB, KFXM, KPMC, KVOE, KXO, KGB) Tues. thru Sat., 8-8:15 a. m. (PST). Agency: Glasser Adv. Agency, Los Angeles.

GAFFERS & SATTLER, Los Angeles (gas stoves) on Sept. 26 starts for 26 weeks *Thirty Minutes in Hollywood*, variety show, on 11 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KXO, KVOE, KQW), Sun., 3-3:30 p. m. (PST). Agency: J. H. Withington Co., Los Angeles.

APEX ROTAREX MFG. Co., (washing machines) on Sept. 7 started 27 broadcasts on *Feminine Fancies*, 3-3:30 p. m. (PST) on 11 Mutual-Don Lee stations. On Sept. 26 KIEM will be added. Agency: Emil Brisacher & Staff, San Francisco.

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue Coal), on Sept. 26 starts *The Shadow* on 11 MBS stations, Sun., 4-4:30 p. m., repeat at 5:30. Agency: Ruthrauff & Ryan Inc., N. Y.

PARTICIPATING BANK program Oct. 18 will start for 26 weeks *Philadelphia Orchestra* on NBC-Blue, Mon., 9-10 p. m. (EST). Agency: The Wessel Co., Chicago.

SWIFT & Co., Chicago (Sunbrite) on Sept. 27 starts *Junior Nurse Corps* on 6 NBC-Blue stations, Mon. thru Fri., 4-4:15 p. m. (CST), repeat at 5 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

Pasture for Pests

A NEW announcer at WGAR, Cleveland, excited at his first break in commercial work, tore into a fur company commercial. The copy listed three special services available to patrons — "new buttons, new loops, free glazing." Said the announcer:— "Don't forget, the———Fur Company offers these three services — new buttons, new loops and most important of all, Flea Grazing."

H. FENDRICH Co., Evansville, Ind. (La Fendrich cigars), on Sept. 26 starts *Smoke Dreams* on NBC western Red network of 15 stations, Sun., 12:30-1 p. m. (CST). Agency: Ruthrauff & Ryan Inc., Chicago.

PRO-KER LABORATORIES Inc., New York (hair treatment), on Sept. 12 started for 13 weeks *Hair Raising Mysteries* on 2 NBC-Pacific Red stations (KFI-KPO), Sun., 3:45-4 p. m. (PST). Agency: General Adv. Agency, Los Angeles.

CYCLE TRADES OF AMERICA Inc., New York (bicycle trade association) on Sept. 26 starts variety program on 41 NBC-Red network stations for 13 weeks, Sun., 3:30-4 p. m. (EDST). Agency: Campbell-Ewald Co. of New York, N. Y.

F & F LABORATORIES, Chicago (cough drops), on Oct. 18 starts for 20 weeks *Jennie Peabody* on 44 CBS stations. Mon., Wed., Fri., 3:30-3:45 p. m. (EST). Agency: Blackett-Sample-Hummert Inc., Chicago.

PARKER DENTAL SYSTEM, San Francisco (chain dental system), on Aug. 16 started for 52 weeks *Radio University* with Dr. Seth Maker, commentator, on 11 Don Lee stations, Mon., Wed., Fri., 1:30-1:45 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

MUSTEROLE Co., Cleveland (Musterole), and E. W. Rose Co., Cleveland (Zemo), on Oct. 4 will start *Carson Robison and His Buckaroos* for 26 weeks on 33 MBS stations, Mon., Wed., and Fri., 1:15-1:45 p. m., EDST, and 3 WLW Line stations, Mon., Wed., Fri., 11:30-11:45 a. m. Agency: Erwin, Wasey & Co., Inc., New York.

J. B. FORD Co., Wyandotte, Mich. (Wyandotte cleaning products), started Sept. 14 *Petticoat of the Air* on 13 CBS stations, Tues., Thurs., 2-2:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

STATE OF MAINE Development Commission (potatoes) will start Sept. 21 *Marjorie Mills* on 15 stations of the MBS and Yankee networks, Tues. and Thurs., 1:15-1:30 p. m. (EDST) on Mutual and 1:45-2 p. m. (EDST) on Yankee, for 26 weeks. Agency: Brooke, Smith, French & Dorrance Inc., N. Y.

HUDSON MOTOR Co., Detroit, on Oct. 6 starts *Hobby Lobby* for 13 weeks on 75 CBS stations and WOR, Wed., 7:15-7:45 p. m., repeat 10:30-11 p. m. on WOR and Midwest and Pacific CBS networks. Agency: Brooke, Smith & French Inc., N. Y.

GENERAL FOODS Corp., New York (Diamond Crystal shaker salt), Oct. 3 starts *On Broadway* on 13 NBC-Blue network stations, Sun. 3-3:30 p. m. (EST). Agency: Benton & Bowles Inc., N. Y.

Renewal Accounts

FORD MOTOR Co., Detroit, for Ford Dealers, on Oct. 5 renews *Watch the Fun Go By* on 93 CBS stations, Tues., 9-9:30 p. m. (EST) rebroadcast 12 midnight. Agency: N. W. Ayer & Son Inc., Philadelphia.

PONTIAC MOTOR Co., Pontiac, Mich. on Oct. 11 renews *News Through a Woman's Eyes*, on 59 CBS stations, Mon., Wed. and Fri., 2-2:15 p. m. (EST) with rebroadcast 5:30-5:45 p. m. Agency: MacManus, John & Adams Inc., Detroit.

AMERICAN HOME PRODUCTS Inc., New York (Edna Wallace Hopper Cosmetics, Old English Paste Wax, Anacin) on Sept. 27 renews *Romance of Helen Trent* and *Our Gal Sunday* on 31 CBS stations, Mon. thru Fri., 12:30-1 p. m. (EST). Agency: Blackett - Sample - Hummert Inc., N. Y.

CAMPBELL SOUP Co., Camden, on Oct. 1 renews *Hollywood Hotel* for 52 weeks on 69 CBS stations, Fri., 9-10 p. m. (EST). Agency: F. Wallis Armstrong Co., Philadelphia.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), Oct. 1 renews *Edwin C. Hill* for 13 weeks on 88 CBS stations, Mon. thru Fri. 12:15-12:30 p. m. (EST), rebroadcast to the Pacific Coast 2:30-2:45 p. m. (EST). Agency: Lord & Thomas, N. Y.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans (salad oil, Snowdrift) on Sept. 26 renews *Hawthorne House*, for 52 weeks on the NBC-Pacific Red, Sun. 7-7:30 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

LAMONT CORLISS Co., New York (Pond's face cream and powder), on Oct. 5 renews *Husbands & Wives* for 52 weeks on 33 NBC-Blue stations Tues., 8-8:30 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

PACIFIC COAST BORAX Co., New York, on Oct. 1 renews *Death Valley Days* for 13 weeks on 24 NBC-Blue stations, Fri., 8:30-9 p. m. (EST). Agency: McCann-Erickson Inc., N. Y.

AMERICAN CEREAL Co., Clinton, Mass. (Weetabix), on Aug. 2 renewed with participations in *Yankee Network News Service*, on 13 Yankee stations. Agency: H. B. Humphreys Co., Boston.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka Seltzer), on Oct. 2 renews *National Barn Dance* for 52 weeks on 73 NBC-Blue network stations, Sat., 9-10 p. m., EST (rebroadcast for the West 11-12 p. m. EST). Agency: Wade Adv. Agency, Chicago.







LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Sept. 29 renews *Andre Kostelanetz* for 52 weeks on 96 CBS stations, Wed., 9-9:30 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike) on Sept. 29 renews for 13 weeks *Your Hit Parade* on NBC-Red, Wed., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

GRIFFIN MFG. Co., Brooklyn (All-white shoe cleaner), on Aug. 30 renewed its contract for Monday, 7-7:30 p. m., on NBC-Blue network, for new show *Time to Shine*, starring Lloyd Shaffer. Agency: Bermingham, Castleman & Pierce Inc., N. Y.

J. W. MARROW Co., Los Angeles and Chicago (Mar-O-Oil shampoo), on Sept. 26 renews *Henry Busse Orchestra* for 52 weeks on 9 NBC-Red stations, Sun., 11:45-12 noon. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

LEVER BROS Co., Cambridge (Rinso), on Sept. 13 renewed for 52 weeks *Big Sister* on 63 CBS stations Mon. thru Fri., 11:30-11:45 a. m., repeat 2-2:15 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

CHRYSLER Corp., Detroit (motor cars), on Sept. 16 renews *Major Bowes Amateur Hour* for 52 weeks on 92 CBS stations, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Network Changes

FRANCISCAN FRIARS of the Atonement of Graymoor, Garrison, N. Y., on Sept. 5 shifted their *St. Anthony Hour* over WHN, New York, and four Colonial Network stations (WBRY, WSPR, WEAN, WAAB) from Sundays, 9:30 a. m., to 2 p. m. Donald Peterson, 1457 Broadway, New York, is producer.

H. J. HEINZ Co., Pittsburgh, on Aug. 31 added Tues. and Thurs. to present three-a-week schedule for *Magazine of the Air* on CBS. Program formerly broadcast Mon., Wed. and Fri., 11-11:30 a. m., is now heard Mon., Tues. and Thurs. 11:15-11:30 a. m. (rebroadcast 3:15 p. m.), EDST, and Wed. and Fri., 11-11:30 a. m. (rebroadcast at 3:15 p. m.), EDST. Agency: Maxon Inc., Detroit.

WILLIAM R. WARNER Co., New York (Sloan's Liniment), on Oct. 18 changes 20,000 *Years in Sing Sing* to *Behind Prison Bars*, Mon. 10-10:30 p. m. (EST) NBC-BLUE network.

FITGER BREWING Co., Duluth, Minn. (beer), will change its half-hour network show from Friday to Saturday nights in October. The program is broadcast over a special Minnesota network consisting of WCCO, WEBC, WMFG and WHLB.

TIME Inc., New York (*Time* and *Life* magazines), on Oct. 14 moves *March of Time* from CBS to 35 NBC Blue network, Thurs., 9-9:30 p. m., EST. Agency: BBDO, N. Y.

R. J. REYNOLDS Co., Winston-Salem, N. C. (Camel cigarettes), Sept. 28 adds WCHS, KOY, WKBB, to present CBS list, Tues., 9:30-10:30.

Yale Series Assigned

SOCONY-VACUUM OIL Co. Inc., New York (Mobiloil and Mobilgas), which will sponsor broadcasts of all home games of the Yale football schedule, with Bill Slater doing the play-by-play description, has included WMCA, New York; WFAS, White Plains, N. Y.; and WKBW, Buffalo in the campaign. The game with Pennsylvania will also be heard on WFIL, Philadelphia. The games run from Oct. 2 through Nov. 13. J. Stirling Getchell Inc., New York, is agency.

Advent of Autumn Causes Production Jam in Hollywood

By DAVID GLICKMAN

NETWORK production headaches became increasingly aggravated in Hollywood during the first half of September, with the advent of new programs and resumption of shows suspended during the summer months. Frantic efforts have been made by NBC and CBS to acquire studio facilities for new programs. Present studio facilities are for the most part temporary and makeshift, pending completion of buildings by both networks.

Approval of NBC's building plans and specifications was expected with Don E. Gilman at New York headquarters consulting with officials of the company. It is understood that the general scheme of NBC's new building structure in Hollywood has been put into shape for review and approval, and details will be developed immediately upon acceptance. Ground breaking at the new site on Sunset Blvd. and Vine street is expected by Oct. 1, and work will be crowded to permit occupancy early next year.

Don Lee's Problem

Mr. Gilman's eastern trip will also afford discussion of the Don Lee Broadcasting System's proposal to take over the present NBC headquarters in Hollywood. The Don Lee load of production is increasing and this, together with the expected shift of Mutual programs to emanate from Hollywood in the next eight or ten months, will require Don Lee to acquire a new plant.

In the event it cannot agree with NBC on the take-over of the latter's Melrose Avenue studios and offices, Don Lee will build its own plant in Hollywood.

Another definite move toward building the commercial lead of the enlarged Don Lee Network has been the newly-effected alliance with John Blair & Co., station representatives, to sell the network comprising the entire 24 stations in the group, rather than selling the stations individually or on a state-by-state breakdown.

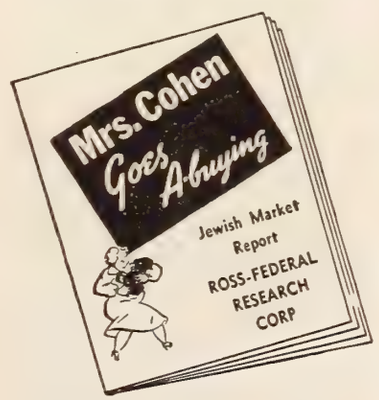
CBS building in Hollywood is going ahead on schedule. The return of Donald W. Thornburgh, the network's Pacific Coast vice-president, to his desk on Sept. 8, resulted in notification to his architects that CBS desired greater speed in construction work to get as much done as possible prior to the rainy season which normally begins in November. It is expected CBS will occupy its new $2,000,000 headquarters in early spring.

A series of conferences was held in Hollywood early in September between northern and southern California broadcasters aiming at the creation of another California statewide network. While these discussions have not developed any definite agreement, it is known on the Coast that the parties have all been interested in a tie-up for a long time. There would be no surprise if another state network came into being prior to the year-end. This would be comprised of a group of loosely knitted stations now functioning as local networks in northern and southern California respectively.

Local station commercial commitments have been increasing steadily during the past month in the Hollywood sector, and for the most part stations have the facilities and staffs to handle all expected business. Construction work on new studios of KMTR began late in August, and the new radio village designed for this property will probably be completed before the end of the year. Agency production personnel shifts which have been so numerous during the summer in Hollywood have been well stabilized, and little further maneuvering is expected in the near future.

Diamond Salt on NBC

GENERAL FOODS Corp., New York, for Diamond Crystal shaker salt, will start Oct. 3 *On Broadway*, to be heard Sundays at 3-3:30 p. m. (EST) over 13 stations of the NBC-Blue network. The agency is Benton & Bowles Inc., New York.

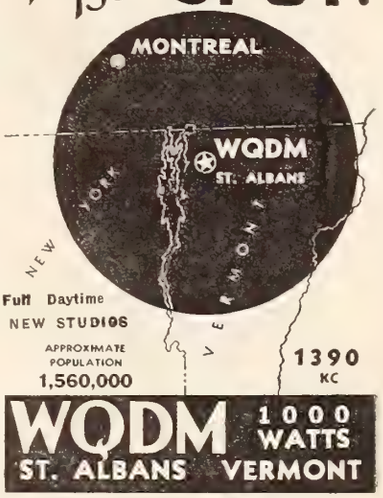


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Damrosch Hour Resuming

DIRECTED by Walter Damrosch, the tenth year of NBC's *Music Appreciation Hour* will resume on Oct. 15 and will be heard again over combined Red and Blue networks Friday afternoons. A teachers' manual, presenting notes on the broadcasts, lesson by lesson, has been prepared by Laurence Abbott, assistant to Dr. Damrosch, and four student notebooks, one for each series, have been written by Prof. Charles H. Farnsworth of Teachers College, Columbia University.

Philco Series on 275

PHILCO RADIO & TELEVISION Corp. entered the first week of its $50,000 "Phyl Coe" mystery contest with 239 stations broadcasting the series. A sharp increase in tube sales was reported by distributors as well as an increase in demand for servicing to assure good reception of the program. Geare-Marston Inc., Philadelphia, is handling contest details.

Supreme Court Review In New Portland Grant Is Petitioned by WCSH

REVIEW by the U. S. Supreme Court of the FCC decision authorizing Portland Broadcasting System Inc. to build a new station (WGAN) in Portland, Me., was sought in a petition for a writ of certiorari filed Sept. 10 by the Eastland Co. of Portland and Congress Square Hotel Co., operators of WCSH.

The grant to the Portland Broadcasting System was for a 500-watt station to operate on 640 kc. limited time and was the outgrowth of the bitterly fought "640 case," dating back to 1934. Both Eastland and WCSH had appealed from the FCC decision of last June to the U. S. Court of Appeals for the District of Columbia which sustained the Commission.

The question presented in the Supreme Court petition was whether or not the order and decision of the Broadcast Division are valid when the members of the Division who made the findings of fact had neither heard the evidence nor received a report on it. At the time the case was originally heard, Commissioners Gary, Brown and Sykes constituted the Broadcast Division. The decision was rendered by Commissioners Prall, Case and Sykes. Eastland had applied for a station on 640 kc. also, while WCSH had been permitted to participate in the hearing as a party in interest. The Portland Broadcasting System is partially owned by the *Portland Herald Express*. Both the Eastland Co. and WCSH are adjuncts of the Rines Hotel interest.

Radio Editors Change

RUDOLPH BLOCK Jr., formerly assistant city editor of the *Seattle Post-Intelligencer*, has been appointed radio editor of the *Los Angeles Examiner*, succeeding Bernie Milligan, who resigned after five years. Pat Hogan remains as assistant radio editor. Block is the son of Bruno Lessing, Hearst feature writer. Gene Inge, radio editor of the *Los Angeles Herald-Express*, is scheduled to leave that post Sept. 20 after 8 years, to enter the radio production business. He will establish offices in Hollywood. Dale Armstrong recently succeeded Carroll Nye as *Los Angeles Times* radio editor. Nye resigned to head the copy desk of Radio Feature Service, Hollywood.

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Forms close 25th and 10th of month preceding issues.

Help Wanted

Local Texas station desires salesman. Commission basis. Excellent prospects. Give full details of self and experience. Box 766 BROADCASTING.

Two experienced transcription salesmen, commission. See our ad page 63 this issue. Transcribed Radio Shows, Inc.

Announcer for network affiliated station in eastern market. State experience fully in first letter. Box 768 BROADCASTING.

Experienced radio operator. Give qualifications and references when making application. Box 767 BROADCASTING.

WGCM at Biloxi-Gulfport on Gulf Coast has permanent position for good announcer. Give full qualifications, experience, etc., and send picture if possible; also state salary expected. Box 207 Gulfport, Miss.

Situations Wanted

Licensed Engineer wants position. Hours and wages not initial. Little experience on W. E. 5KW. Write Vernon Baumgartner WDGY, Minneapolis, Minn.

Program ideas that sell! Nine years newspaper and radio advertising. Professional continuity, script and program production. Now employed. Box 770 BROADCASTING.

Chief Engineer 10 KW station, 10 years experience, formerly associated with two 50 KW stations, desires to better conditions. Box 771 BROADCASTING.

Commentator, available in near future for sustaining or commercial sponsorship. Metropolitan and national network experience. Excellent references. Abundant proof of listener acceptance. Box 769 BROADCASTING.

ENGINEER: 1st class radio phone license, graduate RCA Institutes; experienced in publicity, production, continuity. Currently employed in publicity department of network; 6 years radio experience. Write Box 762, BROADCASTING.

ANNOUNCER: Three years experience in all phases of announcing, have written numerous radio sketches in adidtion to successful commercial copy. Would like to work for small, growing station. College graduate. Write Box 764, BROADCASTING.

Young, energetic station manager with excellent selling and executive background, now employed, desires change. Would consider lease, purchase or part ownership of station in good market. Married, one child. Finest references. Box 765, BROADCASTING.

Wanted to Buy

Responsible party wants to buy station and pay cash. Will consider 50% interest with employment. Experience in sales, announcing, and technical. University graduated. Box 763, BROADCASTING.

For Rent—Equipment

A real Bargain in a Used Transmitter, in excellent condition. A 1000 watt RCA Transmitter, Type 1 B complete with 6000 volt Generators, and all equipment as shipped by factory. Specially priced for quick sale. Act quick. Station KOY, Phoenix, Arizona.

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Los Angeles Politician Files Suit in Mexican Border Station Venture

A $450,000 damage suit was filed in Los Angeles Superior Court Sept. 10 by John A. Murphy, local political figure, naming the International Broadcasting System Inc., of California and 15 other defendants. Murphy, in his suit alleged that he was induced to invest $25,000 into the erection of XERB, Rosarito Beach, Lower California, for which he was to receive half of the issued capital.

He declares that he was later induced to withdraw from the enterprise after it was well organized and progressing nicely. The station was scheduled to start operating with 150,000 watts Aug. 15 on 730 kc. He further declared that certain of his business associates caused him to believe that the venture was doomed to failure because of refusal of the Mexican officials to issue a permit for the station, although such a permit had actually been obtained for a 20-year period.

Besides damages he wants among other things, to be restored to the office of vice-president and a director of I.B.S.; 10% of its capital stock; an interpretation of his contract with the defendants; an accounting of a receivership and an injunction restraining the organization from any acts which might impair his interests pending the suit's outcome.

Codefendants with I.B.S. are Radiodifusors International of Mexico; Pacific Escrow & Title Guaranty Co.; M. P., R. S., and Miguel Barbachane; R. L. Rust, C. L. Byers, George Berger, Harry Kronick, V. Z. Herman, Roger Arnebergh, M. M. Dexter, Cinema Adv. Agency, Hollywood; L. W. Allen and Gustevo Moran and others.

Health Aids Expands

HEALTH AIDS Inc., Jersey City, N. J., has added WGN, Chicago, and WCAE, Pittsburgh, to its present list of stations. A 25-minute talk by Victor Lindlahr, editor of *Journal of Living*, for Serutan, laxative, and five minutes of transcribed music for VBEV, vitamin beverage, make up the half-hour program, which is heard three times a week. The series originates at WOR, Newark, and is piped to WMCA, New York, and thence to WIP, Philadelphia, through the Inter-City network. It has been renewed on those stations, and is heard Tuesdays and Thursdays, 12-12:30 p. m., and Sundays, 10:30-11 a. m. Transcriptions are used on WNAC, Boston, and WEAN, Providence, on which contracts have also been renewed. In addition, a 15-minute test program has been started for Serutan on WPRO, Providence, three time a week. The agency is Franklin Bruck Adv. Corp., New York.

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TRANSRADIO



MAYORS AT MIKE—When KDAL, Duluth, affiliated with CBS Sept. 5, the mayors of the Twin Ports were pressed into service as announcers. Mayor Bryn Ostby, of Superior (left) took the regular station break and Mayor C. Rudolph Berhult, of Duluth, announced "KDAL now joins the Columbia Broadcasting System" and pushed the control button.

HEATTER'S MIKES
Commentator Now Appears on NBC, CBS and WOR

GABRIEL HEATTER, news commentator, will soon be broadcasting before three different microphones — over CBS, WEAF, and WOR. Heatter, currently heard on WOR for Rogers Peet Co., New York, Mondays through Fridays, 9-9:15 p. m., will act as master of ceremonies on *We, the People*, starting on CBS Oct. 7, 7:30-8 p. m., for General Foods Corp. (Sanka coffee). Later in the fall he will take over *Special Edition*, broadcast Fridays at 1:30-2 p. m. on WEAF for Borden Farm Products Co. Inc., New York.

While Mr. Heatter was signed exclusively by Rogers Peet Co., they have given him permission to broadcast on the other two programs because neither of them is straight news, and therefore does not conflict.

In addition to his radio activity, Mr. Heatter edits *The Shaft*, magazine of the steel industry; is editor and chief announcer for Paramount Newsreels, and is writing a book on Dr. James West, chief executive of the Boy Scouts of America.

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National Representative - EDWARD PETRY & CO.
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VIRGINIA'S OLDEST BROADCASTER

OTHER FELLOWS' VIEWPOINT

Beg Your Pardon!

Editor, BROADCASTING:

In the Sept. 1 issue of BROADCASTING, on page 84, under the heading "Merchandising & Promotion" you refer to an article of Olinger Department Store, Denver. This should be Olinger Mortuaries of Denver. We are calling this to your attention because there is no Olinger Department Store in Denver and the client is Olinger Mortuaries and we would thank you to make this correction.

W. W. MacGruder,
Hower Adv. Agency Co.,
Denver, Colo.

Sept. 10.

It's HARMONY for All to the tune of **"More Business"**

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New York San Francisco Chicago

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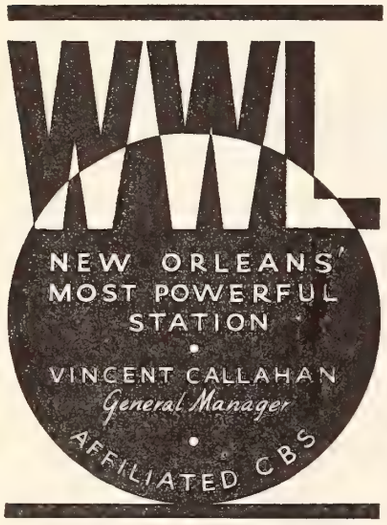
No sir, the buying power of WAVE's listening audience isn't being reduced by the war in China—nor by the election-day shootings down in our own Kentucky mountains! . . . You see, we don't cover those territories. We cover only the million-plus people around metropolitan Louisville. The only thing they shoot is their pay-checks—which are *by far the largest in Kentucky!* . . . WAVE is an N. B. C. outlet.

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1000 WATTS . . . 940 K. C.

RCA Prize Campaign

RCA MFG. Co., Camden, N. J., will start a special campaign for RCA-Victor Overseas Dial Radios on September 19 with a $50,000 prize contest for the best 25-word letter on "Why I Like RCA-Victor Electric Tuning." The contest will be announced on the company's *Magic Key* program broadcast, Sundays, 2-3 p. m., on the NBC-Blue network, and will run for five weeks. World-wide use of radio in the protection of life in everyday affairs will be demonstrated, with examples of police work, fire-fighting, airplanes, and ships at sea. Five thousand prizes will be awarded each week. The RCA agency is Lord & Thomas Inc., New York.



Music Boosted; NAB Calls Session

(*Continued from Page 12*)

stance by the negotiating committee but refused by the meeting, was that they set up "credits" of 10% as a sort of equalization fund which they would disperse to their affiliates in a manner they agree upon as most equitable by giving the "deserving" stations or those which might be jeopardized by the additional payroll requirements for musicians the bulk of the rebates.

It was figured that of the $1,500,000 additional asked from the network affiliates, the managed and operated stations of NBC and CBS would automatically pay some $200,000 additional and that the key stations of Mutual would be required to pay an additional $100,000 for musical talent. This reduced the figure of the independent affiliates to $1,200,000, it was estimated, of which 10% or $120,000 would be set up in the "credit" fund proposed.

Moreover, the networks declared that President Weber indicated they would be expected to hire some 400 additional musicians in New York, Chicago and Hollywood as a means of aiding the unemployment relief.

Proposal Rejected

The affiliates, however, in their sessions rejected the proposal and asked that instead the networks credit every affiliated station with a reduction in their "free time" to the networks, of two hours. Network spokesmen said this proposal, when formally presented by the negotiating committee, probably would be rejected as confiscatory.

It was stated, for example, that in dollars such a proposal would mean that NBC would donate some $600,000 in time value back to their stations while CBS would contribute some $500,000 which would mean that the affiliated stations would only be counted upon to bear the burden of $100,000 in actual additional outlay in the musicians' crisis. Moreover, it was contended that some stations, already having their quota of musicians in terms of dollars expended by virtue of house orchestras, would actually "make money" on the deal.

The special meeting of the NAB Board, called for Sept. 10, concurrently with the IRNA, proved a stormy session. So did several other emergency sessions called during the negotiations. No less than four of the members proffered their resignations, which were not accepted.

Edwin Craig, L. B. Wilson and John Gillin, the latter the first vice-president, offered to resign after President John Elmer had deprecated their association with the affiliate group. Mr. Wilson served as chairman of the financial committee and had written a letter to all stations asking them to contribute the equivalent of their quarter-hour rate to defray the expenses of the negotiating committee and the affiliate group, then estimated at $12,000. The actual figure, however, proved half that amount. President Elmer had criticized that action too. After the resignations had been proffered, the members were prevailed upon to withdraw them.

The fourth "resignation" which developed at a Sunday session of the Board on Sept. 12 was that of Edward A. Allen, WLVA, Lynchburg, Va., and president of the National Independent Broadcasters representing local independent stations, which has been largely inactive during the past two years. Out of sympathy with the entire procedure relating to the negotiations with musicians, Mr. Allen contended many local stations would be ruined and that he would prefer to fight it out by permitting the strike to come off as scheduled rather than capitulate to the demands. His resignation, up to the time BROADCASTING went to press, had not been accepted and he had not withdrawn it.

Despite the tension that gripped the group, there was much praise for the manner in which the negotiating committee functioned and for the expert way in which Mr. Ethridge presided over the sessions. At the outset Mr. Ethridge had explained that his only reason for participating in the movement of the affiliates was because the NAB was not properly staffed to cope with it due to absence of legal and labor counsel.

Reports on various phases of the negotiations were given the group by Messrs. Ethridge, Rosenbaum, who handled network negotiations, Norton, a well-known Louisville attorney who drew up the form of contract, and Hedges, who defined the negotiations with AFM. All of the sessions of the group were closed except to network affiliated stations.

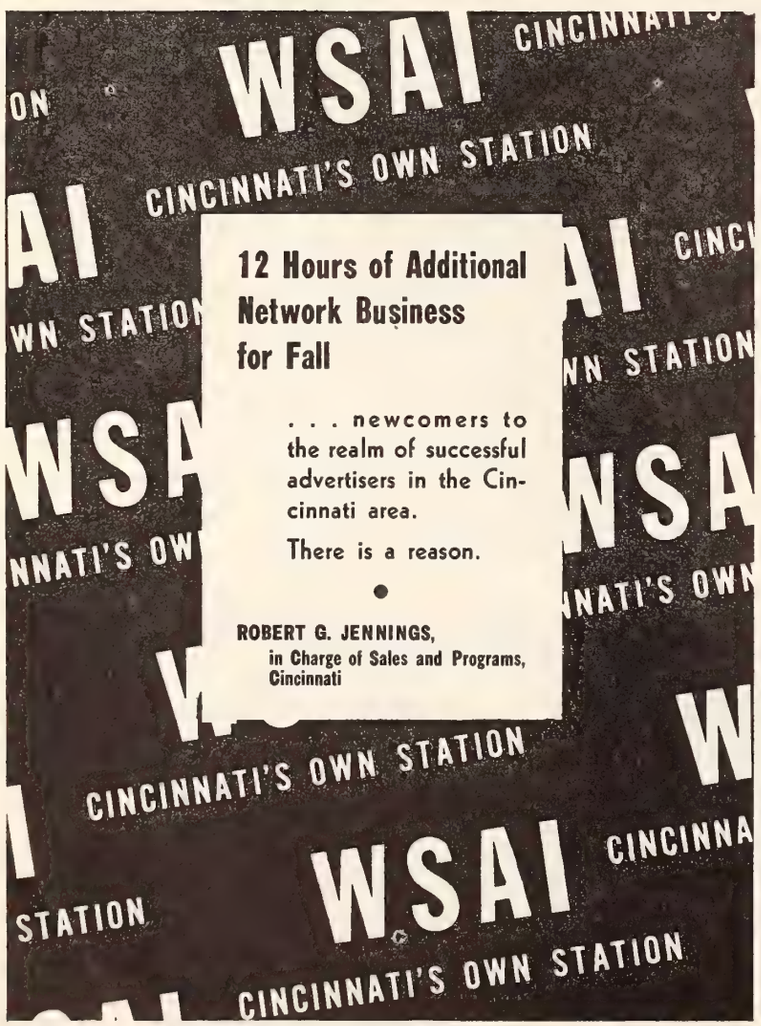
Possible Revision

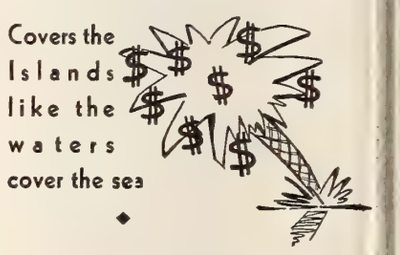
In addition to the continuing work of the Negotiating Committee, which meets again with President Weber on Sept. 15, Mr. Shepard was devoting study to a possible revised formula; Mr. Rosenbaum to continue conversations with the networks on the degree of their participation in the additional cost, and Mr. Norton on revision of the proposed contract.

It was decided to continue IRNA as an organized group, at least until contracts have been signed with the musicians and possibly longer if it felt that the need still exists. Mr. Ethridge was given authority to call further meetings of the group at any time he deems it necessary to do so. The group made it plain, however, that it has in no sense broken with nor is it a rival organization to the NAB. At the final meeting on Sept. 12, the NAB Board presented the following statement to the IRNA:

"The NAB always has invited all broadcasting stations to membership. As a consequence there have existed in the NAB membership from time to time conflicting interests which could not be represented by the NAB directorate. Nevertheless the NAB stands as the defender of the American system of broadcasting.

"Realizing that various classes of stations within the broadcasting industry have divergent interests which cannot always be served by the NAB and that three organized groups representing such classes have already been formed (e.g. the clear channel, the regional and the local stations represented at the October hearings before the FCC) the Board endorses the formation of such organized groups within





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HILO, HAWAII

KGMB
HONOLULU, HAWAII
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The Central Station—WHO—Des Moines
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CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

the NAB and invites these groups to become departmentals in the NAB. The Board also realizes that the stations affiliated with network companies have problems unlike the problems of unaffiliated stations and that they should be organized as a departmental of the NAB; and that the organization structure of the Association must be sufficiently elastic as to permit fair and impartial representation of various groups and interests as may be created from time to time by varying circumstances and conditions."

In accepting this message, IRNA expressed its "wholehearted cooperation and support to the effectuation of the purposes therein expressed" and authorized Mr. Ethridge to appoint a committee to confer with the NAB board on all matters affecting the entire industry. The committee consists of Don S. Elias, WWNC, Asheville, chairman; Don Davis, WHB, Kansas City; Edgar Bill, WMBD, Peoria; Samuel Rosenbaum, WFIL, Philadelphia, and Edgar Bell, WKY, Oklahoma City.

Preparatory to the special convention called by the Board, President Elmer has begun to draft plans for departmentalization of the trade association. Managing Director Baldwin also will draft a complete report on the status of the musicians situation. All stations, whether or not NAB members, have been invited to attend the sessions.

Mr. Allen's Statement

Mr. Allen presented the following statement to the NAB board through Managing Director Baldwin: I had been in hopes that for once in the life of this Association, the broadcasters, both big and little, could find their way clear to stand 4 square and fight for the common good of the industry as a whole. However, I realize now, more than ever before, that the interests of the broadcasters are so varied that the attainment of that goal is well nigh impossible.

The compromise agreement that the Affiliated Stations have worked out for presentation to the AFM will prove ruinous to many and a very serious economic handicap to the majority of our local independent broadcasters and as a result there is nothing left to us but to fight our way out. Handicapped as we are in being forced to fight alone we will probably be licked in the end, but I prefer to go down fighting.

The local independent in its fight for economic life must make use of every weapon available and I am sure that some of these weapons will be frowned upon by some of my friends around this table and may even prove embarrassing; so, for that reason and in order that I may be free to take whatever action I may think essential to the local independent cause, I feel I should discontinue serving on this Board. Therefore, Mr. President, I herewith tender you my resignation and earnestly request that the Board take immediate action upon same.

Brady Asks Injunction

WILLIAM A. BRADY, New York theatrical producer, has filed suit in New York Supreme Court to prevent the broadcasting of *Way Down East*, sponsored by Sterling Products Inc., New York, for Phillips Milk of Magnesia toothpaste, Danderine, and Haley's H-O. Defendants are Blackett-Sample-Hummert Inc., Bamberger Broadcasting Service, MBS and Chas. Phillips Chemical Co. Scheduled to resume Sept. 27 over WOR, New York, the program is a 15-minute WBS transcription series, heard five days a week.

Mr. Brady and his lawyers claim that he has been owner of the play and its title for 40 years. For a single broadcast of the play in 1935, he received $750, the complaint says. The program was broadcast on WOR last winter.

Three New Locals Approved by FCC; WIOD Granted 610 kc; Other Actions

THREE new local stations were authorized by the FCC Broadcast Division at its Sept. 14 meeting, bringing to 34 the number of new stations authorized for construction so far this year. At the same time the Division dismissed or denied six other applications for new stations. One of the new stations was granted without a hearing.

Twin City Broadcasting Corp., Longview, Wash., was authorized to construct a new 250-watt daytime station on 780 kc. in that community, the division sustaining Examiner Hyde J. Elroy McCaw, of Centralia, Wash., who is also associated with the new KELA recently authorized in Centralia, Wash., is one of the chief stockholders, with 65 shares, the others being A. C. Campbell, president, Longview feed and fuel dealer, 82½ shares; John McClelland, treasurer, publisher of the *Longview Daily News*, 62½ shares; A. L. Raught Jr., vice-president, local manager of the Weyerhauser Timber Co., 20 shares, and A. W. Talbot, Seattle businessman, 20 shares.

Clarence A. Berger and Saul S. Freeman were authorized to construct a new 100-watt daytime station on 1200 kc. in Couer d'Alene, Idaho, Examiner Seward being sustained. Both are equal partners. Mr. Freeman, a resident of Spokane, is backer of the project and Mr. Berger, formerly with KHQ and KGA in Spokane and KOL in Seattle, will be manager of the station.

Without a hearing, the Commission authorized the Wyoming Broadcasting Co. to erect a new 100-watt night and 50-watt daytime station on 1370 kc. in Rock Springs, Wyo. President of the concern is R. R. West, oil distributor and monumental works owner of that community, holding 50.98% of the stock, and vice-president is Kenneth M. Nielsen, manager of a radio service concern, holding 48.99% of the stock.

The Broadcast Division denied the application of Peninsular Newspapers Inc., Palo Alto, Cal., for a new 250-watt daytime station on 1160 kc.; dismissed with prejudice the application of Phillip Jackson for a new 100-watt daytime station on 1420 kc. in Brunswick, Ga.; dismissed without prejudice the application of C. S. Gooch for a new 100-watt station on 1500 kc. in Amarillo, Tex.; dismissed with prejudice the application of John D. Fields Inc. for a new 100-watt station on 1370 kc. in Las Vegas, Nev.; dismissed with prejudice the application of Robert E. Clements for a new 250-watt daytime station on 1160 kc. in Huntington Park, Cal.; dismissed with prejudice the application of the Young People's Association for the Propagation of the Gospel for 5,000 watts daytime on 640 kc. at Shark River Bay, N. J. In all cases the recommendations of the examiners were sustained.

WIOD, Miami, an adjunct of the *Miami Daily News*, was granted a shift in frequency from 1300 to the choice 610 kc. channel, with 1,000 watts unlimited time. In sustaining Examiner Hyde, it made the order effective Oct. 26. Other important docket actions included:

WEAN, Providence, granted an increase in day power from 1,000 watts to 5,000 watts on 780 kc., with night power remaining at 1,000 watts, unlimited time, sustaining Bramhall.

WSMB, New Orleans, granted authority to install new equipment and increase day power from 1,000 watts to 5,000 watts, with night power remaining at 1,000 watts on 1320 kc, sustaining Examiner Seward. A directional antenna was specified.

WLBK, Clarksburg, W. Va., an affiliate of the *Clarksburg Exponent*, granted an increase in hours of operation from day time to unlimited, with 100 watts on 1370 kc. effective Oct. 19.

WBCM, Bay City, Mich., granted an increase in day power from 500 watts to 1,000 watts on 1410 kc. with night power remaining at 500 watts, sustaining Examiner Irwin.

WSAU, Wausau, Wisc., granted an increase in hours from daytime to unlimited on 1370 kc. with 100 watts effective Oct. 12 sustaining Examiner Seward.

KIEM, Eureka, Cal. granted an increase in day power from 500 watts to 1,000 watts with 500 watts at night on 1450 kc. unlimited time effective Oct. 5, with Examiner Seward sustained.

KID, Idaho Falls, Idaho, granted CP to make changes in equipment and increase day power from 1,000 to 5,000 watts with 500 watts at night.

WCBS, Springfield, Ill., granted CP to make changes in equipment and increase day power from 100 to 250 watts and time of operation from specified to unlimited on 1420 kc.

WEST, Easton, Pa., and WKBO, Harrisburg, Pa., granted modification of licenses to change hours of operation to simultaneous day and sharing at night in lieu of time sharing operations day and night.

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HIS BARBER, HIS CHAUFFEUR AND BUTLER DO!

According to statistics, the wage-earner [and that means the 4,000,000 in WBNX's area] spends 76% of his income on standard advertised foods, clothing and shelter.

"It's the Four Million who Listen to WBNX"

1000 WATTS DAY AND NIGHT

WBNX NEW YORK

Twelve-to-One

AN ILLUSTRATION that American broadcasting is rendering a better job than the broadcasting systems of other nations in giving a world picture to the listener was cited by C. W. Lattimer, RCA Communications Inc. plant engineer, Sept. 13 in his testimony before the FCC Telephone Division when he related that there was a ratio of 12 foreign programs rebroadcast in the United States against one American program in foreign countries. He was a witness in a hearing on transatlantic radiotelephone frequencies.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Chicago Schools

IN AN article on page 24 of this issue, dealing with use of radio to continue school studies during the infantile paralysis prevalence in Chicago, it is stated that the radio idea was conceived by George H. Biggar, of WLS. Inadvertently the names of Ralph Atlass, president of WJJD-WIND, and Al Hollender, WJJD-WIND publicity director, were omitted as co-originators of the idea. It was also stated that WBBM and WAAF were carrying the school lessons, but as BROADCASTING went to press it was learned that they were not included in the list of stations.

BOB BOWMAN, sports commentator formerly on the outside broadcasting staff of the British Broadcasting Corp., handled the Louis-Farr prize-fight for the BBC direct from the ringside Aug. 30, his description being relayed via shortwave to the British network.

DARRIGO BROS. Co., Boston (labeled vegetables), started Sept. 13 a series of announcements for 26 weeks on WNEW, New York, and on Sept. 14 a women's news program in Italian, on WOV, New York. Neff-Rogow Inc., New York, is agency.

PRODUCERS of the *Junior G-Men*, dramatic serial on MBS sponsored by Fischer Baking Co., Newark, N. J., have received requests from various European organizations for permission to form auxiliary groups.

Unions Organize

(*Continued from page 14*)

before a trial examiner of NLRB in New York. The case arose [BROADCASTING, July 1] when ARTA charged that Henry Grossman, CBS eastern operations manager, had tried to intimidate his subordinates by threats of retaliation on the part of CBS if the engineers signed with the union. CBS denied the alleged intimidation.

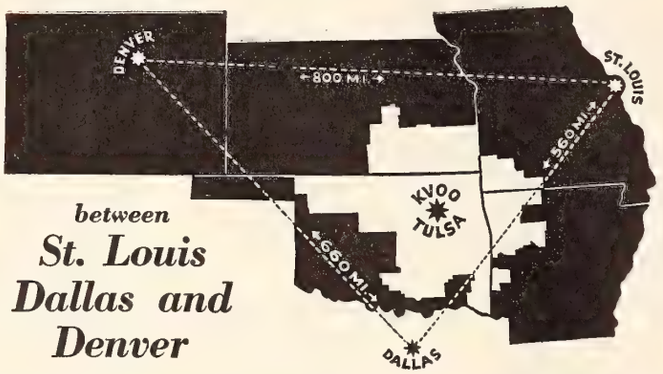
The American Federation of Radio Artists claiming jurisdiction over anyone who appears before a microphone, appointed Mrs. Emily Holt executive secretary at a recent meeting of its executive board. Mrs. Holt, a resident of Dallas, Tex., where her husband is in the oil business, was formerly associate counsel of Actors Equity and although she has not accepted her appointment as executive secretary of AFRA her acceptance is expected momentarily. At the same meeting of the board, George Heller, treasurer of AFRA, was appointed associate secretary.

Meanwhile, AFRA is concentrating its activities on membership enrollment and has not yet begun its proposed organization of station personnel. Local unions have been organized in New York and Los Angeles, and negotiations for organization are going forward in Chicago. In New York and Los Angeles officers have been elected and members of the national executive board have been named.

The total membership now exceeds 2,000, according to AFRA headquarters, where it was further learned that as soon as local unions have been established AFRA intends to organize all persons who may appear before station microphones, including announcers, actors, singers and solo instrumentalists excepting only those singers and instrumentalists who are not members of a band or orchestra and therefore already members of the American Federation of Musicians.

Nearly 450 Chicago actors attended a meeting of the American Federation of Radio Artists in Chicago Sept. 12. This was a much larger number than attended the first meeting held Sept. 5. It was purely an organizational conclave held for the purpose of signing up new members. Included among the evening's speakers were George Heller, an attorney for the AFRA, and Rudolph Ganz. An election of officers is planned for Friday night, Sept. 24.

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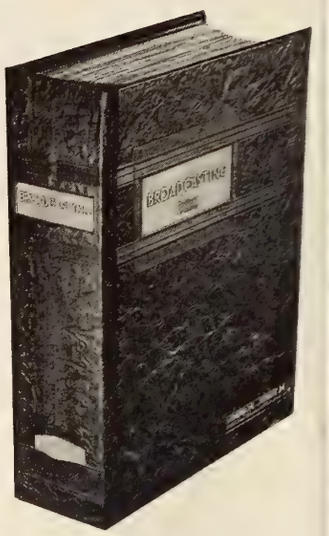
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McClure Elected By News Writers

Starts Inquiry Into Alleged Misappropriation of Funds

KEN McCLURE, of WOAI, San Antonio, was elected president of the Association of Radio News Editors and Writers at its first annual convention held at the Sherman Hotel, Chicago, Sept. 10-12. Other officers elected were Beckley Smith, WJAS, Pittsburgh; Jack Harris, WSM, Nashville, and Ken Millar, vice-presidents; Al Hollender, WJJD-WIND, Chicago, secretary-treasurer.

At the convention it was decided to cooperate with schools of journalism throughout the country in establishing classes in radio news writing. A code of ethics was adopted, in which ARNEW members subscribed to the theory that "any promotion of any private interest on any news program except one designated as a paid commercial announcement is contrary to general welfare."

Plans were made for setting up eight regional groups throughout the country with all groups exchanging ideas.

In a speech mailed to the convention by Boake Carter, the Philco commentator said that even though newspapers were buying more and more radio stations in this country they should not be permitted to gain control of radio in America. Carter predicted that if newspaper ownership continued the publishers would eventually control radio and would establish editorial air policies for the radio stations they own. Carter wrote: "The publisher who becomes the strongest and largest owner of the greatest radio chain will be the one who can most nearly become the uncrowned King of the United States."

Although decrying newspaper ownership of stations, Carter believed that publishers and station owners "should bury the hatchet over the question of news—for the very sake of the preservation of the American principle of democracy."

Next year's convention will probably be held in San Antonio in the early part of summer.

A rift occurred during the convention with two factions — one headed by John Van Cronkhite, former president of the organization, and the other headed by Beckley Smith and Al Hollender—battling for supremacy. Mr. Van Cronkhite is chairman of the newly-formed board of directors which is attempting to wrest the power away from the regularly-elected officers. Although it was originally planned to have all officers on the board, Smith and Hollender are not members.

McClure and Hollender will launch an investigation into charges that ARNEW funds have been misappropriated. Although regular initiation fees were $1, some members of the organization paid $5 with no accounting allegedly made of the $4 difference.

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Heads News Men



KENDALL McCLURE

Claims Most Newscasters

WNEW, New York, believes it has the largest number of newscasters on any New York station in its 24-hour coverage. Richard Brooks has the 8:45 p. m. commentator spot and 5:45 p. m. news broadcast; Earl Harper handles a daily sports round-up at 5 p. m.; Stan Shaw broadcasts *Milkman's Matinee*, 6:45 a. m.; John Jaeger and William McGrath work together at 9:45 a. m. Douglas Arthur is on the air at 12:30 p. m. with news, and Tom Brooks, radio editor, *New York Journal-American*, broadcasts news from the offices of that paper at 1:45 p. m. WNEW has the full leased day and night wire of International News Service, and its news programs are under the direction of Larry Nixon.

New WMCA Studios

WMCA, New York, on Jan. 1 will move into palatial new studios located on the top two floors above the Hollywood Theatre at 51st and Broadway. A big auditorium studio is being constructed.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Olds and De Soto Plan Quarter-Hour Disc Series

OLDS MOTOR WORKS, Lansing, Mich. (motor cars), has contracted with WBS for 13 quarter-hour transcriptions featuring the Casa Loma orchestra. Discs will be cut late in September, and will go on the air some time in October. Agency is D. P. Brother & Co. Inc., Detroit.

WBS is also currently making a series of 13 quarter-hour transcriptions for De Soto Motor Corp., Detroit, featuring George Jessel, Will Osborne's orchestra and guest vocalists. The discs will be placed with a long list of stations, to start about Nov. 1. Agency is J. Stirling Getchell Inc., New York.

"Guest" Appearance

WHEN Ed Craney, co-owner of KGIR, Butte, and KXL, Portland, Ore., heard the Kelly boys sing and dance during *Our Neighbors* program on NBC, Aug. 29, he wired them an invitation to appear on KGIR and visit Yellowstone National Park as his guests. So away went the Kellys, Bobby, 8, Jimmy, 10, and Tom, Jr., 11, from their home in Higland Park, Ill., where their dad is a golf professional, to visit Mr. Craney, see Old Faithful and test Horace Greeley's sage advice. Mrs. Kelly, who sings on the radio as Ita McMahon, accompanied her sons.

HOST to the WORLD



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In The Heart of "The State That Has Everything."

★ Harold E. Smith, *General Manager* ★

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STATION W•A•B•Y--ALBANY, N. Y.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 30 TO SEPTEMBER 14, INCLUSIVE

Decisions . . .

AUGUST 31

MISCELLANEOUS—KGDY, Huron, S. D., extension temp. auth. remain silent; WWJ, Detroit, extension temp. auth. 5 kw N; WPEN, WRAX, Philadelphia, extension temp. auth. use 1 kw N; WMBQ, Brooklyn, extension temp. auth. for Joseph Husid, receiver, to operate during Sept.; WFIL, Philadelphia, extension temp. auth. 1 kw N; WCOA, Pensacola, Fla., mod. CP trans. site, vert. radiator; KWNO, Winona, Minn., mod. CP move trans., studio locally; WGRC, New Albany, Ind., license extended one month; WRDO, Augusta, Me., license extended two months; WAPI, Birmingham, renewal license on conditional basis; Times Dispatch Pub. Co. granted pet. intervene WRNL proceedings; Havens & Martin granted pet. intervene WRNL proceedings; Thomas J. Watson denied continuance hearing; Hampden Hampshire Corp. motion to strike pet. of Citizens Brdcstg. Corp. for order to take depositions dismissed; Thomas J. Watson, denied motion to deny pet. of Citizens Brdcstg. Corp. for order to take depositions or, in alternative, to quash said order if issued; Colonial Brdcstg. Co., Morristown, N. J., granted order take depositions and opposition thereto dismissed; Broadcasters Inc., Gastonia, N. C., granted 30-day continuance; W. Va. Brdcstg. Corp., granted 60-day continuance hearing; WKBV, Richmond, Ind., granted pet. file late appearance etc.; denied motions Curtis Radiocasting Corp. and C. Bruce McConnell to declare default on WKBV applic.; WJW, Akron, and KXBY, Kansas City, granted joint pet. 15-day extension to file exceptions Ex. Rep. I-476; Portland Brdcstg. System Inc. granted CP in pursuance court action.

SEPTEMBER 7

APPLICATIONS GRANTED:

KFYR, Bismarck, N. D.—CP move locally.

KICA, Clovis, N. M.—Same.

WIP, Philadelphia—License for CP new equip.

KXRO, Aberdeen, Wash.—License for CP change equip., move trans., increase D to 250 w.

WIBX, Utica, N. Y.—License for CP.

KUOA, Siloam Springs, Ark.—Mod. license D to 5 kw.

WGH, Newport News, Va.—Temp. auth-facsimile tests.

WGST, Atlanta—CP aux. trans.

WGCM, Mississippi City—License for CP change equip. etc.

WAGA, Atlanta—License for CP new equip., increase power, etc.

WSIX, Nashville—CP change equip., increase D to 250 w.

WCNW, Brooklyn—CP move trans. locally.

KNX, Los Angeles—CP trans. site, new equip., vert. radiator.

KALB, Alexandria, La.—CP new equip., increase D to 250 w.

KHBG, Okmulgee, Okla.—Mod. CP transm., studio site, etc.

KDNC, Lewiston, Mont.—Mod. CP change equip., etc.

WOMI, Owensboro, Ky. — Mod. CP. trans., studio sites, vert. radiator.

WDBO, Orlando, Fla.—Mod. CP change equip.

WAPO, Chattanooga — License for CP move trans., increase power, etc.

WJEJ, Hagerstown, Md.—License for CP move trans., vert. radiator.

WLBL, Stevens Point, Wis.—License for CP and mod., increase power, etc.

KFRO, Longview, Tex.—Auth. trans. control from Rogers Lacy to James R. Curtis.

KVOX, Moorhead, Minn.—Vol. assign CP Robert K. Hertst to KVOX Broadcasting Co.

WKOK, Sunbury, Pa.—Auth. trans. control from Sunbury Item Inc. to George W. Beck, Basse A. Beck and Harry H. Hadden.

WMAS, Springfield, Mass.—CP move locally, new equip., antenna.

SET FOR HEARING—NEW, Cadillac Brdcstg. Co., Detroit, CP 1140 kc 500 w D; NEW, Santo Sottile, Charleston, S. C., CP 1200 kc 100 w D unl.; NEW, Louis F. Thornton, Baker, Ore., CP 1500 kc 100 w 250 w D unl.; NEW, Kanawha Valley Brdcstg. Co., Charleston, W. Va., CP 1500 kc 100 w unl.; NEW, Valley Pub. Co., Harlingen, Tex., CP 1200 kc 100 w 250 w D unl.; KTSM, El Paso, CP new equip., change 1310 to 1350 kc 500 w unl.; WDAH, El Paso, same; NEW, J. T. Griffin, Fort Smith, Ark., CP 880 kc 1 kw D; NEW, Broward Brdcastg. Co., Ft. Lauderdale, Fla., CP 1370 kc 100 w 250 w D unl.; NEW, W. A. Barnette, Greenwood, S. C. CP 1370 kc 250 w D; WFBC, Greenville, S. C., CP directional antenna N, increase N 1 to 5 kw; NEW, Colonial Brdcstrs. Inc., Savannah, CP 1310 kc 100 w unl.; KOL, Seattle, mod. license 1270 to 1020 kc, increase N 1 to 5 kw; NEW, Tom Olsen, Port Angeles, Wash., CP amended to 1500 kc 250 w D; NEW, Platt & Platt Inc., Poughkeepsie, N. Y., CP amended to 1000 kc 1 kw ltd.; NEW, Kentucky Brdcstg. Corp., Louisville, CP amended to 1210 kc 100 w 250 w D; WINS, New York, CP move trans. locally, increase to 5 kw unl. directional; NEW, James F. Hurley Jr., Salisbury, N. C., CP 1500 kc 100 w D; WLBL, Stevens Point, Wis., mod. license re hours etc.; WDWS, Champaign, Ill., CP increase 100 w D to 100 w 250 w D unl.; KVGL, Lafayette, La., CP change equip., increase D to 250 w; WLAK, Lakeland, Fla., CP increase D to 250 w; KMED, Medford, Ore., CP increase 250 w to 1 kw; KARK, Little Rock, Ark., vol. trans. control of Ark Radio & Equip. Co., licensee from John R. Frazer to Radio Inc., and transfer control of licensee from Radio Inc. to T. H. Barton; WBNX, New York, CP amended re trans., increase D 1 to 5 kw etc.; KLO, Ogden, CP amended 500 w to 1 kw 5 kw D directional; WNAX, Yankton, S. D., auth. transfer control to South Dakota Brdcastg Corp.

APPLICATIONS DENIED — KWJJ, Portland, Ore., temp. auth. unl.; KQV, Pittsburgh, temp. auth. Simul.-WSMK spec.; WKBO, Harrisburg, spec. auth. Simul.-WEST, spec.; Adams Recording Studio, San Diego, denied as in default auth. make transcriptions and records for XEBG and XEMO.

APPLICATIONS DISMISSED — KLRA Little Rock, CP 1390 k 1 kw 5 kw LS unl. directional; KSEL, Pocatello, Id., CP 900 kc 500 w 1 kw LS unl.; KRKO, Everett, Wash., CP 1420 kc 100 w 250 w LS unl.; NEW, Ohio Brdcstg. Co., Canton, O., CP 1310 kc 100 w D; NEW, Enterprise Co., Beaumont, Tex., CP 1350 kc 250 w 500 w LS.

MISCELLANEOUS—WHAZ, Troy, mod. license increase power; WTAQ, Green Bay, Wis., mod. license re antenna; WJEJ, Hagerstown, Md., mod. license re hours; NEW, Ann Arbor Brdcstg Co., Ann Arbor, Mich., denied motion to remand for further hearing applic. CP 1550 kc 1 kw unl.; WKZG, Kalamazoo, ext. 60 days vert. radiator; WBEO, Marquette, Mich., ext. time antenna; KVOD, Denver, cont. hearing and consolidated with Scripps-Howard Radio Inc. applic.; NEW, Edwin A. Kraft, Petersburg, Alaska, denied reconsid. denial of auth. new station; WLAP, Lexington, Ky., granted continuance hearing to Nov.; NEW, Ass. Adk. Newspapers and Radio Enterprises Inc., Hot Springs, Ark., granted in part motion continue hearing; NEW, Walker & Chapin, Oshkosh, Wis., denied cont. hearing; KWOS, Jefferson City, Mo., granted cont. hearing; KFJZ, Fort Worth, denied reconsid. & grant without hearing applic. transfer control to Mrs. Ruth G. Roosevelt; Travelers Brdcstg. Service, Hartford, Conn., granted pet. accept appearance and statement of facts re applic. vol. assign. license; WSAY, Rochester, denied pet. strike issue re interference with CJCS and CKCH; NEW, Harold Thomas, Pittsfield, Mass., suspended action 7-2-37 granting CP new station pending court appeal; NEW, Salinas Newspapers Inc., Salinas, Cal., cancelled oral arg. & dismissed with prej. Applic. CP 1390 kc etc.

Petitions to intervene granted to WCHS, Charleston, W. Va.; NEW, Louisville Brdcstg. Co., KFRC, San Francisco, WCSC, Charleston, S. C.; KGNC, Amarillo, Tex., NEW, Standard Life Ins. Co. of the South; WOKO, Albany; NEW, Adirondack Brdcstg. Co., Albany; NEW, Curtis Radiocasting Corp., Richmond, Ind., WAIM, Anderson, S. C.; NEW, Colonial Brdcstg. Inc., Savannah; NEW, Martin R. O'Brien, Aurora, Ill.; WCAZ, Carthage, Ill.

ACTION ON EXAMINERS REPORT—KRKD, Los Angeles, dismissed with prej. applic. transfer control from Frank P. Doherty to J. F. Burke Sr. and Loyal K. King.

RATIFICATIONS—Denied pet. Chickasha Daily Express, Chickasha, Okla., withdraw without prej. applic. CP; denied pet. KYW cont. hearing; denied motion WSAY cont. hearing; granted WGNY cont. hearing; granted WAIR cont. hearing; denied pet. Hannibal Brdcstg. Co. to extend effective date decision; denied motion Continental Radio Co. postpone effective date decision on applic. of Continental, WALR and Community Brdcstg. Co.; WTAD granted continuance hearing; WADC, Akron, granted extension time file exceptions; petitions to intervene granted Constitution Pub. Co.; WSPR, Springfield, Mass.; WPTF, Raleigh; W. A. Frank Katzentine, Miami.

SEPTEMBER 14

APPLICATIONS GRANTED:

WGR, Buffalo—CP aux. trans.

KID, Idaho Falls—CP increase D to 5 kw.

WCBS, Springfield, Ill.—CP increase D to 250 w, hours spec. to unl.

WIP, Philadelphia—CP aux. trans.

KDLR, Devils Lake, N. D.—License for CP 1210 kc 100 w unl.

KVOE, Santa Ana, Cal.—License for mod. CP change equip.

WSNJ, Bridgeton, N. J.—License for CP studio site 1210 kc 100 w D.

KSFO, San Francisco—License for CP new trans., equip., radiator, increase D to 5 kw.

WSMB, New Orleans—License for directional antenna, move trans.

WJDX, Jackson, Miss.—Mod. CP change equip.

WEST, Easton, Pa.—Mod. license to Simul.-D, Sh.-N WKBO.

WKBO, Harrisburg—Mod. license to unl. D, Sh.-WEST N.

NEW, Wyoming Brdcstg. Co., Rock Springs, Wyo.—CP 1370 kc 100 w 250 w D unl.

SET FOR HEARING—NEW, Union-Tribune Brdcstg. Co., San Diego, CP 1480 kc 5 kw unl; NEW, N. B. Egeland, Roland, Ia., CP 1500 kc 100 w D; KAST, Astoria, Ore., CP change 1370 to 1200 kc, 100 w 250 w D unl.; WESG, Ithaca, mod. license 1040 to 850 kc, also hours WMFR, High Point, N. C., mod. license D to unl. 100 w.

APPLICATIONS DISMISSED (reques of applicants)—NEW, Radiotel Corp. San Diego; NEW, United Brdcstg. Co. Tulsa; WAIR, Winston-Salem, N. C., 125 kc 1 kw LS D; NEW, Ward Optica Co., Fayetteville, Ark.

ORAL ARGUMENT GRANTED—NEW Food Terminal Brdcstg. Co., Cleveland 12-2-37; WBOW, Terre Haute, Ind 12-2-37; Glenn E. Webster, Decatur, Ill 12-2-37; WSPA, Spartanburg, S. C 12-2-37; NEW, John C. Hughes, Pheni City, Ala., 12-2-37; NEW, WRBC Inc Cleveland, 12-9-37; KWTN, Watertown, S C., 12-9-37; KGDY, Huron S. D., 12-9-37 NEW, Roberts-MacNab Co., and Gal latin Radio Forum, Bozeman, Mont. 12-9-37; New, J. K. Patrick & Co., Athens Ga.; NEW, Press Union Pub. Co., Atlanti City, 12-6-37.

ACTION ON EXAMINERS' REPORTS:

NEW, Peninsula Newspaper Inc., Pal Alto, Cal.—Denied CP 1160 kc 250 w D sustaining Seward.

WSAU, Wausau, Wis.—Granted mod. license D to unl., sustaining Seward.

KIEM, Eureka, Cal.—Granted CP increase D to 1 kw, denied 1 kw N, sustaining Seward.

NEW, Clarence A. Berger & Saul S Freeman, Coeur d' Alena, Id.—Grante CP 1200 kc 100 w D, sustaining Seward.

NEW, Twin City Brdcstg. Corp., Long view, Wash.—Granted CP 780 kc 250 D, sustaining Hyde.

NEW, Phillip Jackson, Brunswick, Ga —Dismissed with prej. applic. CP 142 kc 100 w D, sustaining Bramhall.

WABY, Albany, N. Y.—Granted mod CP increase D to 250 w, unl., sustainin Irwin.

NEW, Amarillo Brdcstg. Co., Amarillo Tex.—Dismissed without prej. CP 1500 k 100 w unl., sustaining Dalberg.

NEW, Las Vegas, Nev.—Dismissed wit prej. CP 1370 kc 100 w unl., sustainin Seward.

WSMB, New Orleans—Granted CP ne trans., directional, increase D to 5 kw, sus taining Seward.

WBLK, Clarksburg, W. Va.—Grante mod. CP D to unl. 100 w, sustaining Se ward.

WBCM, Bay City, Mich.—Mod. licens D to 1 kw, unl., sustaining Irwin.

WIOD-WMBF, Miami—Granted mod. license 1300 to 600 kc 1 kw unl., sustainin Seward.

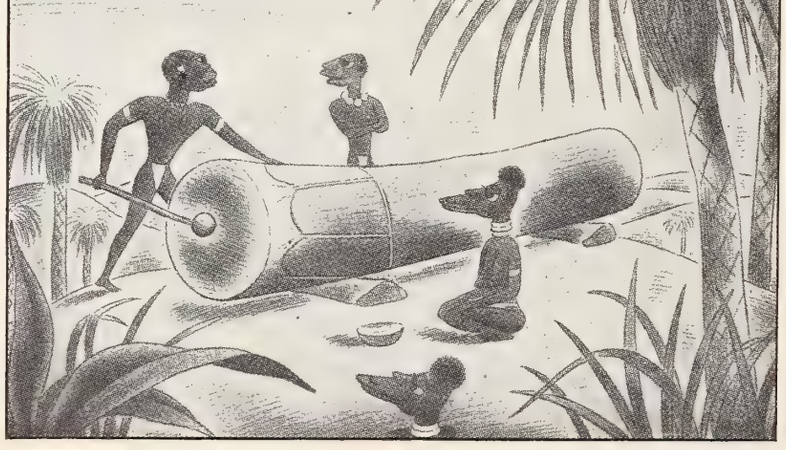
NEW, Robert E. Clements, Huntingto Park, Cal.—Dismissed with prej. CP 116 kc. 250 w D, sustaining Hyde.

NEW, Young People's Assn. for Pro of Gospel, Shark River Bay, N. J.—Di missed with prej. CP 640 kc 5 kw D, sus taining Berry.

WEAN, Providence, R. I.—CP increas D to 5 kw, unl., sustaining Bramhall.

MISCELLANEOUS—NEW, World Pub Co., Tulsa., pet. intervene United Brdcs Co., Tulsa; NEW, Beaumont Brdcst Assn., Beaumont, Tex., pet. intervene Enterprise Co., Beaumont; WNEL, San Juan P. R., granted continuance; St. Peters burg C. of C., granted subpoena W. W McEachern to appear at Earl Wier hea ing; NEW, Paul J. Gollhofer, Brooklyn granted oral argument Ex. Rep. I-40 NEW, O. C. Burke, Dickinson, Tex granted appearance applic. CP; WTCN WNEW, granted pet. accept answers applic. Martin R. O'Brien, Aurora, Ill.

RATIFICATIONS—Smith, Keller & Co granted pet. intervene Airfan Radio Corp San Diego; Cumberland Brdcstg. Co., requirements waived to intervene in appli WFNC, Fayetteville, N. C.; WHE granted continuance hearing; WSAN an B. Bryan Musselman granted continuanc hearing; KYW, Philadelphia, granted co tinuance hearing to 11-15-37; WEEI granted continuance hearing to 10-7-37 WSAY, granted continuance hearin 10-14-37; Monocacy Brdcstg. Co., Rock ville, Md., granted continuance hearing 2-7-38.



From the New Yorker

"Don't forget your pause for station identification."

Examiners' Reports . .

NEW, John W. Haigis, Greenfield, Mas —Examiner Berry recommended (I-484 that applic. CP 1210 kc 250 w D granted.

KGKO, Wichita Falls, Tex.—Examine Hill recommended (I-485) that applic. in crease 250 w 1 kw LS to 1 kw LS granted.

KFNF, Shenandoah, Ia. — Examine Bramhall recommended (I-486) that ap plic. increase 500 w 1 kw LS to 1 k 5 kw LS be granted.

NEW, George W. Taylor Co., William-, W. Va.—Examiner Irwin recommended (I-487) that applic. CP 1370 kc w D be denied.

KGO, San Francisco—Examiner Bramall recommended (I-488) that applic. increase 7½ to 50 kw be granted.

WBNS, Columbus—Examiner Irwin recommended (I-489) that applic. increase 0 w 1 kw 1 kw 5 kw LS be granted.

NEW, Warren B. Worcester, San Diego —Examiner Hill recommended (I-490) that pplic. 1400 kc 250 w 1 kw LS unl. be enied.

WWL, New Orleans — Examiner Hill ecommended (I-491) that applic. increase D to 50 kw be granted.

NEW, W. F. Maag Jr., Youngstown— xaminer Bramhall recommended (I-492) hat applic. CP 1420 kc 100 w D be ranted.

NEW, Abraham Plotkin, Chicago; Phila. adio Brdcstg. Co., Philadelphia—Examiner Hyde recommended (I-493) that applic. braham Plotkin CP 1570 kc 1 kw unl. be ismissed with prejudice; that applic. hila. Radio Brdcst. Co. CP 1570 kc 1 kw rl. be denied.

NEW, Earle Yates, Las Cruces, N. M.— Examiner Hill recommended (I-494) that pplic. CP 930 kc 500 w D be denied.

WKBH, La Crosse, Wis.—Examiner Hill ecommended (I-495) that applic. WKBH nc., for license renewal be granted; that pplic. Joseph C. Callaway and Harry ahl for transfer of control of corp. from oseph C. Callaway to Harry Dahl be ranted.

Applications . . .

AUGUST 31

WSNJ, Bridgeton, N. J. — License for P new station.

WOR, Newark — Exp. auth. facsimile tation.

NEW, Utica, WUTK Inc., Utica, N. Y. —CP 1420 kc 100 w unl., amended D to 50 w.

NEW, (KROC) Southern Minn. Brdcstg. o., Rochester, Minn.—CP 920 kc 1 kw 5 kw D unl., amended to change freq. of KROC from 1310 to 920 kc, new trans., ncrease 100 w 250 w D to 500 w 1 kw D directional N, move trans. locally.

KDLR, Devils Lake, N. D.—License for CP vert. antenna.

NEW, Union-Tribune Brdcstg. Co., San Diego—CP 1480 kc 5 kw unl.

NEW, R. C. Atwood, Port Angeles, Wash.—CP 1500 kc 100 w unl.

NEW, Wyoming Brdcstg. Co., Rock Springs, Wyo.—CP 1370 kc 100 w 250 w D unl.

KSFO, San Francisco—License for CP new trans., antenna.

SEPTEMBER 1

WNBZ, Saranac Lake, N. Y.—License for CP change equip.

NEW, WAVE Inc., Louisville—CP 610 kc 250 w 500 w D unl., amended to 880 kc 500 w.

NEW, N. B. Egeland, Roland, Ia.—CP 1500 kc 100 w 250 w D spec., amended 100 w, D only.

KANS, Wichita—Auth. transfer control from Charles C. Theis to Herbert Hollister (48 shares) and Don Searle (49 shares).

SEPTEMBER 2

KGFI, Brownsville, Tex. — License for CP as mod. new equip., move station, etc.

WHEF, Kosciusko, Miss. — CP change antenna, move trans., amended re studio site.

SEPTEMBER 3

NEW, NBC, New York & Camden—CP visual station 400 w visual, 100 w aural.

WBCM, Bay City, Mich.—Vol. assign. license James E. Davidson to Bay Brdcstg. Co.

KMPC, Beverly Hills, Cal.—Mod. license to KMPC, the Station of the Stars Inc.

KTFI, Twin Falls, Id.—Extension exp. auth. 1 kw N.

WHK, Cleveland — CP directional antenna N, amended re antenna.

SEPTEMBER 9

WIP, Philadelphia—CP new trans., antenna, increase D to 5 kw.

WJRD, Tuscaloosa, Ala.—License for CP new trans., increase power.

WCBD, Chicago—License for CP new equip., move trans.

WGVA, Indianapolis—Mod. CP vert. antenna, trans., trans. and studio sites.

WDZ, Tuscola, Ill.—CP new trans., increase 250 w to 1 kw.

NEW, Roberts-McNab Co., Livingston, Mont.—CP 1310 kc 100 w 250 w D unl., amended to 1210 kc.

SEPTEMBER 14

WNEW, New York—Mod. license 2½ to 5 kw.

WGBI, Scranton—Mod. license N 500 w to 1 kw.

WCPO, Cincinnati—Mod. license N to 250 w.

NEW, Panama City Brdcstg. Co., Fla.— CP amended 1420 to 1500 kc.

NEW, Jack W. Hawkins, Barney H. Hubbs, Odessa, Tex.—CP 1310 kc 100 w D.



TELEVISION — Is uppermost in the discussion of Dr. Peter C. Goldmark (right), chief television engineer of CBS, and Gilbert Seldes, CBS television program director. Dr. Goldmark has just returned from a European tour of television laboratories. He sees importance in the development of the light sensitivity of television cameras.

Saving an Account

WHILE KIEM, Eureka, Cal., was broadcasting *The Freshest Thing in Town* Sept. 7 for the Log Cabin Bakery, the new baking plant, largest in Northern California, was burning to the ground. From KIEM contact was made with local and distant baking plants and Log Cabin bread was supplied as usual the next morning, KIEV thus saving thousands of customers as well as a radio account.

LEWIS BROWNE, author, traveler and lecturer, inaugurated a news comment series of four weekly broadcasts over CBS on Sept. 9, replacing Elmer Davis, who in turn has been heard each week in place of H. V. Kaltenborn, currently touring Europe. Browne will be heard until Sept. 30, speaking from KNX, Los Angeles.

Elmer D. Hays

ELMER D. HAYS, 45, since last March assistant general counsel of the FCC Telephone Division, his wife, and 18-year-old son and the son's classmate at Dartmouth, were killed Sept. 2 when their automobile met in a head-on collision with a bus north of Baltimore. They were enroute to Hanover, N. H., where the two boys were to have entered their sophomore year at Dartmouth. All but Mr. Hays were killed immediately, and Mr. Hays died en route to the hospital. He entered the FCC employ as a senior attorney in July, 1936, after serving with the ICC and the Department of Agriculture.



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Special Technique for Television Film Is Required, Lubcke Tells Cameramen

A VAST difference exists between the production of motion picture film for the theater and for television, Harry B. Lubcke, television director of Don Lee Broadcasting System, Los Angeles, said at the Aug. 30 meeting of the American Society of Cinematographers, Hollywood. Using various types of film to illustrate his talk, he cited seven rules for television photography which do not apply to motion picture filming, and stated that beautiful and artistic photography produced for the theater often is detrimental to television presentation.

The basis of the new television technique, as developed during six years of experimenting by the Don Lee Broadcasting System, during which some 8,000,000 feet of motion picture film was transmitted, was revealed by Lubcke as follows:

1. Do not violate usual rules of photography. Observe old fundamentals of proper illumination, composition, contrast, and exposure, in the absence of new instructions to the contrary.
2. Seek "checkerboard contrast."
3. Carry detail in the halftones, painting objects of principal interest in contrasting strokes, but restricting these strokes to central portion of the intensity curve. Fine detail in very dark or light portions of a scene is usually lost.
4. This and the remaining rules apply to the laboratory as well as the photographer. Keep the overall Gamma Range small. The scene should vary greatly in tone throughout its area, but extremes in variation should be small. This is because the television process tends to increase the overall contrast. Whites become whiter and black blacker, and detail in the extremes is reduced.
5. Furnish medium or light density prints.
6. Maintain motion, either of players, objects, or by "panning" with black frame lines.
7. Employ lap dissolves or quick fades, in changing from scene to scene. Long fadeouts give the impression that something has gone wrong.

A SURVEY of letters received from abroad by W2XE, CBS international station in New York, shows that foreign listeners prefer programs of music, both popular and classical, descriptions of major sports events, and talks by news commentators. English listeners prefer American dance bands and singers of popular numbers, while the audience in Latin America and South Africa are most in favor of classical music.

UNIVERSAL CRYSTAL MICROPHONE

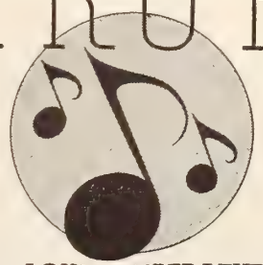


Ideal for p. a. systems, special events, call systems, amateur phones, etc. Rugged. Chrome finish. Output level 65 d. b. Furnished in handi-mike model, or stand model as shown. 10 ft. cable. Desk stands $2.50 for handi model: $3.50 for stand model. Licensed under patents of Brush Development Co.

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LOW TEMPERATURE CO-EFFICIENT CRYSTALS
Supplied in Isolantite Air-Gap holders in 550-1500 kc. band. Frequency drift guaranteed to be "LESS THAN THREE CYCLES" per million cycles per degree centigrade change in temperature.

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Two for $75
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BULLOCK'S

. . . one of the world's finest department stores, last week placed its twice-weekly show, "Magic Island," on one station only . . .

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5000 Watts **KEHE** 780 Kilocycles

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AFTER FIRE—That gutted the old transmitter of WCBD at Zion, Ill., last April, the Chicago station was completely rebuilt with a 415-foot vertical radiator near Elmhurst, Ill., at the old site of WMAQ. Station returned to air with this transmitter Sept. 3. Modern house includes seven-room apartment for chief engineer, emergency studio, sleeping rooms for operators and four-car garage housing WCBD's mobile transmitters.

Equipment

GATES RADIO & SUPPLY Co., Quincy, Ill., has opened a branch office at 5334 Hollywood Blvd., Los Angeles, to contact broadcasters in western states. Norman D. Neely has been placed in charge. Gates reports that new speech input equipment, line amplifiers, turntable equipment and dynamic microphones have been shipped for the new studios being constructed by CMAF, Havana.

THE NEW 5,000 watt transmitter of KSFO, San Francisco, went into service Aug. 28. On the evening of the same day James Middlebrooks, CBS construction engineer, officially turned the transmitter over to Philip G. Lasky, KSFO general manager. He introduced B. F. McIntosh, engineer from the Bell Laboratories, and R. V. Howard, chief KSFO technician. The new transmitter tower, located within three miles of the heart of San Francisco on the bay's edge at Islais Creek, rises 400 feet in the air and represents an investment of over $125,000.

WJBL, Decatur, Ill., 49% of which was recently sold to the Decatur Newspapers Inc., is constructing modern studios adjoining the newspaper plant, and has ordered Gates speech input equipment.

E. L. GOVE, chief engineer of WHK and WJAY, Cleveland announces that the first of six new remote control amplifiers has been completed in the WHK-WJAY laboratories. The new amplifier embodies the "Gove vertical mixer," and is constructed to reduce tube and amplifier noises as well as distortion. Capable of handling four microphones simultaneously, the amplifier can be operated from alternating current or a battery supply, contained in a matched case.

KTHS, Hot Springs, Ark., has completed installation of new control room equipment under direction of Chief Engineer James Moran. The equipment includes WE 23-A control console, 22-A amplifiers and microphones, and RCA turntables, with new WE 110-A volume limiting amplifier at the transmitter.

WSYR, Syracuse, is remodeling its control room, installing six new amplifiers and a modern console.

WJDX, Jackson, Miss., has purchased a 5-D transmitter from RCA.

WKBW, Buffalo, has contracted for the purchase of an RCA 10-C-A modulator amplifier, contingent upon the issuance of a construction permit to increase its power to 10,000 watts. WSIX, Nashville, also has signed an RCA contract for a 250-D transmitter, contingent upon issuance of a construction permit.

WOR, Newark, has added six Western Electric 22A portable remote pickup equipments, making a total of nine sets placed in service during this summer. The station handles some 300 remotes per month for both its own transmissions and for distribution over MBS.

AMPERITE CORP., New York, announces a new hand microphone of small size. Adaptable for use also as a desk instrument or on a regular stand, the mike is 2¼" x 1" x 1⅛" and weighs 5½ ounces.

WOW, Omaha, has completed a new mobile unit, designed by Chief Engineer Bill Kotera and Chief Control Operator Joe Herold. The shortwave transmitter has a 100-watt capacity and the unit houses demountable recording equipment and shortwave packs. The entire equipment is mounted on a ton and a half Chevrolet truck.

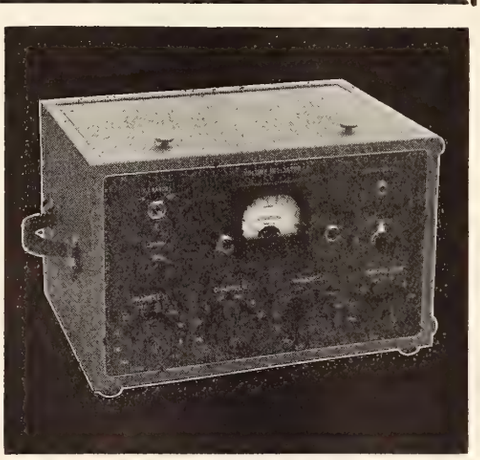
WSMB, New Orleans, on Aug. 2 dedicated its new Western Electric transmitter on the Behrman Highway and also its new 392-foot Truscon radiator. Equipment cost $50,000.

CKNX, Wingham, Ont., has received approval of the Canadian Department of Transport of its application for an increase in power from 50 to 100 watts on 1200 kc., and C. Howard Bedford, commercial manager, reports that the new installation will be completed by Nov. 1.

COLLINS

12X

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ON THE FIRING LINE . . . . .

for two years without any change in basic design, the Collins 12X Remote Amplifier continues to be the dependable standard in an increasing number of broadcast stations.

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TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

In the CONTROL ROOM

RALPH L. CLARK, FCC broadcast engineer, and Mrs. Clark, are the parents of a baby boy, Richard Leigh, born Sept. 2. He is their second son.

HARRY BRYANT, KHJ, Los Angeles, technician, and Alice Dahl, of the station's script department, were married in Mexico, Aug. 29.

LARRY ADAMS has been promoted to chief engineer of Associated Cinema Studios, Hollywood transcription firm. Fred Bowen has rejoined the organization's technical staff.

STANLEY M. PARISEAU, formerly district superintendent of Electric Research Products Inc., San Francisco, has been made division superintendent headquartered in Hollywood.

C. E. ALDEN, former chief engineer of WALR, Zanesville, O., has been named chief engineer of KOY, Phoenix, Ariz. James Ross has also joined the technical staff of KOY.

L. E. BRIDGES, in charge of remotes for WBAP, Fort Worth, is the father of a baby girl.

JACK MERDIAN, control operator of KQV, Pittsburgh, will marry Marie Bevilacqua of Dormont, Pa. on Oct. 27.

GEORGE McELWAIN, of the NBC engineering department, San Francisco, and Miss Violet Weaver of that city, eloped to Reno, Aug. 29. NBC Engineer Dave Kennedy and his wife were witnesses.

FRANCIS RIES, of KXBY, Kansas City, has been transferred from the transmitter to the studios as control operator, and Ed Crane, former laboratory instructor at First National Television, has been named chief operator at transmitter.

HARRY L. GRELCK, formerly with the International Broadcasting Co., recently joined NBC's New York engineering staff as a studio engineer.

RALPH BENNETT, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WFMD, Frederick, Md.

JULIAN HUCKSTROP, studio engineer of WRTD, Richmond, Va., left the station staff Sept. 1 to matriculate at Randolph-Macon College.

MORTIMER SMITH, NBC Hollywood engineer, is the father of a 9-pound baby boy, Richard Sewell, born Sept. 2.

PAUL FRINKE, chief engineer of WJBK, Detroit, is the father of an 8-pound baby boy, born Sept. 7.

CHARLES BRENNAN, control engineer of WISN, Milwaukee, is the father of a baby boy, Thomas, born last month.

Combined Use of Bands By Two Groups Refused

NOW operating simultaneously daytime on the 1380 kc. frequency, KQV, Pittsburgh, and WSMK, Dayton, met rejection on the part of the FCC Sept. 7 of their application to extend the simultaneous operation from 7 p. m. to 7:30 p. m. in order to accommodate a commercial program. KQV uses 500 watts and WSMK uses 200 watts and they split time on the channel at night. The FCC explained that the half-hour extention was refused pending action on their application for simultaneous full-time operation.

The Broadcast Division on the same date also rejected an application by WKBO, Harrisburg, Pa., and WEST, Easton, Pa., 100 watters which share the 1200 kc. frequency, and which asked for authority to operate simultaneously from 11 a. m. to 12 noon from Sept. 21 to Oct. 30.

LETTERS Patent No. 2,092,120 covering his Radioelectric Voting System [BROADCASTING, March 1] were issued by the U. S. Patent Office Sept. 7 to Nevil Monroe Hopkins, New York inventor.



One of many modern studios by JOHNS-MANVILLE

AN EXCELLENT EXAMPLE of co-ordinating sound-control work with basic studio design...this modern studio at WDBJ, Roanoke, Va. As in many other stations throughout the country, J-M Acoustical Engineers, using the proper J-M Sound-Control Materials and J-M Sound Isolation, were able to assure high-fidelity broadcasting by eliminating faulty acoustical conditions. Result—studios that are really *designed* for modern broadcasting!

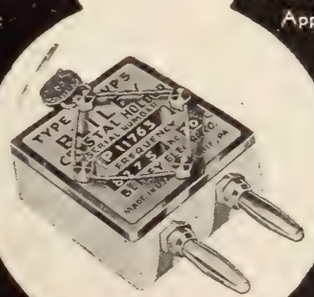
If you are troubled with acoustical problems, in connection with new or existing studios, why not call in a J-M Engineer? You'll find that better broadcasting quality is created and protected by designing and building studios in accordance with the present-day sound-control methods developed by Johns-Manville. For details, write Johns-Manville, 22 E. 40th St., N. Y. C.

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Write for Bulletin G-9

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Merchandising & Promotion

The Fair Season Is On—Electric Living—A Day at the Lake—Chips—Stamps—Green—Mail—Pipes

WITH the state and county fair season in full swing, radio stations in all sections have been staging promotion campaigns. Even networks have been participating, as in the case of the NBC participation in the California State Fair on Sept. 7 when a large party of artists and officials traveled to the exposition.

Central States Broadcasting System carried many programs from the Nebraska State Fair over KFAB, KOIL and KFOR. Shopping bags with station insignia were given away, the bags being filled with samples and literature furnished by advertisers. WOW was at the fair with its mobile equipment and a remote crew, programs being sponsored by Chevrolet.

WHIO, Dayton, has included seven Ohio county fairs in a remote schedule. At each a large three-panel exhibit of pictures of radio stars, special events and a graphic layout of how programs are built is displayed. A popular attraction is an oscillograph which shows visitors a picture of their radio voice. Each visitor is given a complete program schedule.

* * *

GENERAL ELECTRIC Co., New York, announced on *Hour of Charm* Sept. 13 a contest "to realize the electrical standard of living," prizes for which total $40,000 over a period of ten weeks. For essays on better living, $200 in script will be given each week; the two grand prizes are a $12,000 home and an $8,000 home. The *Hour of Charm* is broadcast on the NBC-Red network Mondays at 9:30-10 p. m., EDST. Maxon Inc., New York, is the agency.

* * *

NBC has released a merchandising brochure announcing the affiliation of WHK, Cleveland, with its Blue network Sept. 26. The historical growth of WHK, its market and coverage data are presented succinctly in this attractive blue and white booklet which also points out that WCKY, Cincinnati, and WSPD, Toledo, recent affiliates, are "other big improvements in Blue network service in Ohio".

* * *

PAT FLANAGAN, announcer of the ball games over WBBM, Chicago, for Socony and General Mills, donated a box of Wheaties to each home run made by boys playing in the Deborah Boys' Club League in Chicago. When Pat discovered that the boys' tournament would last three weeks he had to order enough cases of the breakfast cereal to swamp the WBBM mail room.

* * *

LAMBDIN KAY, manager of WSB, Atlanta, has sent out his annual 1937 football dopebook accompanied by a letter written on the new stationery of Liberty Broadcasting Co., operating WAGA, operated with WSB by the *Atlanta Journal*.

* * *

WIL, St. Louis, has placed a large bulletin board in the window of the Melbourne Hotel, where the studios are located. The news sheets are changed every hour.

IT WAS "WDSU Day" at Pontchartrain Beach, New Orleans, on Aug. 26, with more than 60,000 people jamming the resort to be guests of the station and Joe Uhalt, its president. Free rides for the children in the morning; reduced prices the rest of the day; free refreshments served by the station staff; souvenirs given away, including 10,000 paper hats bearing the slogan "I Listen to WDSU"; a "Wheaties Eating Contest" with a bicycle as prize, and huge banners reading "This is WDSU Day"—all served to make it one of the greatest promotional ventures in the history of Southern radio.

* * *

WMCA, New York, in its program *Today's Doings in New York*, incorporated mention of local hotels, in return for which the station has been piped into the rooms of those hotels. Formerly New York hotel bedrooms had only three or possibly four stations on their radio dials, all of them major network outlets. On the same program heard Monday through Friday 10:55-11 a. m., the *Postal Telegraph Guide*, weekly index to New York activities, was mentioned to sightseers, and WMCA's station advertising occupies the *Guide's* back cover in reciprocation.

* * *

WRTD, Richmond, Va., is using a new angle for group programs with its tongue twisters series sponsored by Seven-Up Bottling Co. Programs open with pouring of a bottle of the soft drink, and then studio visitors are called to the microphone to rattle of larynx gnarlers selected from a bowl. Listeners who contribute tongue twisters get a half-dozen bottles of Seven-Up and those who read them rapidly and correctly get similar awards. Cash prizes are planned at the end of the 13-week series.

* * *

FITZPATRICK BROS., Chicago (Kitchen Klenzer) is giving away a daily prize of a $25 Nesco Roastmaster to the woman who best finishes out the slogan, "I Like Kitchen Klenzer because—." Each entry must be submitted on a Kitchen Klenzer label. The firm's *Meet the Missus* show is broadcast daily except Saturday and Sunday over WBBM, WJR, WHK, and WKRC. Neisser-Meyerhoff, Inc., Chicago, is the agency.

* * *

EVERY department of the new $300,000 Montgomery Ward & Co. branch in Salt Lake City is wired for radio and a daily series of five-minute remotes is broadcast from the store. Department heads are interviewed and special merchandising angles are given listeners. Other programs are *Neighbor Jim*, transcription quarter-hours thrice weekly and 30 spot announcements.

* * *

WRC-WMAL, NBC Washington stations, have isued promotion pamphlets with real poker chips on the cover beneath the caption "Bet either chip—Blue or Red—to win!" The chips represent the NBC Basic Blue and Basic Red.

LAKESIDE BAKING Co., Cleveland (butter cookies), recently was host to 112 youngsters who had collected 50 box tops of the firm's butter cookies. The youngsters were treated to lunch, sat with Tom Manning, famed sports announcer, at the Cleveland major league baseball game, and received autographed baseballs from the players. The Lakeside firm is sponsoring a *Man-in-the-Street* broadcast daily except Sunday over WTAM. Neisser-Meyerhoff Inc., Chicago, is the agency.

* * *

CANCELLATION stamps on the publicity releases sent out by Benton & Bowles Inc., New York, carry a brief legend of the program being publicized. For example the stamps may read, "Thursday Night is *Show Boat* Night," "Tell Floyd Gibbons *Your True Adventures*," or "Join the Crusade Against Chime on *Gang Busters* Columbia Network," Miss Helen Strauss, publicity director of the agency, devised the promotion method.

* * *

KGNC, Amarillo, Texas, is sending out a handsomely bound booklet to advertising agencies throughout the country. Included in the book are coverage maps, radio homes by counties, spending income, programs and facilities population, listener habits, standard of living, success stories, and accounts currently using the station. The book was compiled under the direction of Ted Taylor, manager.

* * *

WATL, Atlanta, has adopted green as its letterhead color since a rival station has been heavily promoting itself as "Atlanta's Blue Ribbon Station." A new promotion piece has been published by WATL, showing its listening area and offering market data.

* * *

THE fourth annual Minnesota Business Map has been published by WCCO, KSTP and WTCN, Minneapolis-St. Paul, in cooperation with six publications. Data are compiled from Government figures and recognized statistical agencies.

* * *

KTOK, Oklahoma City, has published a promotion brochure describing that market and describing the station as "your Mutual friend in Oklahoma City." Illustrations of the studio are presented.

DIRECT-MAIL campaigns of NBC WOR and CBS were listed among the first 50 selected as outstanding by the Direct Mail Advertising Association for 1936-37. Entries are judged on a basis of 50 points for results, 25 points for continuity and plan, and 25 points for copy. The winning campaign materials will first be displayed at the DMAA convention in Cleveland Oct. 13-15, later at regional conventions, and then will make the rounds of advertising clubs and classrooms.

* * *

WSAR, in Fall River, Mass., recently conducted a broadcast of the speeches of the Sons of Italy Silver Convention in Massachusetts, during which it provided promotional material in the form of Yankee Network book-matches. Some 500 book-matches were distributed at the banquet. Inside the cover, there was printed the names and locations of the 15 stations of the Yankee Network, and in addition WSAR had had printed or stamped its own call letters on the top of the inside cover.

* * *

GENERAL MILLS' three-hour sports parade for Wheaties heard daily on WMCA, New York, conducted a 10-day contest running from Sept. 2 to Sept. 12, with prizes totaling $10,000. Unofficially titled *Grand Stand & Band Stand* the program will be renamed after the contest and a $500 first prize as well as 261 other major prizes will be given. The agency is Knox Reeves Adv. Inc., Minneapolis.

* * *

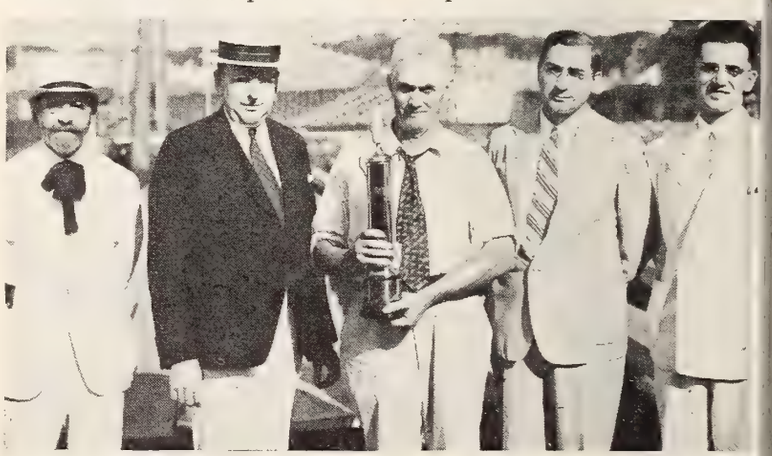
TO ANNOUNCE the opening of KSFO's new 5,000-watt transmitter in San Francisco, General Manager Phil Lasky sent out 300 personal telegrams to all local offices of both national and local advertising agencies the evening before the formal dedication.

* * *

CORN-COB pipes, stamped with KSO, KRNT and WMT on the bowl, have been distributed by Iowa Broadcasting System through trade channels. The accompanying letter states that the pipe represents Iowa's $600,000,000 corn crop.

* * *

WIP, Philadelphia, has started 100 line advertisements in the *Philadelphia Inquirer* with the heading "Today's Highlights". The outstanding programs of the week are publicized.



TALL CORN—Following a parade Sept. 1, WHO awarded $150 and the governor's trophy to George Osborn, of Siloam Springs, Ark., whose stalk measured 18 feet, 9⅝ inches and won the Tall Corn Sweepstakes. In photo are (left to right) Col. B. J. Palmer, president of WHO; Governor Nelson G. Kraschel, of Iowa; Mr. Osborne; Harold Fair, WHO program director; Herbert Plambeck, WHO farm news editor. The event was staged at the recent Iowa State Fair, where WHO was active.

WHAT ONE SPONSOR DISCOVERED

1 That he made 1 sale to every 35 radio homes in WLW's $15,000,000,000* market.

2 That he made 1 sale to every 119 radio homes in WLW's $61,000,000,000* market.

All proof of purchase was addressed to WLW,

THE NATION'S STATION

★ 1935 Spendable Money Income

DOING THE REAL JOB FOR THE ADVERTISER!

AT

WCKY

RCA 10-C

10-KILOWATT TRANSMITTER

RCA transmitters will do a real job for EVERY station's advertisers! There are types to fit stations of any size.

BROADCASTING

Vol. 13 • No. 7

WASHINGTON, D. C.
OCTOBER 1, 1937

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

"...not upon the gold man gathereth, but by the growth of his fields shall ye know the success he attaineth."

ANONYMOUS

Four new steps forward were taken recently by WOR, increasing its value to the sponsors it serves and the listeners who turn to this greater New York station from hour to hour:—

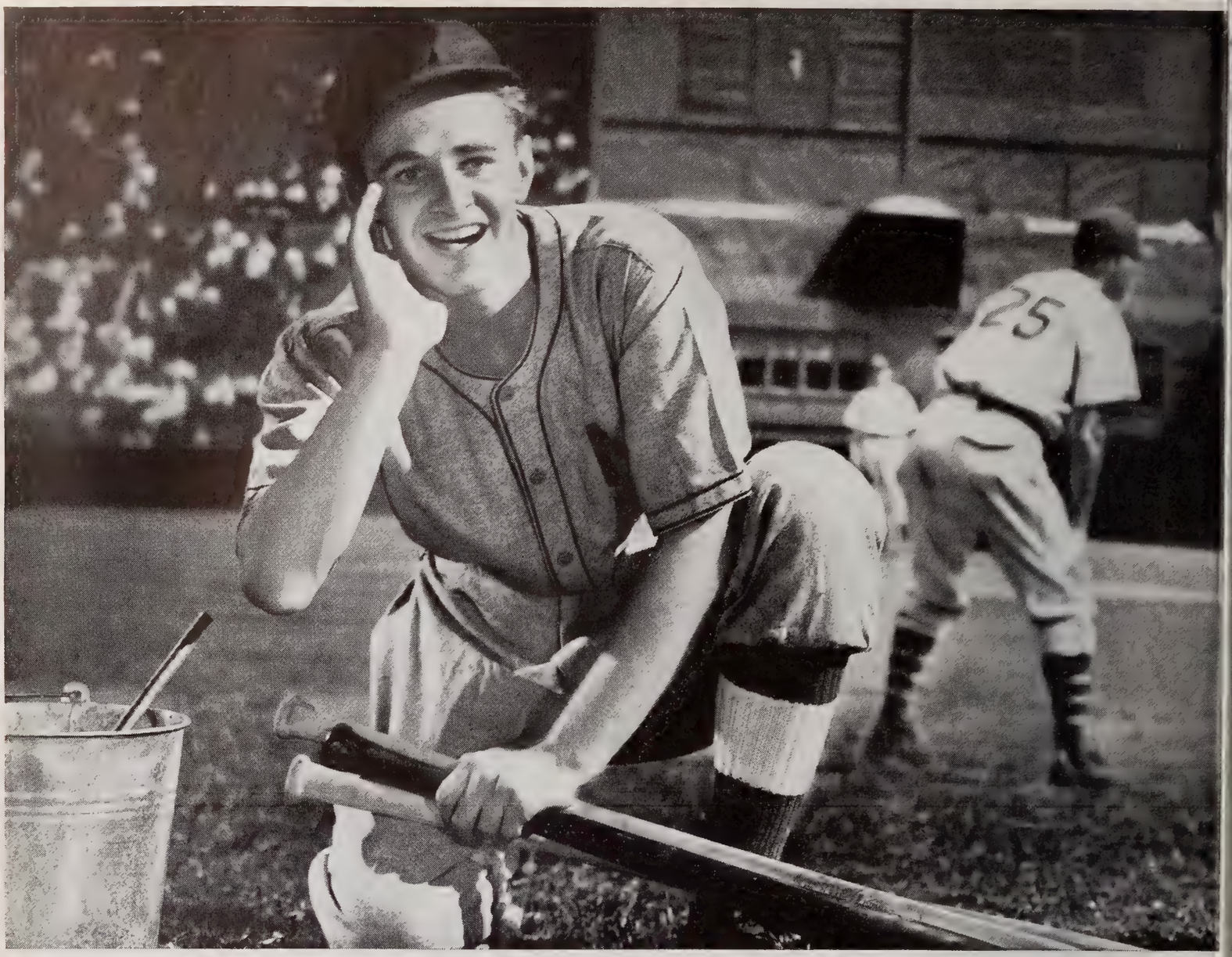
1 WOR is the first independent New York station to offer its sponsors and listeners a modern, acoustically perfect theatre of the air with a seating capacity of 800 atop the New Amsterdam Roof in the heart of New York's theatrical district.

2 WOR's new electrical transcription and recording division serves sponsors and others with the skill of trained technicians and up-to-the-minute recording equipment whose work is rapidly changing the descriptive "radio recording" to "recorded realism."

3 WOR is the first station to install a "booster." Now WOR's sales-effective energy of 50,000 watts is governed and held within the band of perfect modulation assuring even greater fidelity of tone and better reception for WOR's sponsors.

4 WOR adds a new studio, #9 and a master control booth which permits the split-second interchange of WOR and Mutual network announcements. Also allows the announcer to voice the latest Transradio News flash to WOR's listeners the moment it is received.

WOR



"You're Up, Business!"

If Management must learn Labor's needs, it is equally true that Labor must be taught Management's problems. And today—*now*—Business is at bat. Tell your story to your own workers, to the waiting American public. Tell it to your sales organization...customers...stockholders...employees. Tell it openly—honestly—consistently. The most effective and powerful means for presenting your industry's aims is Radio—by all odds. Over NBC Networks. For radio is *the one medium* which is invited into 24,500,000 American homes, every day of the year. Its use reduces the whole question of personnel management to the simple relationship between two men—the employer and the employee. America's packed stands are waiting—watching—listening. Business, *You're Up!*

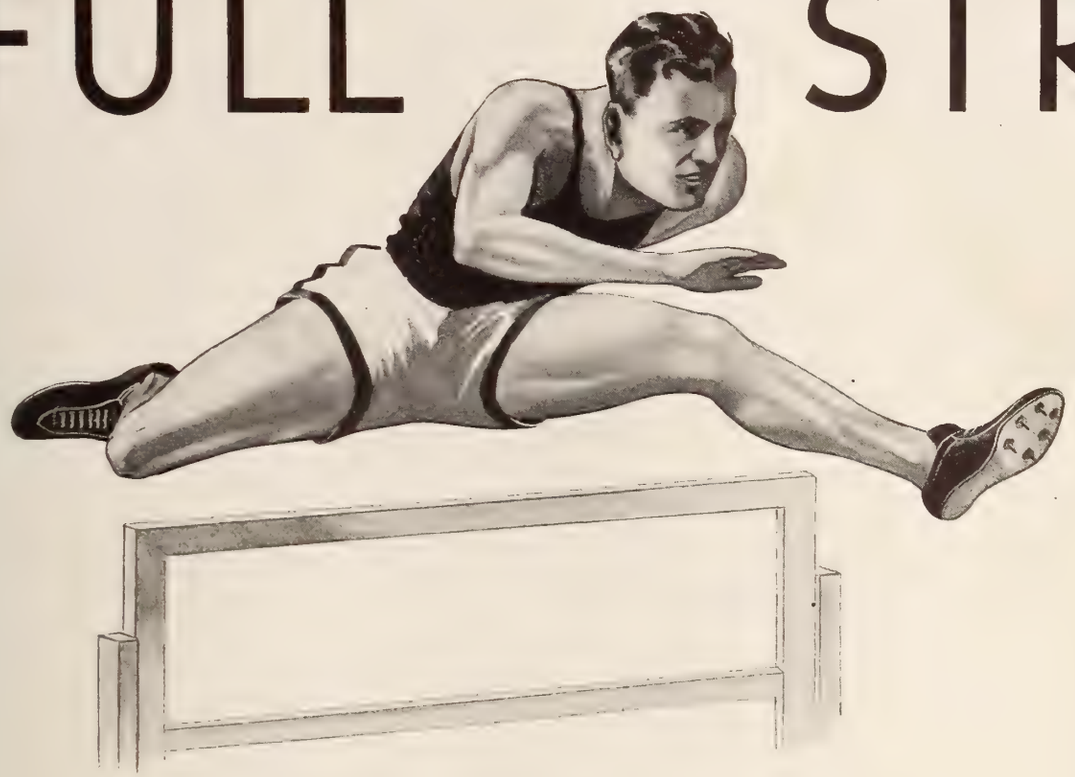
America, in a million stands, is looking for a hit. We suggest you pick the bat marked "Radio—over NBC Networks"

Listen to the "Magic Key of RCA" every Sunday, 2 to 3 p. m., E. S. T., on the NBC Blue Network

National Broadcasting Company

A RADIO CORPORATION OF AMERICA SERVICE

Take Your New England Markets in FULL STRIDE



IN the language of the cinder track, it takes reaching power with full spread to clear the hurdles.

In selling New England, every market is a hurdle. Local station coverage and popularity become vitally important in attaining sufficient reaching power and spread for adequate sales effect in each market.

For New England-wide selling, encompassing all markets in all directions with equal effect, The Yankee Network is the logical combination of direct outlets.

Individually each station stands the test—accepted as a powerful sales factor in its area—popular both for local accounts and as a transmitter of Yankee Network programs. Many also carry NBC Red Network features. Their combined strength (14 stations) provides the most far-reaching Network broadcasting in New England—tieing in every market—commanding the peak audience at all hours.

Here is the real reaching power and full spread to take you over the hurdles to sales success in this rich and highly competitive territory.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport / New Haven	WLLH	Lowell
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly. 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



A cello takes the theme . . .

Oboe and clarinet weep rhythmically. Violins answer the tympani's roll . . . cutting across, a baton raps-rps-ps the orchestra to a stop. "*Gentlemen*, please! *Please listen to the cello!*" *Conductor Howard Barlow turns to his control-room engineer. He is creating, for the microphone, an exact shading of cello against orchestra: making the microphone an integral part of the music itself. A moment's conference. The baton taps. Again, the cello takes the theme . . .*

This is final rehearsal, in a CBS studio, for the world-premiere of Aaron Copland's work, "Music for Radio". Its first performance wrote a new chapter in the history of serious music. For it belonged entirely to the radio audience; *coming immediately to the whole of our people.* In the long history of music, this has never happened before. ¶ Already this year, five such premieres have been broadcast by Columbia. Another —a new American opera—will be heard October 17th. Each is a work by a major American composer; each is written expressly for the Columbia Composers' Commission; each finds its *first* audience in the homes of radio's millions. ¶ To encourage America's musical maturity, is the charter purpose of the Columbia Composers' Commission. But it is only one contribution in a full range of service to the world of music. Over forty famous symphony orchestras were put on the air last year, by Columbia. Of these, the New York Philharmonic-Symphony begins its eighth consecutive season of broadcasting, exclusively on CBS, when it resumes in October. Columbia's own symphony orchestra, under the direction of Howard Barlow, is as familiar to the radio audience as the Philharmonic itself. Since 1927 it has given over a thousand radio concerts. And a listing of the chamber music, composers, conductors and soloists heard on CBS through the four seasons of the year would be an international Who's Who of music. ¶ "*All over the country*," writes Leopold Stokowski, "*a generation is arising which is more gifted by nature in music than the past generation.*" ¶ Radio has done this; presenting great music with simplicity and sincerity—bringing it nearer to us than it has ever been before.

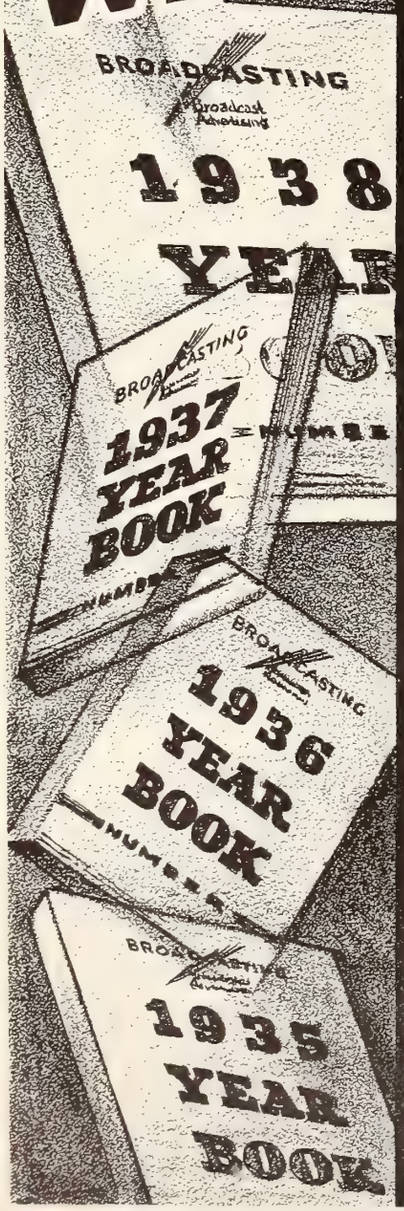
The Columbia Broadcasting System

SUITE 870
NATIONAL PRESS BUILDING
WASHINGTON, D.C.
MEtropolitan 1022

BROADCASTING
Broadcast Advertising

1938 YEAR BOOK
Questionnaire

WE'RE AT IT AGAIN!



Yes, it's Yearbook Building Time and we're already hard at work . . .

For the fourth successive year, questionnaires seeking pertinent facts about every angle of the broadcasting business are in the mails. Once again we ask you to answer yours promptly in the interest of accuracy and completeness, and to facilitate the prodigious task of compilation.

As a matter of fact, the editors of BROADCASTING for some weeks have been busy laying plans for the fourth annual edition of the industry's original and most complete encyclopedia of radio.

Like all previous editions, the 1938 YEARBOOK will carry no frills, no sops, no superfluous material — just plain, workaday facts that every time buyer, every broadcast executive and everyone else in the industry wants to have at hand in concise and easy-to-find form.

Like its predecessors also, it is a book with a guaranteed circulation (a bonus book sent without extra cost to all our subscribers) — thus insuring complete coverage of the entire time-buying and station field.

Again may we urge you to answer your questionnaire promptly. It's as important as your listing in the telephone book, but on a nationwide scale. Thanks again for your cooperation.

—The Editors

BROADCASTING
Broadcast Advertising

ALABAMA HIGH SPOT

WAPI, Birmingham, is *now* represented by RADIO SALES



WAPI, soon to become a member of the Columbia Broadcasting System, is *now* exclusively represented by RADIO SALES for the sale of national spot time.

Alabama's only clear channel station, WAPI has 5 times the power of any other Cotton State station—and dominates the entire trading area of the industrial center of the South. The following data best describe Birmingham's complete trading area—served by WAPI:

1,810,410 people • 177,400 radio homes • $414,557,000 annual effective buying income • $173,031,000 annual retail sales • $2,200,000 total weekly payroll

Based on the number of its national spot advertisers and programs WAPI ranks first in popularity in Alabama, third in the East South Central States, and is one of the 50 most popular stations with advertisers in the country.

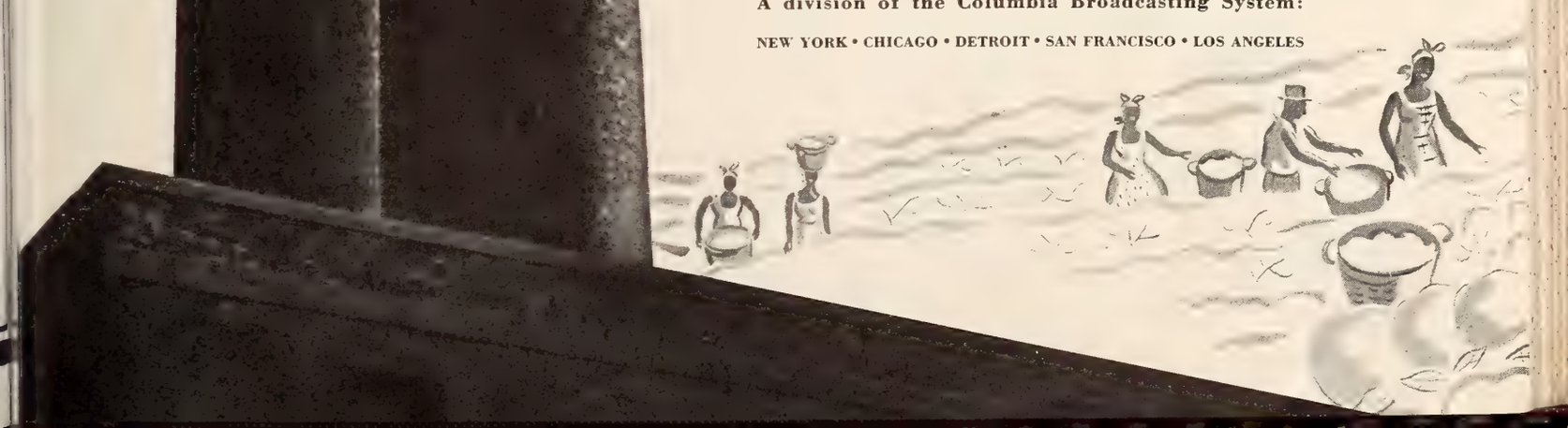
WAPI is a worthy addition to the RADIO SALES list: WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBT, Charlotte; WJSV, Washington; WKRC, Cincinnati; KNX, Los Angeles; Columbia Pacific Network; Columbia California Network; Columbia New England Network.

For data on the Birmingham market and WAPI (or on any of the markets and stations listed above) consult the nearest office of RADIO SALES.

RADIO SALES

A division of the Columbia Broadcasting System:

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES





NICE? It's downright important to know that the right set of ears is listening to the thumping of your innards.

We feel the same way about radio programs. That's why we took the trouble to check up—to make sure we are reaching the right kind of ears—*and plenty of them.*

For instance, Ross Federal's stethoscope revealed that advertisers obtain 149% more coverage in the Hartford market through WTIC than those using the second station. What's more, the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has plenty of money to spend. Government figures show 15% more spendable income than the national average, 23% more retail sales, and 50% more food sales per capita.

All told, WTIC's primary and secondary coverage areas include some 4,000,000 of these rich and easily reached prospects. Smart advertisers are proving to their own profit how economically they can be influenced through southern New England's top station.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO



BALANCED PROGRAMMING REQUIRES

Creative Originality

CAUSES OF CRIME
Mondays—7:15-7:45 P.M.
Dramatizations of actual cases from the files of social agencies and discussion of cases by eminent authorities.

SOUVENIRS
Tuesdays—7:15-7:45 P.M.
A unique string orchestra and song program, recalling the past with story and melody.

KOTTLER CONDUCTS
Wednesdays—7:15-7:45 P.M.
Mischa Kottler and 40 piece orchestra playing modern concert in both symphonic swing and classical idiom.

HOUSE PARTY
Thursdays—7:15-7:45 P.M.
Campus Rhythm and fun in a weekly collegiate frolic including Paul Leach and his collegians. A fast moving "musicomedy" in the spirit of Youth.

RADIO EXTRA
Fridays—7:15-7:45 P.M.
Human interest features, news broadcasts direct from "point of event." A new show as full of variety as a daily newspaper.

VOICES
Sundays—4:00-4:30 P.M.
From voices heard on the street, from voices here, there and everywhere this drama singles out one particular group for the threads of its plot.

To achieve balance in radio programming means that a radio station must not only be willing to forego revenue from valuable time, but it must, in addition, make heavy inroads on its budget for creative ability to produce meritorious sustaining programs. WWJ in producing six such programs has pioneered in a type of showmanship which it hopes will not only bring more listeners to all programs but will also point the way to other radio stations which have a similar interest in serving the radio audience.

In the meantime, WWJ invites sponsors to consider the programs which it has carefully built. These will perhaps offer some sponsor a new vehicle for reaching into the homes of America's fourth city—a market humming with industry which WWJ, more than any other radio station, favorably influences. *(By actual survey WWJ is preferred by 39% of the homes in Detroit.)* You should be in Detroit with a fine program on a fine station. The programs listed here offer you a unique opportunity.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

New York • Chicago • Detroit
San Francisco



"Crawl first — then walk!"

ALONG with our conviction that the world is round and that night follows day, we also hold that the *right beginning* in radio advertising is the *small beginning.* And that's our belief as specialists who have helped place several million dollars' worth of radio time for *all* kinds of business. Today much of the best and most stable business we handle is that of agencies and advertisers who started off as well-advised, one- or two-station experimenters —who sooner or later (and sometimes by our help) hit on a real radio formula— who then went on to three, five, ten or twenty stations, and to national success. . . . That's the Free & Peters plan — and it works. May we talk it over *with you?*

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK—WCLE	Cleveland
WHKC	Columbus
WOWO—WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 East 42nd St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

ATLANTA
516 Bona Allen Bldg.
Jackson 1678

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 7 WASHINGTON, D. C., OCTOBER 1, 1937 $3.00 A YEAR — 15c A COPY

Convention to Test Unity of the Industry

By SOL TAISHOFF

Future of NAB Involved in Special Session to Consider Musicians' Demands; Change in Dues Is Proposed

THE ABILITY of the broadcasting industry to hold together as an organized trade entity presenting a united front will be tested at the first special convention to be called by the NAB which begins at the Waldorf-Astoria in New York Oct. 12.

While the immediate issue is that of coping with the demands of union musicians for widespread reemployment by stations, there is nevertheless interwoven in the New York sessions the question of the NAB's future. That there will be efforts toward a reorganization of the NAB is a foregone conclusion, but whether various groups within the industry will concur in the plans to be advanced constitutes the problem.

Never before in the 15 years during which the NAB has functioned has a special convention been called. The decision of the NAB board of directors that such a meeting be scheduled evolved after it had proclaimed that a state of emergency exists in radio because of inordinate demands of the American Federation of Musicians that stations be required to guarantee the employment of some 3,000 additional musicians or face the consequences of a union walkout.

While independent network-affiliated stations have made headway in their negotiations with AFM and the immediate danger of a strike has been averted, the situation nevertheless is viewed as critical on an industry-wide basis. (See account of status of negotiations on this page.)

Not Much Excitement

Invitations to attend the extraordinary sessions have been extended by President John Elmer to all of the 400 NAB member stations, along with the some 300 non-member stations. Thus far, there have been no indications as to attendance. Reactions, by and large, seem to have been rather apathetic, and it is felt that the delegate attendance of stations may not reach 300. Average delegate attendance during the last two NAB regular conventions has been about 275, with gross attendance more than double that number.

Formal agenda for the sessions probably will not be available until the NAB board holds a pre-convention meeting, now tentatively scheduled for Oct. 10. In the notice to stations sent out by the NAB Sept. 16, four items were listed:

1. The union musicians' situation.

2. An amendment to the by-laws whereby dues would be increased 50%, through payment by member stations of their highest quarter-hour rates bi-monthly instead of quarterly. (This would increase the NAB's income from approximately $80,000 to $120,000 per year.)

3. A resolution adopted by the board to departmentalize the NAB so that groups having divergent interests, such as network-affiliated stations, clear channel stations, regionals and locals, might have separate organizations which would become departmentals of the trade association.

4. A report from the board on negotiations for the retention of counsel to represent the membership in matters of national importance.

Until the board holds its pre-convention session, the precise status of plans to be advanced to bolster the trade association, through retention of counsel and through departmentalization, will not be known. It is expected, also that several groups, including the recently organized Independent Radio Network Affiliates, will advance proposals for reorganization.

There will flare up at the meeting, it is expected, conversation about retention of an outstanding figure in public life to become the executive director of the industry. Many names have been mentioned, but little of a tangible nature has been done on this score.

Two schools of thought have developed in connection with the personnel structure of the NAB. One substantial group favors the hiring of a "Judge Landis" or a "Will Hays" for the industry, with a six-figure salary to be paid through sharing of the cost by member stations and by the networks. A second, and possibly a more formidable group at this time, endorses a revision of the top personnel structure of the trade association through acquisition of a legislative counsel to work with the managing director, plus other specialized personnel. The last NAB convention in June authorized hiring of a public relations director.

While there has been sharp criticism in the past and even currently of the executive direction of the NAB by Managing Director James W. Baldwin, there does not seem to be any concerted movement to dislodge him. The issue appears to be the development of some means of materially strengthening the direction so it will be

AFM-IRNA Group Approach Contract Understanding . . .

By BRUCE ROBERTSON

WHEN the membership of the NAB and other broadcasters meet at the Waldorf-Astoria in New York Oct. 12 to work out an industry answer to the demands of the American Federation of Musicians for increased employment of its members by broadcasters, they will find a formula already drawn up for consideration. This formula is the trade agreement worked out by the AFM international board and the negotiating committee of the Independent Radio Network Affiliates, organization of stations affiliated with the three nationwide networks created in August to avert a general strike of all musicians employed in radio and to solve with the AFM those problems applying particularly to network stations [BROADCASTING, Sept. 1, 15]. Major clause in the tentative trade contract of network affiliates is an agreement by these stations to double their combined expenditures for union musicians, increasing the present $1,500,000 to a minimum of $3,000,000 annually, which was approved by IRNA members in New York before the adjournment of their second convention on Sept. 12 [BROADCASTING, Sept. 15]. Since that date the IRNA negotiating committee and its subcommittee on trade agreement have been in almost constant conference with the AFM executive board, with the result that this agreement is now in its final stages and should be ready for submission to IRNA members in advance of the NAB session.

Agreement Reached

At a two-day meeting Sept. 15-16 of the AFM board and IRNA's nine-man negotiating committee headed by William S. Hedges, WLW, the standard provisions of an industry trade agreement were agreed on in substance, and the task of working out the details was turned over to a subcommittee on trade agreement: Samuel Rosenbaum, WFIL, chairman; Emile Gough, Hearst Radio Inc., and John Shepard 3d, Yankee Network. On Sept. 21 this subcommittee met again with the full AFM board in a session that lasted until well past midnight and broke up only when every point had been thrashed out to the satisfaction of both groups.

Both committees then retired to draw up individual trade agreements on the basis of their understandings of the verbal agreement. Mr. Rosenbaum, who is an attorney as well as a broadcaster, agreed to mail his version of this document to AFM President Joseph N. Weber as soon as it is completed, for comparison with the AFM wording. When the verbal differences have been ironed out, the agreement will then be submitted to the AFM board and the IRNA negotiating committee for approval, and when that is obtained copies will be sent to every network affiliate. If the final agreement is acceptable to these stations it will be used as a standard clause in all contracts between individual stations and their local unions regarding the employment of musicians. Since each local union holds the authority for regulating conditions of employment and wage scales, the ultimate contracts must be drawn locally.

Before adjourning Sept. 17 the IRNA negotiating committee sent a letter to all network stations outlining its progress and calling attention to the fact that "owing to the failure of the industry to respond to the NAB questionnaire sent out the end of August," it had been compelled to rely on figures furnished by local AFM unions. According to these, the letter continues, "the network affiliates as a group, including the network-owned and managed stations but excluding the originating key stations, employed about 775 staff musicians at a total salary of approximately $1,500,000 during the preceding 12 months. There were staff musicians employed in 109

(*Continued on page 68*)

capable of coping with industry-wide problems, such as that occasioned by the AFM demands.

Many broadcasters, too, are sensing possible future conditions, and it is now an open secret that those who promoted the IRNA project, while precipitated by the immediate musicians' issue, actually are more concerned about the general legislative and regulatory outlook. A possible Congressional investigation, talk of separating newspapers from station ownership, the general pro-labor trend and various other problems that seem to confront the industry were in large measure responsible.

Apropos the "czar" talk, there is considerable misgiving about the ability of the industry to pay the freight, even if a man of the necessary stature and qualifications were found. In some quarters the thought was advanced that the networks, as the largest entities in the industry, would have to underwrite the major portion of the expense. With the industry in its present frame of mind, suspicions unquestionably would develop that impartial actions could not be expected from such a man.

The more conservative broadcasters have advanced the view that haste should be made slowly. Strengthening of the NAB political front, to offset lobbies opposed to radio, they feel, might in large measure accomplish the result. They advance the view also that the industry has been too panicky over the musicians situation to think clearly about means of bolstering the NAB at this time.

State Committeemen

One step toward bolstering the NAB's legislative operations was taken by President Elmer as September closed with the appointment of his State Committee of 48 and his Regional Committee of 12. Practically completed insofar as personnel is concerned, Mr. Elmer had in mind calling these committees together with the board prior to the special convention convening to outline their scope of activity as he viewed it.

The larger committee would comprise one broadcaster from each state, who would be charged with the legislative activity for that state. Each member of the Regional Committee would represent four contiguous states, with these 12 men serving as a sort of strategy committee under the NAB president.

As BROADCASTING went to press, 35 of the state committee members had been appointed by President Elmer with word awaited from the other 13. Eight of the 12 members of the regional committee likewise had been named and Mr. Elmer confidently expected that the entire rosters of both committees would be considered prior to the special convention.

Members of the state committee already designated are as follows: Arkansas, John A. England, KFPW; California, Harrison Holliway, KFI; Colorado, Eugene P. O'Fallon, KFEL; Connecticut, Franklin M. Doolittle, WDRC; District of Columbia, William B. Dolph, WOL; Florida, F. W. Borton, WQAM; Georgia, Maurice C. Coleman, WATL; Idaho, C. G. Phillips, KIDO; Illinois, Glenn Snyder, WLS; Indiana, Clarence Leich, WGBF; Iowa, Luther L. Hill, KRNT; Kansas, Don Searle, WIBW; Louisana, John C. McCormack, KWKH; Maine, Thompson L. Guernsey, WLBZ; Maryland, Edwin M. Spence, WBAL; Michigan, John E. Fetzer, WKZO; Minnesota, W. C. Bridges, WEBC; Missouri, Lester E. Cox, KGBX; Montana, E. B. Craney, KGIR; Nebraska, John J. Gillin, Jr., WOW; New Jersey, Alfred J. McCosker, WOR; New York, Harold E. Smith, WOKO; North Carolina, Richard H. Mason, WPTF; North Dakota, Philip J. Meyer, KFYR; Oklahoma, William C. Gillespie, KTUL; Pennsylvania, Clair McCollough, WGAL; Rhode Island, John J. Boyle, WJAR; South Carolina, G. Richard Shafto, WIS; South Dakota, Joseph Henkin, KSOO; Tennessee, Edwin W. Craig, WSM; Texas, O. L. Taylor, KGNC; Utah, Earl J. Glade, KSL; Virginia, C. T. Lucy, WRVA; Washington, Louis Wasmer, KHQ; West Virginia, O. J. Kelchner, WMMN; Wyoming, R. E. Carroll, KWYO.

District chairmen already named are: Pennsylvania, Ohio, Maryland and Delaware, Clair McCollough, WGAL; Virginia, West Virginia, Kentucky and Tennessee, Edwin W. Craig, WSM; North Carolina, South Carolina, Georgia and Florida, F. W. Borton, WQAM; Wisconsin, Michigan, Indiana and Illinois, Glenn Snyder, WLS; North Dakota, South Dakota, Minnesota and Wyoming, W. C. Bridges, WEBC; Nebraska, Iowa, Missouri and Kansas, Lester Cox, KGBX; Colorado, New Mexico, Oklahoma and Texas, Eugene P. O'Fallon, KFEL; California, Nevada, Utah and Arizona, Earl J. Glade, KSL.

Presumably, the NAB board will meet not only with the State Committee but also with the IRNA negotiating committee preparatory to the special meeting. By sounding out the views of these two groups it would be in far better position to devise the agenda for the sessions.

Revamping Not Possible

Whether IRNA will call a meeting of network-affiliated stations prior to the Oct. 12 general NAB meeting remains to be determined. Should its negotiating committee succeed in procuring an agreement from AFM on the form of contract for two years, and should it work out a formula covering payment, it is expected that it will take advantage of the presence of its group in New York for the NAB sessions by seeking ratification of those actions.

One thing has been ascertained in connection with the NAB session. Radical reorganization of the trade association to alter its present operating structure is not possible at the meeting. The NAB constitution and by-laws specify that such action can be taken only at a "regular" annual meeting. That would mean that plans for departmentalization, under which the trade association would function in a basically different way, could only be discussed and would have to await formal action at the forthcoming regular convention, the date for which has not yet been set. It is expected that convention will be scheduled for next June.

There is nothing, however, to preclude hiring of additional personnel, such as legal, legislative, labor or public relations counsel, since the constitution permits that under its present terms. But no new executive office other than that of managing director can be established without action at a regular annual convention.

A welter of proposals on reorganization is expected. In past months there has been talk of making the NAB the mainspring of several divergent industrial groups. At the allocation hearings held before the FCC just a year ago, where the interests were so diverse that the NAB could not appear, the clear channel, regional and local stations set up their own groups to advance their particular viewpoints. All three of these organizations, on paper, are still existent. The most active is the clear channel group, headed by Edwin W. Craig, of WSM, Nashville.

Then, the IRNA group has developed and it has objectives outside the AFM situation. Newspaper-owned stations several times have banded together on particular issues, notably copyright. And if the network-affiliates organize, the non-network independents indicate they will want their own trade group.

National Independent Broadcasters, representing for the most part a group of local independent stations, still is existent, also on paper, but at best is loosely knit except for NAB convention elections. Its president is Edward A. Allen, WLVA, Lynchburg, who tendered his resignation from the NAB board last month during the musicians' negotiations because he was out of sympathy with the manner in which IRNA had conducted itself. In spite of entreaties from board associates he thus far has refused to withdraw his resignation, and doubt exists as to whether he will ask his group as such to attend the special convention.

Other suggestions include one that the NAB change its apportionment of votes and membership on the board in relation to amount of dues paid. Thus a station paying $500 bi-monthly by virtue of a highest quarter-hour rate of that figure, should have the privilege

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WIELDS NAB GAVEL



NAB PRESIDENT ELMER

Back to Standard

MAJOR networks operating on daylight time during the late spring and summer months returned to standard time at 2 a. m. Sunday, Sept. 26. The shift was marked by the customary confusion caused by juggling of programs. Individual stations in daylight saving time cities were similarly affected.

Joint Committee Plans Farm Study

Nationwide Personal Survey Soon to Be Undertaken

PLANS for the first nationwide rural radio survey undertaken by the industry were approved in principle Sept. 28 by the technical subcommittee of the Joint Committee on Radio Research at a special meeting in New York.

While no final action was reached the committee approved a questionnaire. It also decided to conduct the survey on a personal interview sample basis throughout the country the last two weeks in October or not later than the last week in October and the first week in November.

The major networks — NBC and CBS—will finance the undertaking which, however, will be under the auspices of the Joint Committee and will be a project of that organization, which represents equally the Association of National Advertisers, American Association of Advertising Agencies, and NAB It is expected $15,000 will be expended for field work, aside from tabulating and analyzing results.

Sets and Listening Habits

Two factors will be involved—number and distribution of sets and listening habits. There will be other questions, however, for correlation purposes, including automobiles, telephones, electrification of farm homes, etc. The survey will be strictly rural, being confined to farm homes and towns of under 2,500 population, involving half the population of the country and possibly 80% of the geographical area.

Six research organizations have entered bids. Selection of the organization to undertake it will probably develop during the next few days, after several subcommittees dispose of particular phases of the preparatory work.

Bids include those of Hooper Holmes Inc., Daniel Starch, Market Research Corporation of America Crossley Inc., Facts Inc., and Roslow Federal. Psychological Corp. had entered a bid but subsequently withdrew. In addition to set ownership and listener habits, the age and sex of rural listeners, number of people in the farm home and related data will be sought. A cross-section will be procured for every state.

Attending the Sept. 28 meeting of the technical subcommittee were L. D. H. Weld, chairman, McCann-Erickson Inc.; D. E. Robertson, Federal Adv. Agency; James W. Baldwin, NAB; Arthur W. Lehman, ANA; Hugh M. Beville Jr., NBC; John W. Karol, CBS, and Paul F. Peter, secretary of the Joint Committee.

Newspapers Buy KIEM

CONTROL of KIEM, Eureka, Cal., 500 watts on 1450 kc., has been sold by Harold H. Hanseth to William B. Smullin, now owning 22% of the stock, the Times Publishing Co. and the Standard Printing Co. and application for a transfer of ownership was filed with the FCC Sept. 28. Mr. Smullin is manager of the station. The Times Printing Co. publishes the *Humboldt Times* and the Standard Printing Co. publishes the *Humboldt Standard*, both local dailies.

Banks Plan Nationwide Series Promoting Deposit Box Rental

Some 500 Banks May Join Cooperative Campaigns; FAA Hears of Benefits From Radio Programs

PLANS for a nationwide cooperative radio campaign to promote the rental of safety deposit boxes are nearing fruition, the radio departmental of the Financial Advertisers Association, which met in Syracuse Sept. 13-16, was told by James McBain, of the Chase Safety Deposit Box Co., New York.

To start initially in the Northeast area with some 1500 banks from Maine to Maryland participating in the cost, the campaign is designed for expansion on a national scale, provided the test operation in this region proves successful. Mr. McBain outlined the merchandising plan to about 50 advertising executives of banks who attended the radio departmental. Altogether, about 400 bank advertising and promotion executives attended the sessions.

Radio an Aid to Business

William Haas, of the Manufacturers Trust Co. of New York, also discussed the safety deposit box campaign which has been presented to a number of banking groups by McCann-Erickson Inc., New York agency which will handle the campaign if and when it goes through. Program, tentatively titled *You May Be Next*, is a half-hour show consisting of music, a dramatic sketch illustrating what can happen to valuables that are kept at home in desk or dresser drawers where they are easily found by sneak thieves, and a guest speaker who will be an authority on some phase of the crime problem [BROADCASTING, April 1.]

Plan is to broadcast the program with live talent on an outstanding New York station, probably WEAF, and to record it from the studio for broadcasting several days later on 18 other stations covering an area extending from Maine as far south as Baltimore and as far west as Pittsburgh.

J. L. Deane, of McCann-Erickson, who has been working on the program told BROADCASTING that while the cost of such a campaign would be prohibitive for any single bank or small group, a committee headed by Mr. Haas is attempting to secure the cooperation of some 1500 banks in this area. With such a number of participants, the cost to each would be only $4.50 weekly, including both time and talent, a figure that the yearly rental from a single deposit box would repay.

In a round-table discussion on radio presided over by Joseph F. Cornelius, of the First National Bank of Spokane, use of radio by banks was discussed both from the national and local standpoints. Mr. Cornelius is chairman of the radio committee of FAA. Locally, the bank executives agreed that radio has performed a meritorious service in educating the public along proper lines. Increases in bank accounts have been definitely traceable to the radio campaign, it was reported.

A consensus of those attending the radio departmental was that local studio programs rather than transcriptions are best adapted for local bank advertising needs. Every speaker save one declared his bank planned to continue its local radio campaign. Moreover, a good deal of interest was shown by non-users of radio, with several stating they planned to go on the air as soon as they found suitable program material.

There was considerable discussion also of national cooperative campaigns for banks but no conclusion was reached. This discussion centered on the type of program best adapted to such efforts and the nature of the commercials to be employed. The efficacy of past efforts was discussed with ideas advanced as to what should be done in future projects.

William Neal of the Wachobia Bank & Trust Co., Winston-Salem, N. C., was elected president of FAA for the ensuing year, succeeding Tom Kiphart, of the Fifth Third Union Trust Co., Cincinnati. Preston Reed, of Chicago, was reelected executive vice-president.

Principal speaker at the 22d annual convention was Arthur H. Brayton, personnel manager of Marshall Field & Co., Chicago. Pointing out that the public's buying power is 14% higher than it was in 1929, he said that there is the opportunity presented to banks to step up deposits, sales and advertising results and still keep publicity and public relations honest, straightforward and productive.

Fort Worth was selected as the 1938 convention city. No date was set, however.

Steel Sponsor

SPONSORED by Wheeling Steel Co., Wheeling, W. Va., a Sunday afternoon program from the stage of a local theater is being carried by WWVA, Wheeling, and piped to WPAY, Portsmouth, O., as an institutional feature. A 22-piece orchestra and variety instrumentalists are featured under the direction of Walter Patterson. Show is titled *It's Wheeling Steel* and is placed direct.

Union Status of Network Engineers At Issue in CBS Labor Board Hearing

DO THE technicians employed at a network key station have the right to choose their own representative for collective bargaining, or does the right to make that choice belong to a larger group comprising all technical employes of all stations owned and operated by the network?

To answer this question, as specifically applied to WABC, New York, and to the Columbia network, was the purpose of a hearing before H. R. Korey, trial examiner of the National Labor Relations Board, held in New York on Sept. 28-29.

The hearing was based on a petition of the American Radio Telegraphists' Association, CIO union, for recognition as the proper representative of the approximately 80 technical employes at WABC, about 60 of whom ARTA claims as members. Opposing ARTA's claim was the Association of Broadcast Technicians (formerly Association of Columbia Broadcast Technicians), which claims the right to bargain for all 206 engineers employed at eight CBS owned and operated stations by virtue of its 132 members within this group. (Excluded from ABT's claims are the 13 engineers at KMOX, St. Louis, in which city all technical employes of all radio stations are members of IBEW, AFL electrical union.)

Local Management

ARTA's position is that since each station is located in a different city, with different costs of living, and since hiring and firing and promoting is done by local managements, and since various stations have made local agreements with AFL local unions and with AGRAP and, in St. Louis, with IBEW without disrupting the network's efficiency, the technicians of each station should have a right to select their own representative.

The ABT argument is that all technicians at all CBS-owned and operated stations require essentially the same training and skill; that general conditions of employment at all these stations are essentially the same, except for hours and wages; that all accounting and financial dealings for all stations are handled by the network headquarters in New York, from which all pay checks are sent to employes; that all questions of policy are determined in New York; that any technician from any CBS station can easily be transferred to any other CBS station; that peculiar union affiliation of KMOX technicians has caused frequent difficulties in cases where engineers from other stations have been sent to St. Louis to handle remote pickups from there; and that the only satisfactory arrangement is for all technicians at all CBS-owned stations to belong to the same union.

The company attitude is that while the contest is primarily one between two unions, a single national organization of broadcast technicians would best promote the mutual interests of its members and unify their dealings with the company. All testimony tending to prove the superiority of one union or the other was kept out of the proceedings by Examiner Korey, who struck out of the record accusations that WABC engineers joined ARTA only as a means of getting a better agreement from the company and the counter accusations that ACBT is a company union, controlled and supported financially by CBS. He repeatedly reminded the opposing attorneys that such arguments, if allowed, would only serve to start a series of testimony that could go on for weeks without accomplishing the purpose of the hearing, to determine whether the CBS engineers should be represented on a national or local basis.

ARTA was represented by Sid-

(*Continued on page 72*)

Jennings Is Appointed WLW Program Manager



Mr. Jennings

THE APPOINTMENT of Robert G. Jennings, assistant manager of WSAI, Cincinnati, program manager of WLW, Cincinnati, was announced Sept. 29 by William S. Hedges, vice president and general manager of the two Crosley stations. He succeeds Bob Kennett, program manager for the last two years, who has resigned. Mr. Jennings since early this year has been in charge of programs and sales at WSAI, which at that time was established with its own staff, whereas prior to that time the two Crosley stations had been operated with the same executive and production staffs. Mr. Jennings has been associated with the stations several years.

Recorded Series Started By Lewis Medicine Co.

A. H. LEWIS MEDICINE Co., St. Louis (Tums), started one-minute announcements on 28 stations Sept. 20, using quarter-hour RCA transcriptions of its NBC-Red network show *Vocal Varieties* one and two evenings weekly on 24 stations.

Following stations are broadcasting *Vocal Varieties* discs twice weekly: KFI KPRC KSFO WAPI WBZ-WBZA WCAU WENR WFAA WJR WOAI KMBC. These stations are broadcasting once weekly: KDKA KOA KRLD KVOO WFLA WHAS WKY WMC WOR WRVA WSB WSMB WSM. These are broadcasting one-minute WBS discs: KDKA KFH KFI KSFO KSTP KTRH KVOO KWK KYW WADC WCAU WEBC WENR WFBL WGR WHAS WHB WHK WHN WINS WJR WMAQ WMBD WMC WMCA WSB WSM WWL. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

Oyster Shell Products

OYSTER SHELL PRODUCTS Co., New Rochelle, N. Y. (chicken feed), the first week in October starts 100-word announcements on 38 stations, to be carried for 52 weeks on schedules varying from once to six times weekly. Agency is Husband & Thomas Inc., New York. Stations are:

WBZ-WBZA, WESG, WJTM, WHKC, WHIO, WADC, WOWO, WFBM, WHAS, WDC, WTAD, WMBG, WTAQ, WKBH, WCLO, KFBS, KWTO, KFEQ, WELL, KFYS, WEAY, WNAX, WCCO, WHO, KMA, WMT, KTLO, KMMJ, WJAG, KFAB, KOIL, KOA, WIBW, KVOO, KSL.

D. P. Howard Spots

D. P. HOWARD MFG. & Hardware Co., New York, started Sept. 27 the use of thrice weekly one-minute spot announcements on WMCA, New York, and WGST, Atlanta, for Rolfast roller skates and bicycles. The announcements are broadcast three times a week. WLS, Chicago, and KHJ, Los Angeles, will be added later. Agency is H. M. Kiesewetter Adv., New York.

City Using Spots

CIVIC CAMPAIGN of Jersey City, N. J., to present the advantages of that city for residence and industrial purposes, will begin in and near New York in a few weeks. Local radio will be used to publicize, among other facts, the absence of a state income tax in New Jersey. Campaign is being handled by a committee of prominent business men.

Sponsors Complete Schedules For Autumn Grid Broadcasts

Atlantic Refining Adds to Original Football Program; Tidewater Associated Oil Again Active on Coast

OPENING of the autumn football season found sponsors completing schedules for grid broadcasts and programs giving scores, predictions, dope or roundups. Leading the grid ranks again are Atlantic Refining Co., Tidewater Associated Oil Co., Kellogg and Socony-Vacuum, with numerous regional and local sponsors taking an active interest in the sport.

Tidewater Associated is spending some $250,000 for football rights alone and is continuing its policy of using only a few brief commercials and not injecting commercials into the continuity during actual play.

New Atlantic Programs

To its broadcasting schedule of intercollegiate football games, embracing the complete or complete home schedules of 21 teams for a total of 163 games announced by 44 announcers and using, in all, 65 stations (BROADCASTING, Sept. 1), Atlantic has added a series of football forecasts and gossip programs, to be broadcast for a quarter-hour weekly on 26 stations, including two networks and seven individual stations.

Made up of predictions of outstanding week-end games on calculations contained in the weekly Atlantic Football Sheets, plus advance dope on the local teams and players, these forecast programs, which began Sept. 23, are broadcast on Thursday evenings by the following sports authorities on the following stations: Lee Kirby, WBT, Charlotte; Ted Reams, WRVA, Richmond; Don Riley, WBAL, Baltimore; Claude Haring, WCAE, Pittsburgh; Frank Silva, WHAM, Rochester; Dan Dwyer, WSYR, Syracuse and Tom McMahon of WNBF, Birmingham.

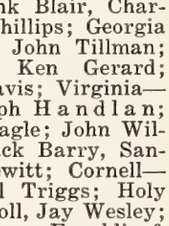
On Friday evenings Jack Barry handles the Atlantic broadcast on the Quaker State Network of 14 stations: WFIL, Philadelphia; WWSW, Pittsburgh; WJAC, Johnstown; WORK, York; WRAK, Williamsport; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; WHP, Harrisburg; WKOK, Sunbury. This, incidentally, is the first commercial program of this regional network since the political campaign a year ago, when the network was formed. Also on Friday evenings are the broadcasts of Jack Ingersoll on a CBS New England network of five stations; WEEI, Boston; WDRC, Hartford; WPRO, Providence; WMAS, Springfield; WORC, Worcester.

Backing up the radio campaign, which blankets the country's East Coast, Atlantic's distribution area, is an extensive merchandising campaign including the Football Forecast Sheets for display by all dealers to whom a new Sheet is sent each Wednesday; window stickers listing local games for three weeks and calling attention to the play-by-play broadcasts; an Atlantic Football Book, listing the schedules of the most important college teams throughout the country, a complete list of all Atlantic broadcasts and stations, and a full explanation of the football terms to be used by Atlantic announcers; a newspaper advertising schedule devoted to the broadcasts and 24-sheet posters for the same purpose; and a series of 8 contests with grand prizes of an automobile each week, entry blanks obtainable only from Atlantic dealers, who will also be given teaser contest promotion materials.

Joseph R. Rollins, Atlantic advertising manager, who personally supervised the tests by which the announcers were selected from a list of more than 300 applicants (BROADCASTING, Aug. 15), and the training school at which they were taught the uniform terminology required, announced the announcers and the teams they will cover throughout the season.

The teams and announcers are: Florida—George Walsh, Dan Daniels; South Carolina, Furman, Citadel, Clemson—Frank Blair, Charles Batson, Dode Phillips; Georgia—Marcus Bartlett, John Tillman; Duke—Lee Kirby, Ken Gerard; Richmond—Meb Davis; Virginia—Peco Gleason, Joseph Handlan; Maryland—Jake Slagle; John Wilbourn; Temple—Jack Barry, Sandy Guyer, Bill Hewitt; Cornell—Tom McMahon, Al Triggs; Holy Cross—Jack Ingersoll, Jay Wesley; Albright—Bailey Goss; Franklin & Marshall—Ed Gundaker; Lafayette—Dick West, John Smith; Delaware—Herman Reitzes, Gorman Walsh; Carnegie Tech, Duquesne—Claude Haring, Bill Sutherland; Pittsburgh—Jimmie Murray, Norman Twigger; Ohio State—Gil Gibbons, Fred Joyner; Syracuse—Dan Dwyer, Fred Ripley; Boston College—Jack Fraser, Joe Fay.

Big West Coast Campaign



Mr. Deal

Tidewater Associated Oil Co. will spend $250,000 for football broadcasts this year in the western states and Honolulu in the greatest concentration in radio advertising in the history of the company, Harold Deal, advertising manager, told BROADCASTING Sept. 27. This expenditure will represent an increase of from 8 to 10% over the amount spent for grid games last year.

More than 100 western stations will transmit the descriptions of 90 football games during the season under the oil company banner. The number of stations signed by Tidewater-Associated represents a 20% increase over last year, Mr. Deal stated. The oil company has signed contracts for the sponsorship of games over the majority of the stations in the West, assuring it a coverage in the remotest spots.

Five networks will be employed by the corporation. They are NBC Red and Blue, CBS, Mutual-Don Lee and California Radio System. The broadcasts will extend into Montana, Idaho, Nevada, Arizona and New Mexico, as well as along the three Pacific Coast states—California, Oregon and Washington. This season will mark the first time in history that Honolulu stations will broadcast all the regular conference games. Both KGU, NBC affiliate and KGMB, CBS affiliate at Honolulu, will be tied to the football chain.

According to Mr. Deal, the $250,000 represents remuneration to the colleges for the privilege of broadcasting the grid contests and the station time. With this 1937 season the Tidewater-Associated enters its 12th year of sponsorship of football broadcasts in the West. It was Harold Deal, who nurtured the idea from the beginning, who has seen to it that his company has consistently improved its sport service to the public each year. This year's expenditures and coverage exceed those of past years.

Merchandising Plans

A large corps of sportscasters and commentators has been signed by the company for the season. Among the veterans, who have worked before the microphones for Associated the past eleven years are Ernie Smith, Doug Montell and Frank Bull. The company adopts a new policy this year by presenting along with the regular sportscaster a special commentator. The sportscasters will describe the actual scenes of play while the commentator will be heard at the opening of the game, during the half time, and at the close.

Tidewater-Associated is spending many thousands in merchandising its broadcasts. As a pre-season stimulant the oil firm staged a huge *Football Radio Rally* over the CBS network on the Pacific Coast Sept. 22, which was one hour in duration. Simultaneously Tidewater-Associated dealers were holding sales meetings in nearly a dozen cities in the western states and Honolulu. They listened to the radio rally in their meeting places and various parts of the broadcast originated at the dealer meetings in San Francisco, Portland, Ore., Spokane, Seattle and Los Angeles.

Mr. Deal said Associated would live up to its policy this year of

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Fight Broadcast of RCA Is Longest in History

RCA MFG. Co., New York (RCA-Victor radios), on Sept. 23 sponsored the longest fight broadcast in radio history, four 15-round bouts being described by four announcers in a program that started at 8 p. m. and ran until well past midnight. Broadcast over a 55-station NBC-Blue hookup from the Polo Grounds in New York City, the *Carnival of Champions* included championship bouts in the lightweight, welterweight, bantamweight and middleweight divisions. Each fight was described by a different announcer: Sid Mercer, sports columnist, leading off; Tom Manning of WTAM, Cleveland, covering the second match; Clem McCarthy, NBC's star sports reporter, taking the third; and Sam Taub, who broadcasts several fights a week for Adam Hats, handling the final bout. Bill Stern, of NBC's New York announcing staff, gave the between-rounds summaries. Last-minute decision of RCA to sponsor the broadcasts adds some $50,000 to the Blue Network's time sales for the month. Program was placed direct.

Kellogg Booking Fall Grid Games

Contests From New England to Denver Are on Schedule

KELLOGG Co., Battle Creek, Mich. (cereals), is planning an extensive series of football broadcasts this fall, sponsoring Saturday afternoon intercollegiate contests across the country from New England to Denver.

According to preliminary announcement, the Kellogg schedule includes five home games of Ohio State U, to be broadcast on WBNS, Columbus, and WTAM Cleveland; the full nine-game schedule of Oklahoma U, on WKY, Oklahoma City; the full nine-game Vanderbilt U schedule on WSM, Nashville, and WAPO Chattanooga; the eight-game Northwestern U schedule, on WBBM, Chicago; a mixed series of broadcasts of the games of Alabama U and Auburn U, on the Alabama Sports Network, made up of stations WSGN, Birmingham, WALA, Mobile, WHBB, Selma, and WJRD, Tuscaloosa; a partial schedule of Fordham games on WINS, New York, and stations as yet unannounced; four games of Catholic U. and three of Georg Washington U., on WJSV, Washington; five games of Colorado State U., on KLZ, Denver, Nebraska games on KFAB, Lincoln.

Jamboree Series

In addition to these play-by-play broadcasts, Kellogg will also sponsor a *Football Jamboree* program to be broadcast for 40 minutes preceding and two quarter-hours following each Notre Dame game on an 8-station hookup of the WLW Line. Preliminary broadcast will be musical, with an 18-piece orchestra, Kellogg's Collegians, and a Quadrangle Quartette. The final 15-minutes will be devoted to a summary of the game. Notre Dame has consistently refused to sell the broadcasting rights to any of its games, but has made them available to any station wishing to broadcast them on a sustaining basis, which the WLW Line will do. In addition to six regular members of the Line (WLW, WHN WFIL, KQV, WIND and WAAB) the hookup will include WGAR Cleveland, and WJR, Detroit. The Line's regular Detroit outlet WXYZ, had already contracted to broadcast the Michigan State games. The *Jamboree* will not be broadcast on Oct. 9, due to a conflict with the World's Series baseball game on that date. The schedule was set by the Kellogg agency N. W. Ayer & Son Inc., Philadelphia.

Announcers are: WINS, Me Allen, Norris West; WSM and WAPO, Jack Harris and Ottis Devine; WJSV, Arch MacDonald WBBM, John Harrington; WBNS John Neblett; WTAM, Tom Manning; WKY, Walter Cronkhite WSGN, WALA, WHBB, WJRD WSFA, Bill Terry; KLZ, Warren Williams; KFAB, Reggie Martin

Auto Club Grid Series

AUTOMOBILE Club of Michigan will sponsor University of Detroit football games this season on WJBK, Detroit, with Al Nagler handling play-by-play descriptions Bob McLean will give a 15-minute football talk preceding each game with Motorola Radio as sponsor

Insurance Firms Desire Mail Inquiries

Await Sales Theme To Use Air Medium Extensively

UNTIL radio hits a theme that will produce mail inquiries for insurance companies, it probably won't get any substantial amount of business from insurance underwriting concerns.

That was the consensus of a group of representatives of nearly 100 major insurance companies who participated in a survey conducted by the Life Advertisers Association, the results of which were revealed at its annual convention at Old Point Comfort, Va., Sept. 20-22. The survey was conducted by E. M. Kirby, of WSM, Nashville, who is also sales promotion manager of the National Life & Accident Insurance Co., operating WSM, chairman of the radio panel.

In responding to the questionnaire, the majority of the insurance companies which are using or have used radio, held that direct results were not readily apparent. In a number of instances, however, they emphasized that radio had an institutional advertising advantage, and that it proved useful to field men as a good-will builder and a door-opener. However, they were "sour," by and large, on its usefulness as a new-business getter.

The radio panel was addressed by John F. Royal, vice-president in charge of programs for NBC, who spoke on "Programs and People", and John Karol, director of Market Research of CBS.

How They Stand

The LAA roster of 98 insurance companies was queried on radio as an advertising medium. Of that number, 74 responded. Nearly 50%, or 31 of the responding companies, have used or are using radio, but only seven of them now are on the air. The companies were broken down by size. Those in Class 1 were companies with over $500,000,000 life insurance in force; Class 2, those having from $250,000,000 to $500,000,000, and Class 3, those under $250,000,000. In Class 1 nine were in the category of having used radio, but only three are at present on the air. In Class 2, five have used radio, but only one now is on the air. In Class 3, 17 had been on the air, with three currently using radio. Of the aggregate there were 21 in the first category, seven in the second and 39 in the third that had never used the medium.

Despite the showing of the survey, Mr. Karol told the insurance advertising and promotional heads that radio "should and can be" a particularly successful advertising medium for them as well as for many other comparatively high-priced commodities and services. He continued:

"The reason for this, we believe, is inherent in the nature of the reception of radio advertising. The family listens. Obviously, insurance and investments are a family matter of major importance—something to be discussed and determined only after mutual agreement on the part of those responsible for the welfare of the family. Consequently, the opportunity to reach the family—husbands and wives—simultaneously, is an outstanding advantage of radio advertising for any comparatively high-priced commodity whose purchase involves deliberations and inter-family consultation; such as insurance and investments."



INSURANCE VIA RADIO—For the first time in its history, Life Advertisers Association, at its annual convention in Old Point Comfort, Va., Sept. 20-22, heard about radio at first hand from figures in the industry. Left to right are John J. Karol, director of market research of CBS; C. C. Fleming, retiring president of LAA, and John F. Royal, NBC vice-president in charge of programs. Ed Kirby, sales promotion manager of WSM, Nashville and of its parent National Life and Accident Insurance Co., presided at the radio panel.

A comprehensive analysis of the manner in which radio has developed its own technique in measuring radio audience and listener reactions was advanced by Mr. Karol in an address studded with statistics of the industry and its meteoric development. He estimated the national annual radio bill at about $700,000,000 including purchases of new sets, replacements and repairs, as well as electricity consumed in the use of sets.

Radio, the youngest medium of them all, he pointed out, has been subjected to more tests and surveys, more analysis and measurement, than any of its older advertising relatives. Field surveys employing sampling techniques have provided analyses of the 25,000,000 radio families by geographical divisions, by income classes and population groups.

"It has been said," Mr. Karol continued, "that measurements of the radio listening audience have stimulated the use of similar research techniques in other fields of advertising."

The program side of radio was stressed by Mr. Royal. He said that Shakespeare succinctly expressed radio's first consideration: "The play's the thing". Radio, he added, took its first great stride, so far as programming is concerned, when the performer forgot about playing to an audience of four or 20 million, and geared his performance to the interest of just four people—the family group. The audience equation, he said, is the four people of the average family unit, multiplied by millions.

Specifically addressing himself to the life insurance executives, Mr. Royal said that in radio they had access to the entire family, directly and emotionally. "And life insurance, I am told, is sold through an appeal to a man's better emotions," he asserted.

Typical Radio Experience of Insurers

ACACIA Mutual Life Assn., T. M. Rodlun, adv. mgr.—"I haven't seen enough of radio to sell me on it."

Jefferson Standard Life Insurance Co., Karl Ljung Jr., asst. sec.—"Too big a drain on budget."

Massachusetts Mutual Life Ins. Co., James M. Blake, mgr. field service—"Results would never catch up with cost."

Metropolitan Life Ins. Co., Stuart Benedict, adv.— "Some field men capitalized on it as a good-will builder and as a door opener."

National Life & Accident Ins. Co., E. M. Kirby, sales promotion mgr. —"Mail inquiries are generally sought with good results."

Ohio National Life Ins. Co., Arthur W. Theiss, Mgr. Sales Promotion —"Sales averaged 1% of inquiries received. Costs too high for returns obtained."

Provident Life & Acc. Ins. Co., Bart Leiper, mgr. adv. & sales promotion—"Excellent prestige building if proper programs used."

Provident Life Ins. Co., Fred Monley, sec.—"Has a definite value from an institutional and company standpoint."

Provident Mutual Life Ins. Co., Nelson A. White, adv. mgr.—"Went after mail inquiries with good results. Radio better than magazines. Direct mail better than radio."

Travelers Ins. Co., C. W. VanBeynum, mgr. publicity dept.—"Fine for making name well known. Fairly good as a means of planting ideas."

Network Changes Affect 18 Stations

Fourteen Join MBS, Don Lee; WNBX Now CBS Affiliate

NEW NETWORK affiliations for 18 stations were effected last month as the 1937-1938 radio season hit its full stride and as daylight saving time ended in many cities Sept. 26.

On the West Coast, 14 stations in the Pacific Northwest joined Mutual Broadcasting System Sept. 26, supplementing this national service with programs from the Don Lee Network, along with two others in California.

In Cleveland, a major switch-over took place as WHK relinquished its CBS affiliation to WGAR and became a basic Blue network outlet in lieu of the latter station. WCLE, formerly WJAY, became an outlet for MBS on the same day. It is owned by the same interests operating WHK. The networks carried dedicatory programs saluting their new affiliates.

CBS also added an outlet on Sept. 26 with the affiliation of WNBX, Springfield, Vt., which became the first network outlet in that state. The station operates on 1260 kc. with 1,000 watts and is owned by Harry C. Wilder, who also operates WSYR, Syracuse, and WJTN, Jamestown, N. Y.

Mutual-Don Lee Additions

The 14 stations which joined Mutual and Don Lee are KALE, Portland, Ore.; KRNR, Roseburg, Ore.; KSLM, Salem, Ore.; KORE, Eugene, Ore.; KOL, Seattle; KMO, Tacoma; KGY, Olympia, Wash.; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash.; KQW, San Jose, Cal.; KIEM, Eureka, Cal.; KGA, Spokane.

In the Mutual-Don Lee salute, a full hour program was broadcast, with Portland, Honolulu, San Francisco, Chicago and New York participating.

KOL, which joined Mutual on Sept. 26, also is a CBS outlet. CBS, however, is understood to have made tentative arrangements with KIRO, Seattle, for a switch, effective Jan. 1 or before. Whether the new KOL affiliation with Mutual will mean a switch by CBS to KIRO in advance of next year, was not ascertained.

When WHK became the NBC affiliate, it keyed the *RCA Magic Key* program from Cleveland. WGAR, likewise, saluted CBS with a special program.

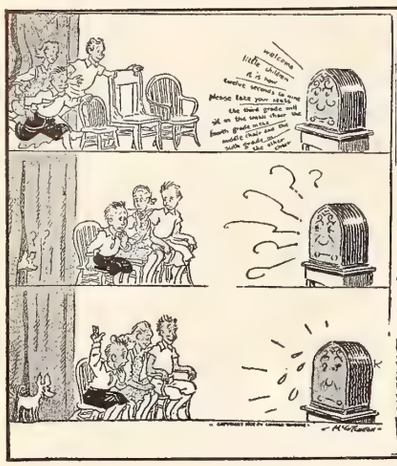
Insurance Test

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark, N. J., will sponsor Jacob Tarshish's philosophical programs titled *The Lamplighter*, on WOR, Newark, Sunday evenings, 7:45-8 p. m., starting Oct. 10. Other stations may be added later. The agency is Franklin Bruck Adv. Corp., New York.

Buick on 91 Stations

BUICK MOTOR Co., Flint, Mich., will herald its 1938 models in spot announcements on 91 stations the week of Oct. 11-15. Over a period of five days the announcements, 12 words in length, will be broadcast 26 times during the day and evening hours. Arthur Kudner Inc., New York, is the agency.

Comic But Eloquent Are Cartoons on Radio's Use by Chicago Schools



Chicago Tribune



Chicago Daily News



Chicago Times



Chicago Herald-Examiner

Discs Added by R & R; Hoyt Places Two Locals

RICHARDSON & ROBBINS, Dover, Del. (boned chicken), has renewed its program *The Revelers*, on WJZ, New York, Mondays, Wednesdays and Fridays from 6:35 to 6:45 p. m. Ten-minute transcriptions will also be used three times a week on WTIC, Hartford; WBZ, Boston, and WGY, Schenectady. Contracts are for 52 weeks. Spot announcements will start shortly for the company on KFRC, San Francisco. The agency in charge is Charles W. Hoyt Co., New York. Also placed by Hoyt agency are programs for two other accounts—American Molasses Co., New York, which will participate in a cooking school twice a week on WGY, Schenectady, and Harper Method Inc., New York (shampoo), testing participation on *Nancy Turner* twice a week on WFBR, Baltimore.

WTCN Given Full Time; WLB-WCAL to Divide

REAFFIRMING previous decisions which it had withdrawn, the FCC Broadcast Division on Sept. 28 granted full time to WTCN, Minneapolis, using 1,000 watts night and 5,000 days on its present frequency of 1250 kc. The order is effective Oct. 23 and sustains the recommendation of Examiner Seward. WTCN is owned jointly by the *St. Paul Dispatch-Pioneer Press* and the *Minneapolis Tribune* interests.

WTCN is thus relieved of its present time-sharing arrangement with WLB of the University of Minnesota and WCAL of St. Olaf College, Northfield, Minn., both of which are made daytime stations on 760 kc., with WLB operating two-thirds of the daytime and WCAL one-third. The shifts are being made with all parties involved in agreement.

Shoe Firm Testing

SATISFACTORY SHOE Co., Chicago (Dr. Edward's Health Shoe), will start using radio advertising for the first time Oct. 10 when a Sunday quarter-hour test program will start over WJJD, Chicago. Other stations may be added if the test proves successful. First United Broadcasters Inc., Chicago, has the account.

Chicago Stations Praised for Service During Closing of the Public Schools

By HAL TATE

REOPENING of Chicago schools Sept. 27, after two weeks of radio-newspaper instruction, was marked by a series of tests designed to show how successful the novel form of education had proved. Fear of an infantile paralysis epidemic had caused the two-week postponement of school opening.

Evidently, Dr. H. J. Johnson, head of the Chicago Board of Education, considered the experiment a success for he was contemplating creating a new educational post—that of radio director—whose sole task would be to direct the work of radio in education. Under Dr. Johnson's tentative plan, radio would be used to supplement the work done in the classrooms with the lessons being broadcast after regular school hours. Invitations were issued to managers of Chicago radio stations and newspaper publishers in that city to meet and discuss the proposed plan and determine how it best might be worked out.

Stations that cooperated with the Chicago Board of Education in the experiment were WJJD, WIND, WLS, WMAQ, WGN, WCFL and WAAF.

Tributes to Radio

Leading newspapers, magazines and educators heaped praise on radio stations and newspapers for their splendid work.

Dr. Walter Dill Scott, president of Northwestern University, said: "The recent closing of the Chicago public schools presented an unanticipated opportunity for the use of radio. Whether or not the school systems were able to rise to the occasion in the use of radio is not yet known. It should be remarked that it was a long time after the printing presses were invented before any adequate use of books was made in the schools of the world. However, it is probable that in certain phases of education very effective use could be made of radio, but it would seem to me quite improbable that the radio could at the present time be regarded as an adequate substitute for the facilities provided by our modern educational plan and for the present contacts of our highly-trained teachers. In brief, it would seem to me to be a field in which we should go forward as rapidly as possible."

Mrs. F. Langworthy, editor of *Parent-Teacher Magazine* and former president of the National Congress of Parents & Teachers, described the special educational broadcasts as one of the finest services the stations could have rendered. Mrs. Langworthy said: "The emergency of this fall, when the Chicago schools have been unopened on account of infantile paralysis, has given an opportunity to demonstrate for a huge school system what has been done successfully in a few places already, that a school of the air may be used to reach children at home or at school and that no time need be lost for most of them. It is showing us, also, what a vast number of radios are owned by people of moderate circumstances as well as those who habitually buy luxuries. It is one of the finest services that the broadcast companies could have rendered to a beleagured city."

Miss Judith Waller, educational director of the NBC Central Division (Chicago) believes the emergency broadcasts may point the way to new methods of cooperation between educators and broadcasters. Miss Waller said: "We have long known that radio could act as a motivating, stimulating force in education and that in some instances it has aided in the teaching of many subjects, but just how radio might best serve the parent, the teacher, and pupil remains to be seen. It may be that this emergency will point the way and prove to both educator and broadcaster alike that they can cooperate in the best interests of all. This, in turn, will bring larger benefits to the child, both mentally and spiritually."

New Sterling Campaign

STERLING PRODUCTS Inc., Wheeling (California Syrup of Figs), began Sept. 27 a series of WBS transcriptions titled *Young Widder Jones*. Broadcast five afternoons weekly, the program is heard on 22 stations, list of which has not been released. The agency is Thompson-Koch Co., Cincinnati.

Rexall Sale Discs

UNITED DRUG Co., Boston (Rex all drug products), will use 20(stations for its five-day campaign for its next Rexall 1-Cent Sale starting Oct. 12. Quarter-hou transcriptions will be broadcast made by Spot Broadcasting Inc. New York. Featured are Conra Thibault, Jane Froman, Song smith's Quartet, and Don Voorhee and his orchestra. Street & Finne Inc., New York, is the agency.

WLW Line Sustainers

SEPT. 27 saw the start of th feeding of a large group of sus taining programs to the WLW Line by WHN, New York. The are *Cocktail Lounge*, with Irvin Aaronson and his orchestra; Hele Yorke and Joe Martin, vocal duets *To the Ladies*, with Don Alber and his orchestra; and *The Jazz ters*, colored vocal trio. Also a exchange of sustaining and spon sored programs of the Line will b a daily feature with WHN, bot receiving and sending broadcast from the various stations on th link. The round robin exchange in cludes WBAL, Baltimore; KQV Pittsburgh; WFIL, Philadelphia WLW, Cincinnati; WHN, Ne York.

Wally Frank Plans

WALLY FRANK LTD., New Yor (pipes and tobacco), has increase its advertising appropriation fo the next three months to allow fo the use of radio. Spot announce ments will be tested on one or tw eastern stations during the firs two weeks in October, and othe stations will be added. The agenc is Bachenheimer, Dundes & Fran Inc., New York. Norman Winte is account executive.

Royal Toy to Place

ROYAL TOY Co., New Yor (games), will start a series o spot announcements over 17 sta tions, the first to be broadcas about Oct. 20. Agency is Reis Adv. Inc., New York.

BECAUSE it was 3 a. m. in Londo when President Roosevelt began hi Sept. 17 Constitution Day broadcas over the networks, the British Broad casting Corp. recorded the address o the Blattnerphone and broadcast the next day.

KEEPING CLOSE TO THE LISTENER



With record-breaking 1937 crops, Iowa naturally staged a record-breaking 1937 State Fair. Record-breaking crowds milled around WHO's Crystal Studio, at the Fairgrounds to get a close-up view of their WHO favorites — impressive evidence of the close bond between Iowans and Iowa's big station.

WHO has found that it best serves the interests of its advertisers by keeping close to the interests of its listeners.



Above — Center of interest for State Fair crowds is the WHO Crystal Studio. Iowans like to watch, as well as listen to, WHO broadcasts.

Left — The world's greatest pole vaulter would lack 3 feet of clearing these 18-foot entries in the WHO-State Fair Tall Corn Sweepstakes.





Above—Traffic outside is temporarily jammed while WHO performers broadcast inside the Crystal Studio.

Left—Award of Tall Corn Trophy. Left to right, Col. B. J. Palmer, president of the Central Broadcasting Company, Iowa's Governor Kraschel, George Osborne, Siloam Springs, Arkansas, winner of the 1937 Tall Corn Contest, Harold Fair, WHO program director; Herb Plambeck, WHO farm editor.

WHO
Des Moines

CENTRAL BROADCASTING COMPANY, Des Moines
J. O. MALAND, Manager
Phone - 3-7147

National Representatives: FREE & PETERS, Inc.
New York · Detroit · Chicago · Los Angeles · San Francisco

Des Moines · Full Time · Clear Channel · 50,000 watts

Retailers Laud Sales Power of Radio

NRDGA Makes Survey Among Department Store Members

THAT department and other retail stores will continue to use more radio is indicated in an analysis called *A New Concept of Retail Sales Promotion* published recently by the National Retail Dry Goods Assn. Reactions to a searching questionnaire sent out by NRDGA show that live and spot programs are increasing sales for more than 60 stores located in various cities of the country.

Auerbach Co., Salt Lake City department store, reporting eight years of radio experience with 18 programs weekly featuring a commentator in remotes from the store, said: "Radio brings direct sales to those departments which merchandise it with thought and skill and prepare their copy intelligently. In 'lazy' departments it is not successful. All radio can sell you is the potential audience and what you get out of it depends on what you put into it."

Brown-Dunkin Co., Tulsa, Okla., another radio user with an eight year record, reported: "It is a means of reaching a number of customers who sometimes are reached in no other way. We divide our six weekly half-hour variety programs into (1) Home needs, because the programs are for the most part received in the home, (2) Sewing departments, for the programs are aired in the morning to women who are interested in this type of merchandise, (3) Current news of the day and timely news about the store's activities."

Effective in Rochester

Sibley, Lindsay & Curr, Rochester, N. Y., has broadcast a 15-minute morning program six times weekly for five years. It said: "We feel that radio enables us to reach a greater market. Radio introduces new ideas faster than newspapers or mail. Repeated tests have shown we have a listening audience in an approximate 60-mile radius."

Bry-Block Mercantile Co., Memphis, Tenn., which has broadcast a full hour weekly program for nearly four years, reported: "As a good-will builder three years ago we started a *Juvenile Hour* from 10 to 11 every Saturday morning. This has continued to grow. Our auditorium audiences average 600 and the station estimates that we have a listening audience of 500,000. Children compete for prizes based on the number of votes received. We inject into this program store policies and are using it as a means of building good-will." The Killian Co., Cedar Rapids, Ia., which has broadcast a 15-minute program 12 times weekly for three years, concluded: "It gives us an opportunity to talk to customers to whom we used to advertise in small out of town papers."

Types of Programs Used

Two types of studio programs used by various stores include variety, news commentators, female household commentators, stunt remotes direct from the store and straight discussions of sales features with incidental organ music. Sibley, Lindsay & Curr, Rochester, consistently uses the discussion type and says of it: "Despite the objection of dullness that can be made to it, this continuity is the most effective that we have found. While it loses audience appeal, it is good because only interested people listen to it."

Users of spot broadcasting, especially in connection with sales days, were highly commendatory of the medium. Of the merchants who spoke negatively the following are typical comments: "We have used the radio on several occasions in the past and it was so ineffective that we decided not to do anything further with it." "Used for two years. Given up except for spots and sales events." "We used a program for a year. No good. Had to return to spot announcements." "We have not been able to get a high type of program that could compete with national programs." "We used radio the first part of last year. We used a daily 15-minute program at 8:30 a. m. We do not recommend any general type of program. In the opinion of this store unless you have a special give-away or less-than-cost item, it is useless to use radio advertising. We made a survey of radio by interviewing a given number of customers in each section of our city. The information accumulated from this caused us to discontinue radio advertising."

SOME RETAILERS USING RADIO

Abraham and Straus Inc., Brooklyn.
The Alms & Doepke Co., Cincinnati.
The Auerbach Co., Salt Lake City.
Ball Stores Inc., Muncie, Ind.
L. Bamberger & Co., Newark.
James Black Dry Goods Co., Waterloo, Ia.
The Boston Store, Chicago.
The Boston Store, Milwaukee.
The Brown-Dunkin Co., Tulsa, Okla.
Bry-Block Mercantile Co., Memphis, Tenn.
Burdine's, Miami.
City of Paris Dry Goods Co., San Francisco.
The Davis Company, Chicago.
Davidson Paxon Co., Atlanta.
The Dupius Freres Ltd., Montreal.
The Emporium, San Francisco.
The Fair, Chicago.
Marshall Field & Company, Chicago.
Wm. Filene's Sons Co., Boston.
G. Fox & Co., Hartford, Conn.
Frederick & Nelson, Seattle.
Gimbel Brothers, New York.
Gimbel Brothers, Philadelphia.
A. Harris & Co., Dallas.
The Harris Co., Redlands, Cal.
The Hecht Company, Washington.
Hochschild, Kohn & Co., Baltimore.
The J. L. Hudson Co., Detroit.
The Johnston-Shelton Co., Dayton, O.
The Jones Store, Kansas City.
S. Kahn Sons Co., Washington.
Kaufmann Dept. Stores Inc., Pittsburgh.
The Killian Co., Cedar Rapids, Ia.
Ernst Kern Co., Detroit.
Emma Lange Inc., Milwaukee.
LaSalle & Koch Co., Toledo.
Lit Brothers, Philadelphia.
Littman's, New York.
A. Livingston & Sons, Bloomington, Ill.
Loveman's Inc., Chattanooga, Tenn.
James McCreery & Co., New York.
R. H. Macy & Co. Inc., New York.
Mandel Brothers, Chicago.
O'Connor Moffat & Co., San Francisco.
Ohrbach's, New York.
Oreck's Inc., Duluth, Minn.
J. W. Robinson Co., Los Angeles.
Roos Brothers, San Francisco.
Sanger Brothers, Dallas.
Ed Schuster & Co., Milwaukee.
Sheehan, Dean Co., Elmira, N. Y.
Sibley, Lindsay & Curr Co., Rochester.
E. T. Slattery Co., Boston.
Snellenburg's, Philadelphia.
Strawbridge & Clothier Co., Philadelphia.
Symons Dry Goods Co., Butte, Mont.
John Taylor Dry Goods Co., Kansas City.
The Wieboldt Store Inc., Chicago.
Woodward & Lothrop, Washington.
George Wyman & Co., South Bend, Ind.

WOV Feeds 65 Foreign Tongue Programs a Week

WOV, New York foreign language station, is now feeding a minimum of 65 network programs a week to stations in other cities, with individual hookups running as high as ten stations.

Associated in the network are WBIL, New York; WRAX, Philadelphia; WPEN, Philadelphia; WICC, Bridgeport; WEAN, Providence; WAAB, Boston; WSPR, Springfield; WELI, New Haven; WNBC, New Britain; WMBO, Auburn; WIBX, Utica; WABY, Albany; WSAY, Rochester, and WGR, Buffalo. WOV also acts as a central office for an average of 20 programs a week fed to out-of-town outlets and not carried locally.



SIGNS—Lloyd Pantages (left), radio and newspaper commentator, is shown signing a contract for sponsorship by Raymonds Inc., St. Paul cosmetic manufacturers, of his *Lloyd Pantages Covers Hollywood* program scheduled to start Oct. 17 for 13 weeks on 26 CBS stations from Hollywood. Looking on are Harry W. Witt (center), CBS Southern California sales manager and Barnard Weinberg, executive of Milton Weinberg Adv. Co., Los Angeles agency handling Raymonds Inc. account. Program will be heard Sundays, 2:30-2:45 p. m. (EST), with rebroadcast to the West Coast 8-8:15 p. m. (PST). Products to be featured by sponsor are New Ray machineless permanent wave and Dona Ray cosmetics. This is said to be the first time a transcontinental sponsored program has been arranged by a Los Angeles agency. Pantages' Hollywood gossip program was formerly sponsored on CBS Pacific network by A. J. Krank & Co.

13 Get Riverbank

RIVERBANK CANNING Co., Riverbank, Cal. (Madonna tomato paste) on Oct. 10 will start a series of 15-minute transcriptions on 13 stations — WDRC, WIP, WSYR, WGBI, WIBX, WMEX, KQV, WKBN, WCBM, WOKO, WGR, WPRO, WNBF. Additional stations may later be lined up, according to Klinger Advertising Corp., New York, agency placing the account.

New MGM Series Replaces Showboat

Elaborate Production Being Prepared for Nov. 4 Debut

WITH the signing by General Foods Corp. (Maxwell House coffee), and Loew's Inc., whereby Metro-Goldwyn-Mayers Studios will produce a one-hour weekly NBC-Red network show from Hollywood starting Nov. 4, buildup of a radio production department has been started at the film studio's Culver City plant. Added to Bill Bacher's production department were Harry Kronman and Mary Edith Stahl, his former writing and production assistants on the CBS *Hollywood Hotel* program when he was associated with F. Wallis Armstrong Co., Hollywood agency handling the Campbell Soup Co. account. Bacher will have full charge of production of the new series and will add several persons to his department.

M-G-M show will replace the Maxwell House *Showboat* program and Benton & Bowles Inc., agency handling that account, stated there would be no change in time. New series will be broadcast at 6 p. m. (PST) over the NBC-Red network, time of the present Maxwell House program. It will be opposite the CBS Major Edward Bowes program and NBC-Blue network *March of Time* broadcast. Projected program will be a musical-variety show. The *Maxwell House Showboat* on Oct. 28 terminates one of the longest consecutive runs in radio, having been broadcast 265 weeks without a break.

Big Stars to Perform

The M-G-M starring roster consists of 20 players, of whom a few are eliminated because of existing broadcast contracts, or because the company does not control their air appearances. Among the stars are Norma Shearer, Jeanette MacDonald, Nelson Eddy, William Powell and Greta Garbo. Company also has an additional 86 on featured list and in stock. It is also understood that M-G-M will erect a studio on its Culver City property from where the new General Foods Corp. show will be remoted.

William R. Baker Jr., partner and vice-president of Benton & Bowles, has been appointed head of the agency's Hollywood office and will take over his new post early in October. The agency's Hollywood staff also includes Donald Cope, in charge of radio production, Chester MacCracken, in charge of talent contracts, and Burns Lee, in charge of publicity. Herschel V. Williams Jr., formerly head of the Hollywood office, has been assigned to production work in the agency's New York headquarters.

Atherton Hobler, president of Benton & Bowles Inc., is expected in Hollywood within the next few days for the launching of the NBC *Jack Haley* series under sponsorship of General Foods Corp. (Log Cabin syrup). He will remain in Hollywood for the next month conferring and assisting in the preparation of the new M-G-M series.

M-G-M has held out against radio for some time, refusing to take to the air commercially and it is believed that the decision of this studio will have a marked effect upon other major studios.

"This is a good idea—I wouldn't mind doing it all the time this way."
Principal Robert D. Gregg of the Mulligan Elementary School thus enthusiastically commented today after his first "starring role" over radio station WLS.

Principal Gregg broadcast from fourth floor offices of the Board of Education in the Building, LaSalle st. and Wacker drive. WLS had hooked a microphone at his desk to their transmitter by telephone.

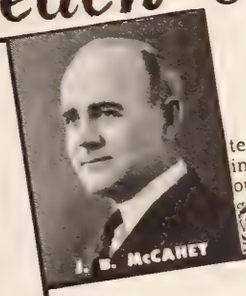
Paralysis Peril Un

Schools Teach by Radio

317,000

Under the plan in the absence of textbooks, newspapers of the city, including The Daily News, printed outlines of lessons for the various grades. Beginning at 7:15 a. m. via WLS selected principals lectured

Air Takes Classes to Pupils



Board of Education
CITY OF CHICAGO

September 15, 1937.

Office of the President
James B. McCahey

Mr. Burridge Butler, President,
Agricultural Broadcasting Co.,
1230 Washington Blvd.,
Chicago, Illinois.

My dear Mr. Butler:

Broadcasting of our school lessons, made necessary by threat of an epidemic of infantile paralysis, has been so effective and so well carried out that I must congratulate you and the staff of Radio Station WLS for what you have done.

I am especially pleased with the interest which the broadcasts have aroused in the minds of the parents of our school children. The efficiency of our schools is, I believe, determined to a large extent by the interest which parents take in school work. Your broadcasts have shown excellent results in attracting this interest.

Thanking you again for your effective cooperation,

I remain

Sincerely yours,
J. B. McCahey
President.

CHICAGO'S CHARTER 1837 - JUBILEE - 1937

Board of Education
CITY OF CHICAGO

William H. Johnson
SUPERINTENDENT OF SCHOOLS

Office of the Superintendent

September 15, 1937

Mr. Burridge Butler, President
Agricultural Broadcasting Company
1230 Washington Boulevard
Chicago, Illinois

My dear Mr. Butler:

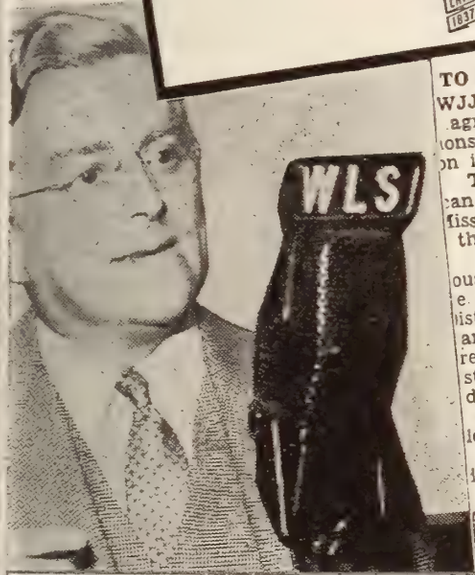
The experiment of broadcasting school lessons has already been so successful that I wish to thank you for your cooperation and the assistance of your staff at Station WLS. The test, made under actual conditions of necessity, was, of course, more trying than an ordinary experiment. Therefore, the greater credit to radio and to WLS.

The present school broadcasts will, I believe, point the way to more extensive and permanent programs of a similiar nature. I have in mind, especially, periodical broadcasts of actual school work for the benefit of parents, whom we are trying to interest to a greater extent than ever before. It is only by complete co-operation between the parents and the schools that the best interests of the child can be served.

Your co-operation is deeply appreciated by me.

Sincerely yours,
William H. Johnson
WILLIAM H. JOHNSON
Superintendent of Schools

WHJ:CL



TO AID.
WJJD, WIND, WLS agreed to broadcast ... from 7:15 a. m. ... in 15 and 30 minutes. The Chicago Evening ... also immediately ... Miss Fallon that it ... the classroom mate-

... grades will be ... following times, ... District Superintendent announced ... results ... conference:
... station WLS, physical ... announcements.
... station WIND, subject 8A.
... station WJJD, subject 8B.
... station WLS, subject 7A.
... station WJJD, subject 7B.
... station WLS, subject ...

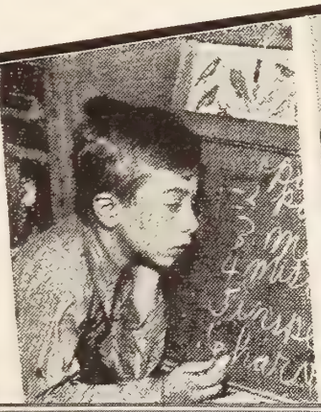


... schools to be kept closed.
"Don and Helen," radio stars ... sang "School Days" to open the educational broadcasts at 7:15 o'clock.

7:15 to 7:30 A. M.
WLS—Physical education with classroom announcements.

8 to 8:15 A. M.
WIND—Grade 6—Social studies today, Wednesday and Friday;

9:45 to 10 A. M.
WLS—Grade 7A—Social studies ... science today, Wednesday ... and mathe-





WLS The Prairie Farmer Station 870 KILOCYCLES
BURRIDGE D. BUTLER President
GLENN SNYDER Manager

McNinch Ready to Take Post; Studies Proposed FCC Shifts

Newspaper Ownership Problem to Be Considered; Changes in Organization Methods Proposed

ECHOING the view that the "honeymoon is over" in radio regulation, all those identified with broadcasting were awaiting the arrival at the FCC of its new chairman, Frank R. McNinch, early in October to carry out the Presidential mandate that its affairs be straightened out.

Thrice postponed because of the pressure of affairs on the Federal Power Commission, of which he is chairman, Mr. McNinch's swearing in now is expected to take place Oct. 1 or 2. The chairman informed BROADCASTING Sept. 27 that he now expected to relinquish his Power Commission post and simultaneously assume the FCC chairmanship by Oct. 1, or shortly thereafter.

Asserting he was deeply engrossed in cleaning up his affairs at the FPC, Mr. McNinch said he had not been able to devote any considerable time to the FCC, but intended to apply himself to that task full time as soon as he assumed office. He is expected to take several FPC employes with him to the FCC, but he has not yet disclosed their identity.

Executive Conferences

Twice last month Mr. McNinch conferred with President Roosevelt—the last time on Sept. 15. After that conference he asserted he would devote his time at the FCC in "helping to formulate policies". At his previous conference, Mr. McNinch had been given a "free hand" by the President to reorganize the FCC to acquire for it a new prestige. On Sept. 27, President Roosevelt announced he had accepted Mr. McNinch's resignation as FPC chairman but with the understanding that the latter eventually would return to that post. When the McNinch appointment to the FCC was made, it was indicated that he would take a three-month leave from the FPC. Since then, however, it has become evident that Mr. McNinch plans upon remaining longer—possibly a year. He was appointed to fill the unexpired portion of the term of the late Anning S. Prall, which has five years to run from July 1.

Mr. McNinch paid an informal visit to the FCC on Sept. 18, at which time he looked over his offices and also conferred unofficially with commissioners and with other executive personnel.

There are indications that the newly-constituted FCC will devote considerable study to newspaper ownership of stations — a matter that is known to be close to the White House. Legislative efforts of the last session to focus attention upon steps to bring about possible divorcement of newspaper ownership of stations have received the implied support of Administration leaders. This matter has been discussed at the White House with members of the FCC, and presumably also has been raised with Mr. McNinch.

One of the first functions of the new Commission will be that of assignment or possibly reassignment of commissioners to particular divisions [BROADCASTING, Sept. 1, 15]. Commissioner T. A. M. Craven, former chief engineer, has not yet been assigned to a division, pending the arrival of Chairman McNinch. The new chairman, under the present structure, automatically would become a member of each of the three divisions — Broadcast, Telephone and Telegraph.

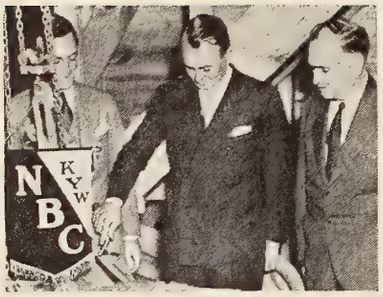
Whether the same structure will be retained, however, is as yet unknown. Thought has been given to at least three plans: (1) Retention of the present setup; (2) assignment of five members to each division so that each of the seven commissioners will have two assignments, and (3) abolition of divisions altogether, with commissioners designated by the chairman for the handling of individual cases, whatever their classification, and with the Commission acting en banc on all cases.

A possible fourth plan proposes changing the designations of divisions to make them fall in more logical categories. Broadcast, under this plan, would remain the same, but Telegraph and Telephone would be abolished as separate entities. Instead there might be a "common carrier" division, embracing regulatory functions affecting both telephone and telegraph, and a "mobile" division, handling such matters as aviation, ship, coastal and other types of services affecting radio, but not in the purely broadcast phase.

It is generally anticipated that Comdr. Craven will be assigned to the Broadcast Division because of his background and experience and because that has been the most beleagured branch of FCC operations. Whether he will become its chairman, or simply an additional member depends upon the manner of reorganization decided upon. Should the present three-man division structure be maintained and should the former chief engineer be assigned to Broadcast, it would mean the shifting of Broadcast Division Chairman Sykes to another division—most likely Telegraph.

Beyond the assignment of the commissioners themselves, it is not expected the FCC will move very rapidly on other changes in personnel and in policy. Indeed, it is more likely that Mr. McNinch and Comdr. Craven, as the new members, will be inclined first to survey the existing situation. That there will be personnel shifts and possibly deletions, as well as strong pronouncements of policies, is anticipated before many weeks.

Two major appointments also must be made. The post of chief engineer, vacated by Comdr. Craven probably will be filled soon. Lieut. E. K. Jett, assistant chief in charge of telegraph, is now acting chief, and is regarded as the logical Craven successor. The other vacancy is that of assistant general counsel for telephone.



CORNERSTONE—For new KYW building Philadelphia was laid Sept. 14. Left to right are Leslie Joy, KYW manager; Alfred H. Morton, manager of NBC managed and operated stations; E. H. Gager, Westinghouse plant manager.

Ban on Broadcasts From Courtrooms Is Recommended in Bar Group Report

RECOMMENDATION that broadcasting of court trials, along with every other form of court argument or discussion addressed to the public, be "definitely forbidden" was made to the American Bar Association at its 16th annual meeting in Kansas City, Sept. 27-Oct. 1, by its special committee on cooperation between press, radio, and bar as to publicity interfering with fair trial in judicial and quasi-judicial proceedings.

The committee comprised six members of the Bar Association, headed by Newton D. Baker, former Secretary of War, as chairman; seven members of the American Newspaper Publishers Association, with Paul Bellamy, editor of the *Cleveland Plain-Dealer*, as chairman, and five members of the American Society of Newspaper Editors, with Stuart H. Perry, editor of the *Adrian* (Mich.) *Telegram*, as chairman. While the scope of the group's activity encompassed cooperation with radio, there were no broadcasting members on the committee.

In addition to its recommendation that broadcasts of arguments in court cases be prohibited, the committee also recommended that newspaper accounts of criminal proceedings be limited to accounts of occurrences in court without argument of the case before public; that no popular referendum be taken during the pendency of the litigation; that surreptitious procurement of pictures or sound records is wholly indefensible, and that vaudeville appearances of jurors or court officers be banned.

Liability in Trials

Apropos of trial broadcasts, the committee said:

"The committee is especially impressed with the danger arising from the misuse of the radio in connection with trials. Practically everybody, nowadays, has a receiving set (there are said to be more than 30,000,000 in use in the country) but we have not yet undertaken to measure the effect of radio advocacy upon public opinion nor have we set up the machinery for correctives in radio news which are obvious in the printed page. If a newspaper prints an incorrect account of a trial or an improper plea by an advocate engaged in a trial, the likelihood of the prejudical statements being brought to the attention of persons interested on the other side or of the court, so that steps can be taken to prevent the corruption of the trial, is at least fair.

"Misleading statements and improper pleas made over the radio are fleeting and impermanent. Any attempt to correct them has to be addressed to what is supposed to have been said rather than to a printed statement which can be quoted and refuted with definiteness and accuracy. The responsible broadcasting companies, for obvious reasons, protect themselves against the misuse of their facilities in this direction but local broadcasting companies are under a severe temptation to permit the dramatization of a local trial which is exciting public interest and danger of having trials going on at the same time—one in the courthouse and one in the circumambient air—is obvious. The one in the courthouse aims to arrive, dispassionately, at a result which will be just to the accused and just to the state.

Public Is Misinformed

The object of the trial in the air is to achieve a dramatic result, to arouse sympathy and perhaps even to create prejudice. The trial in the courthouse is surrounded by the rules of evidence which require the exclusion of hearsay and gossip and assure the full presentation of both sides of the issue. The trial in the air has no safeguards and the narrator is not subject to cross-examination, nor is there any requirement that the narrator shall himself be either intelligent or just or that he shall even attempt to present both sides.

"The evil of the trial in the air, when it is participated in by prosecuting attorneys and counsel for the accused is peculiarly great. Errors made in the record of the trial in the air are not subject to judicial review and the air audience, when it has made up its mind upon such a presentation, may well come to distrust the whole process of judicial administration when the jury, acting under the responsibility of their oaths, reach a different result by judging the weight of the evidence from witnesses whom they have seen and whose credibility they alone have had an adequate opportunity to measure. The evil here referred to, of course, is the larger evil of a breakdown in public confidence in judicial processes. There is, however, a grave danger that the trial in the air may affect and obstruct the trial which is contemporaneously going on in the courthouse. * * *"

In its general recommendations the committee said there should be a continuing effort, local in character, to regulate the relations of the various publicity media. It recommended that local bar associations appoint continuing committees on press relations to function with corresponding committees representing the press and other means of publicity.

Hammer-Bray in West

HAMMER-BRAY Co. Ltd., Oakland (Spark Oil Heaters) on Sept. 20, started a 13-week campaign, using five-minute dramatized transcriptions on 17 Pacific Coast stations. The transcriptions were cut by Titan Productions, San Francisco. Stations are: KOMO, KHQ, KGW, KIDO, KIT, KOOS, KMED, KXRO, KIEM, KVCV, KMJ, KWG, KQW, KFBK, KSRO, KTKC and KHSL. The agency is D'Evelyn & Wadsworth, San Francisco.

BRINCKERHOFF



RECORDINGS OF *Quality*

ADVERTISING AGENCIES
PROGRAM BUILDERS
BROADCASTING STATIONS

E. U. BRINCKERHOFF & CO.
29 WEST 57 STREET N.Y.
PLAZA-3 3015

Shortwave Stymie Ended by the FCC

Orders 4 International Waves Opened to Temporary Use

ACTING upon the unanimous recommendation of the Interdepartmental Radio Advisory Committee, comprising delegates from the government departments dealing with radio, the FCC on Sept. 22 added four frequencies to the international broadcasting band to be made available for non-government assignments on a temporary basis and subject to cancellation at the discretion of the Commission without advance notice or hearing.

The four frequencies were among the five set aside by President Roosevelt by Executive Order for broadcasts between the United States and the Latin American countries. At the Pan-American Conference at Montevideo in 1933, Secretary of State Hull urged the American nations to expand their program interchanges and pledged United States cooperation, with the thought that eventually each of the 21 nations would exchange programs by international shortwaves.

Applications Made

The four frequencies involved are 9550, 11730, 15130 and 21500 kc. They will now be available for assignment under the stated restrictions, and NBC, General Electric and World-Wide Broadcasting System of Boston have all applied for their use. It has been indicated that a general hearing will be held before the Commission decides upon their assignment. A fifth frequency covered by the Executive Order, 6120 kc. is already being used under a temporary assignment by CBS for its Latin American service.

The action of the Commission, which was unanimous, is in the nature of an amendment to Rule 229 covering international shortwave assignments. It also sets at rest, temporarily at least, the dispute whether these frequencies should be reserved for a government operated international broadcasting station to counteract European propaganda. A bill proposing such a station in Washington was introduced in the last Congress by Rep. Celler (D-N.Y.), who prepared it in collaboration with and at the suggestion of Telegraph Commissioner George H. Payne.

The Interdepartmental Committee and the Commission were impelled to end the stymie over using these frequencies in order to verify United States priority in their use. They are already registered at the Berne Bureau of the International Telegraph Union for United States use, but custom demands that these be placed in use by the registering nation within a reasonable time.

Lea & Perrins Places

LEA & PERRINS Inc., New York (Lea & Perrins sauce), started one-minute live announcements on 30 stations Sept. 20. Spots which are broadcast once daily except Saturday and Sunday, will run for 39 weeks. Schwimmer & Scott, Chicago, is agency.

Following is the complete list: WMAQ WGST WFBR WGAR WNAC WBEN KRLD KLZ WXYZ WFBM WKRC WHB WHN WWL KECA WOW KPRC WIOD WJAS WREC KOMA WAVE KSTP WFIL KSD KTSA KGO WRC KJR KEX.

NBC Toscanini Series Will Be Started Dec. 25

ARTURO TOSCANINI, considered the greatest living conductor, has signed a contract with NBC for 10 sustaining concerts beginning Christmas night, Dec. 25, and will be heard Saturday thereafter at 9-10:30 p. m., EST, on the Red network. The conductor will receive $40,000 for the ten concerts.

The NBC Symphony Orchestra will make its first broadcast Nov. 13 under the direction of Pierre Monteux. On Dec. 4, 11, and 18, Artur Rodzinski will direct, and will resume after Toscanini's series is completed. Mischa Mischakoff, violinist and concertmeister of the Chicago Symphony Orchestra, will be violin soloist and concertmeister of the NBC Symphony Orchestra.



MIKE FOCUSING — This experimental "machine gun" microphone of Western Electric Co. was used by WOR, Newark, to cover the Legion parade in New York. The microphone is said to eliminate to a great degree sounds from other sources. J. A. Lovington, Legion machine gunner, is shown training the microphone on a band from a post on the Empire State building.

American Legion Meeting in New York Given Extension Coverage by Networks

WITH NBC, MBS and CBS vying to give complete word pictures of the American Legion Convention in New York Sept. 19-23, any set owner in the country who didn't know just what the boys were doing from dawn to midnight had only himself to blame. From Columbia's interviews with taxi drivers, policemen and hotel and restaurant managers as to their plans for taking care of the Legionnaires, broadcast on Saturday, Sept. 18, to the address of the new national commander on Thursday, Sept. 23, just before sailing for France, every feature of the convention was thoroughly covered by radio.

The bands, the speeches, the tributes, the meetings of Legionnaires and their Auxiliary, the 18-hour parade up Fifth Avenue, the reunions of various groups, and the many impromptu gatherings were all broadcast. James E. Sauter, president of Air Features Inc., who handled the convention's publicity, estimated that the broadcasts reached at least 80,000,000 listeners.

Covering the Parade

High spot of the session was the parade, which began at 9 a. m. Sept. 21 until 3 a. m. the next day.

Both NBC and CBS had crews stationed at various vantage points along the line of march, in addition to mobile units which moved from place to place. Commandeering the front office of N. W. Ayer & Son Inc. at 42nd Street and Fifth Avenue for his headquarters, John D. Fitzgerald, who directed the parade coverage for CBS, could keep an eye on the line of march as he cued in his field men, were in constant contact with the temporary master control by either wires or shortwave.

A. A. Schecter, in charge of NBC coverage, did his directing from his office, unable to see the parade and depending on his pickups from the various points for his choice of broadcast at any particular time. Sponsors of NBC broadcasts on that day were offered parade pickups for use during all or part of their regular time if they wished, but only the Sun Oil Co., Philadelphia, accepted, Lowell Thomas using a couple minutes of the parade as local color for his news period.

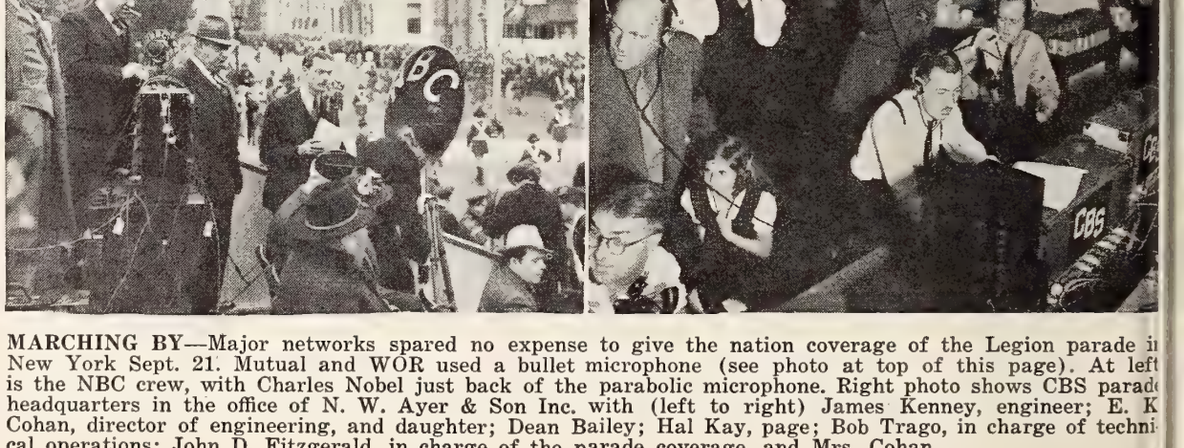
The new WE "machine gun" or "bassoon" microphone was given its first eastern tryout during the parade by WOR-MBS. A bundle of 50 slender duraluminum tubes, ranging from an inch and a quarter to five feet in length, all coupled to a standard dynamic microphone, this tubular directional unit was mounted on a regular motion picture camera tripod, enabling it to be focused on any unit of the parade. Sounds directly in front of this microphone are clearly picked up; sounds from the side enter the tubes at varying frequencies and tend to cancel out. Dave Driscoll, who covered the marching veterans for MBS, found the machine gun mike especially useful in picking up the music of approaching bands and following them past his location. He also used this new unit to pick up the various points of action during a broadcast of the reenactment of the battle of Fleville, France, staged by the 1st Division on Governor's Island on Sept. 22.

Despite the counter attraction of the parade on Tuesday, Legionnaires and their friends to the total of 20,150 toured the NBC studios on Monday, Tuesday and Wednesday, breaking the previous three-day record of 18,100 (Labor Day weekend, 1936) by more than 2,000. Another 1,300 Legionnaires attended the Philip Morris *Johnny the Call Boy* broadcast in Radio City's largest studio on Tuesday evening.

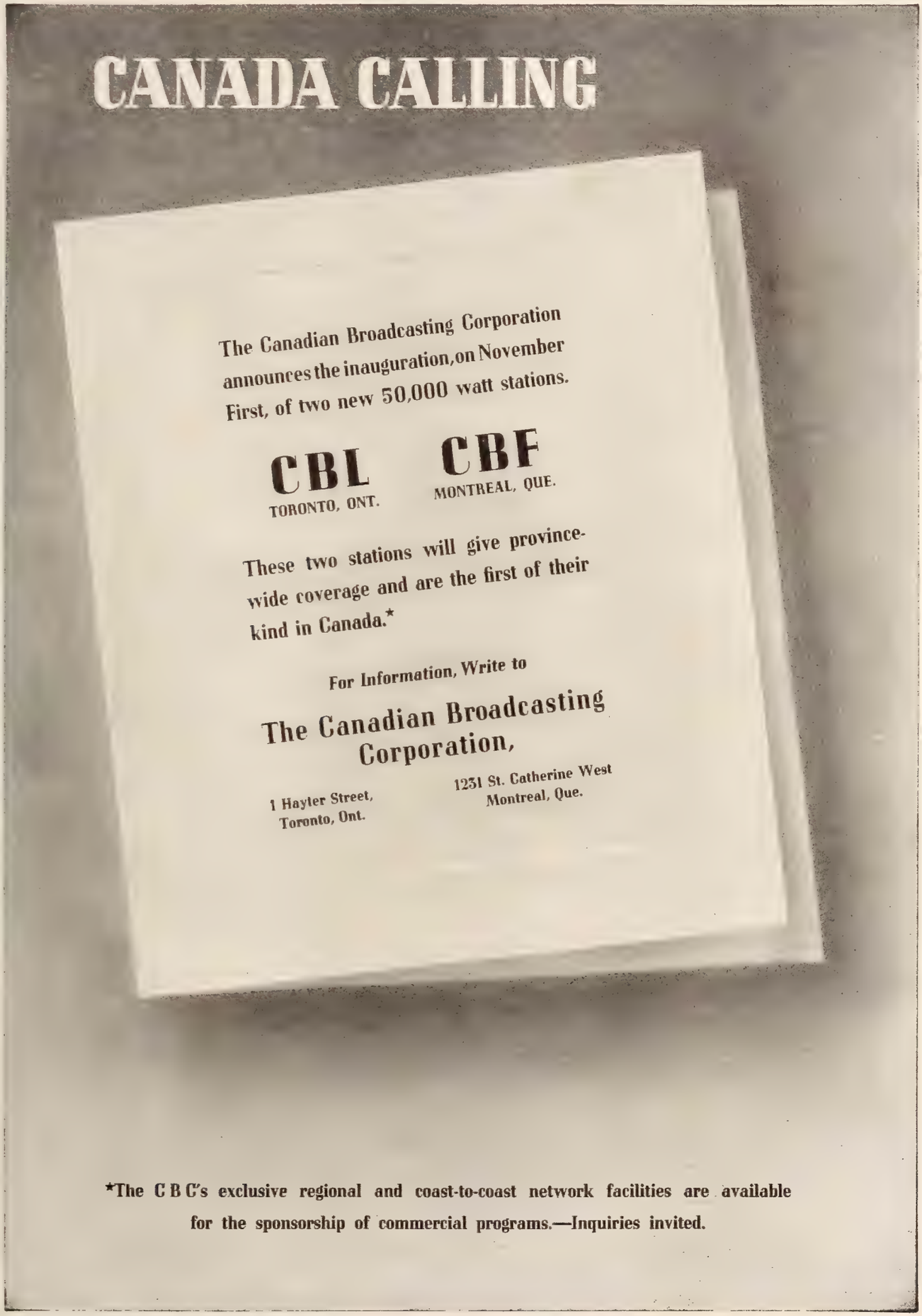
WRAX-WPEN Transfer To John Iraci Approved

IN THE first major transfer of license to be approved in several months, the FCC Broadcast Division on Sept. 21 authorized assignment of control of WRAX and WPEN, Philadelphia time-sharing stations on 920 kc. to John Iraci, of New York, president and general manager of WOV. Mr. Iraci assumes 100% ownership of the stations, which now will be consolidated into a single full-time unit with the call WPEN. The transfer was from Clarence H. Taubel to Mr. Iraci, and the consideration, in the aggregate, amounted to $240,000.

Simultaneously, the Division approved an increase in power for the consolidated stations of from 250 watts night and 500 watts day, to 1,000 watts full time on the 920 kc. channel, with a directional antenna. It also granted WPEN full time operation, taking over the WRAX time, which in effect involves simply a deletion of the latter call letters. The Division sustained, in general, the recommendation made by Examiner Berry



MARCHING BY—Major networks spared no expense to give the nation coverage of the Legion parade in New York Sept. 21. Mutual and WOR used a bullet microphone (see photo at top of this page). At left is the NBC crew, with Charles Nobel just back of the parabolic microphone. Right photo shows CBS parade headquarters in the office of N. W. Ayer & Son Inc. with (left to right) James Kenney, engineer; E. K Cohan, director of engineering, and daughter; Dean Bailey; Hal Kay, page; Bob Trago, in charge of technical operations; John D. Fitzgerald, in charge of the parade coverage, and Mrs. Cohan.


CANADA CALLING
The Canadian Broadcasting Corporation announces the inauguration, on November First, of two new 50,000 watt stations.
CBL
TORONTO, ONT.
CBF
MONTREAL, QUE.
These two stations will give province-wide coverage and are the first of their kind in Canada.*
For Information, Write to
The Canadian Broadcasting Corporation,
1 Hayter Street, Toronto, Ont.
1231 St. Catherine West Montreal, Que.
*The C B C's exclusive regional and coast-to-coast network facilities are available for the sponsorship of commercial programs.—Inquiries invited.

NBC Names Dixon West Sales Chief

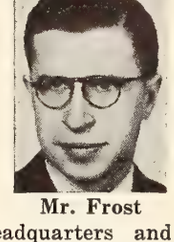
Succeeds Anderson; Samuel Is Named to Press Post

AFTER serving more than eight years as sales manager of the NBC Western Division, Harry F. Anderson resigned Sept. 22 to become business manager of the *Honolulu Advertiser* at Honolulu. The newspaper owns KGU, NBC affiliate in the Hawaiian islands.

Sydney Dixon, who has been assistant sales manager in charge of sales in Hollywood, was appointed Mr. Anderson's successor, effective Oct. 1. He will continue to make



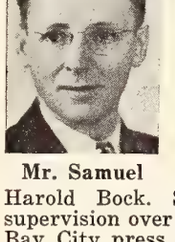
Mr. Dixon



Mr. Frost

Hollywood his headquarters and William B. Ryan of the San Francisco sales office will become San Francisco sales manager.

At the same time Don E. Gilman, vice-president in charge of the NBC Western Division, announced that on Oct. 1 L. S. Frost, who has occupied various NBC posts and who more recently has been assistant to Mr. Gilman, will leave for New York. He will be on an indefinite stay during which he will visit the NBC studios for a series of conferences concerning general Pacific Coast operations. He will return to Hollywood to resume his executive duties.



Mr. Samuel

Milton Samuel has been promoted to manager of the San Francisco press department of NBC. Activities in the Hollywood studio press department will continue under the supervision of Harold Bock. Samuel will have supervision over eight people in the Bay City press department, which will handle all the network publicity copy for the Coast. He was scheduled to assume his new position on Oct. 1, just eight years to the day since he joined NBC. He had been handling the Red network press releases previous to his promotion. Before joining NBC Samuel was in charge of publicity for KGO.

Samuel's old post will be filled by Robert McAndrews, now assistant to the night program manager in San Francisco. Before joining the NBC announcing staff in 1936 McAndrews was director of publicity of St. Mary's College. Jerry McGee will transfer from the production department to replace McAndrews, as assistant to the night program manager.

Further personnel readjustments effective Oct. 1 include the transfer of Marie Elbs from the press department to the continuity acceptance department and Nell Cleary from continuity acceptance to the press department. Charles Flesher of the San Francisco production department has resigned to enter agency production work in Hollywood. Glen Dolberg, formerly program manager of KFI-KECA, has been named as his successor.

David Elton is transferred from his position as producer of the *Woman's Magazine of the Air* to the NBC Hollywood production department and will be replaced by Fred Hegelund of the NBC San Francisco production staff. Lee Strahorn will take Hegelund's place.

WGAR-WJR Ruling Sets Precedents In Station Sales; Brooklyn Opinion

A PAIR of opinions by the FCC, one of which establishes legal precedent on transfers of licenses, were handed down during the last fortnight. The one involving the transfer application had to do with the shifting of control of WGAR, Cleveland, to WJR, Detroit, when, as a matter of fact, both stations are owned by the same principals. The second decision covered the so-called "Brooklyn cases" dating back to 1932, which have been reconsidered on two occasions.

The Brooklyn cases were decided June 29 but the Commission's statement of facts was not released until Sept. 15—some four months later. In that case, the FCC ordered deletion of two quarter-time stations on the 1400 kc. channel, authorizing WBBC to operate three-quarters time and WVFW to continue operating quarter-time. Deletion was ordered of WARD and WLTH. These stations, however, have appealed from the decision to the Court of Appeals of the District of Columbia, and are operating under stay orders pending the court's review of the decisions.

In a dissenting opinion in the Brooklyn cases, which was heard by the full Commission rather than by the Broadcast Division, Commissioner Irvin Stewart, who retired on June 30, dissented from the opinion of the majority. This dissenting opinion also was made public Sept. 15. He held that all four of the time sharing stations—WARD, WBBC, WLTH and WVFW—should be deleted and that full-time operation on the channel should have been given WEVD, New York, licensed to the Debs Memorial Fund but operated by the *Jewish Daily Forward*, contending such a grant would have been in the public interest.

Criticism of Delay

Appearance of these decisions, several months after the actions were taken, tended to provoke criticism of FCC procedure. In this connection, reports were published that one of the important reforms which will be asked when the newly-constituted Commission begins functioning, with Frank R. McNinch as chairman and with T. A. M. Craven as a new member, will be that of publishing the written decisions coincident with their announcement. Claims have been made that the present procedure is not only unfair but might be viewed as improper.

In the WGAR case, the issue was that of the application of WGAR Broadcasting Co., licensee of the Cleveland station, for consent to transfer control from G. A. Richards, Leo J. Fitzpatrick, John F. Patt and P. M. Thomas to WJR, The Goodwill Station Inc. The examiner had recommended that the application for transfer be granted, but on July 2 the Broadcast Division denied the application, effective Sept. 14.

It was brought out that the individuals mentioned held all of the 1,000 shares of stock outstanding on WJR and that the proposal was to transfer the stock to WJR as a means of consolidating the two properties. A portion of WJR stock has been sold over the counter to some 400 individuals other than those who originally held the corporation. It was brought out that the proposal to transfer the WGAR stock also included a plan whereby 20 shares of present WJR stock would be exchanged for each share of WGAR stock.

The plan also encompassed a further proposal whereby 9,200 shares of WJR stock would be turned over to W. E. Hutton & Co., brokers, so that the amount of stock of the two stations held outside the original ownership would be made coequal and consistent. Both stations then would be brought under the same corporate ownership and structure.

Financial statements of both WGAR and WJR, including earnings during past years, were covered in the decision, which disclosed that both stations have enjoyed increased earnings over a period of years. As to monetary benefits which may accrue to either station as a result of the transfer, the Commission held that it appears that WGAR "will not benefit from the sale of its stock but on the contrary that all of the profits from the sale of WGAR stock will go to the stockholders personally." The sale of WGAR stock, it was stated further, will result in a great financial benefit to the stockholders privately. But it was pointed out that the Commission is charged under the Communications Act "to look to the licensee for financial responsibility, and we are not convinced from the record that the licensee will, by reason of the transfer, be put in any better financial condition.

Public Service Aspect

"We are told the prices of the stock sold and to be sold were governed largely by the earnings of the stations. Under the existing American system of licensing broadcast stations, permitting the sale of time commercially, the Commission realizes that some profit must be obtained because stations are not always licensed to philanthropic and eleemosynary organizations. It is not felt, however, that this condition should also permit or require the sale of obligations by licensees unless some useful benefit will be served, particularly where it appears that the proceeds are to be obtained by the stockholders privately.

"Upon all the evidence and the data adduced in connection with the application, the examiner's report and the entire record, the Commission is of the opinion that while some minor or incidental benefit may accrue to the licensee itself in the nature of a more closely knit management of WGAR by WJR, the Commission is constrained to find that no direct public benefit will result in the granting of the application, but that the stockholders will benefit privately

(*Continued on page 46*)

CBS STOCKHOLDERS ARE LISTED AT SEC

STOCK holdings of CBS officers and directors filed with the Securities & Exchange Commission when the network obtained listings on the New York exchange were made public Sept. 17. The report shows that 11 officers own CBS stock, while a director of Class A stock, Dorsey Richardson, has no holdings. Portfolio listings were as follows:

Wm. S. Paley, president and Class B director, 20,530 Class A direct, 87,980 Class A through a holding company, 340,726 Class B direct, holds of record and votes as a voting trustee, 59,362 Class B; Donald W. Thornburgh, vice-president in charge of the Los Angeles office, 100 Class A; Herbert B. Swope, Class A Director, 11,000 Class A; James M. Seward, assistant secretary and treasurer, 200 Class B; Mefford R. Runyon, vice-president and Class B director, 1,346 Class A; Jacob Paley, Class B director, 24,958 Class A. 33,362 Class B; Arthur S. Padgett, 20 Class A; Samuel Paley, Class A director, 23,200 Class A, 28,000 Class B; Jerome H. Louchheim, Class B director, 19,610 Class A; Leon Levy, Class B director, 38,476 Class A, 44,924 Class B; Edward Klauber, executive vice-president and Class A director, 1,820 Class A; Isaac D. Levy, Class B director, 65,270 Class A, 25,530 Class B; Paul W. Kesten, vice-president and Class A director, 544 Class A; J. A. W. Iglehart, Class A director, 2,200 Class A; Harry C. Butcher, vice-president in charge of the Washington office, 175 Class A; Prescott S. Bush, Class A director, 124 Class A, 4 Class B; Hugh K. Boice, vice-president in charge of sales, 674 Class A, 40 Class B; H. Leslie Atlass, vice-president in charge of the Chicago office, 144 Class A; S. R. Dean, comptroller, 40 Class A; Herbert V. Akerberg, vice-president in charge of station relations, 238 Class A. Both classes of stock have a listed par value of $2.50 per share.

Six-Month CBS Profit Is Placed at $2,523,813

DURING the 26 weeks ending July 3, 1937, according to a report to stockholders, CBS and its subsidiaries had a gross income from sales of $17,640,184 and showed a net profit of $2,523,813 or the equivalent of $1.48 a share on the 1,707,950 shares of $2.50 par value that are outstanding. Its estimated federal income tax and surtax was stated as $530,797.

CBS, whose stock is now listed on the New York Stock Exchange, in this report showed a considerably improved position over the corresponding period of 1936 when its gross income from sales was $13,163,457 and its net profit $2,086,850, or the equivalent of $1.22 a share.

Pacquin Cuts Discs

PACQUIN Inc., New York (cosmetics) will start Nov. 1 a series of five-minute transcriptions entitled *Grace & Eddie Albert.* Program is recorded by NBC and will be heard three times a week on 15 stations, list of which is not yet available. Agency is Wm. Esty & Co. Inc., New York.

For Chicago Spot Coverage . . .

YOU'LL BE IN GOOD COMPANY... ON WENR

ONE of the great stations of the great NBC Blue Network, WENR wields tremendous sales influence in the country's No. 2 market. This advantage in Chicago itself extends to the prosperous towns and rural districts, where WENR's intensive selling power makes itself felt for many of the country's leading advertisers. WENR is a 50,000-watt station . . . equipped with every modern radio facility for doing a thorough selling job! *You'll be in good company with these leading advertisers:*

ADVERTISER	PROGRAM
Acme White Lead & Color Works	"Smilin' Ed McConnell"
*American Can Company	"Ben Bernie & all the Lads"
American Home Products Corp. –Anacin	"Easy Aces"
Brown & Williamson Tobacco Co.	"Tommy Dorsey's Orchestra"
*Campana Sales Co.–Italian Balm	"Campana's Variety Fair"
Elizabeth Arden	"Eddy Duchin and His Orchestra"
*Emerson Drug Company	"Sidney Skolsky–Hollywood News"
*General Foods Corporation –Huskies	"Believe It Or Not–Robert Ripley"
–Log Cabin Syrup	"Jack Haley & Variety Show"
*General Motors Corporation	"General Motors Concert"
Griffin Manufacturing Co., Inc.	"Time to Shine"
Grove Laboratories, Inc.	"Gen. Hugh S. Johnson"
Horlick's Malted Milk Corp.	"Lum and Abner"
*Household Finance Corporation	"Edgar Guest–It can be done"
Jergens-Woodbury Sales Corp. –Woodbury Soap	"Tyrone Power"
–Jergens Lotion	"Walter Winchell"
Lambert Pharmacal Company	"Grand Central Station"
*Lamont Corliss & Company	"Husbands and Wives"
*Miles Laboratories, Inc.	"National Barn Dance"
*Pacific Coast Borax Company	"Death Valley Days"
Pepperell Manufacturing Co.	"Dr. Karl Reiland"
*Pontiac Motors	"Pontiac Varsity Show"
*Procter & Gamble–Ivory Soap	"The O'Neills"
*–Oxydol	"Ma Perkins"
*–Camay	"Pepper Young's Family"
*–Chipso	"The Road of Life"
*–Crisco	"Vic & Sade"
*–Ivory Soap	"The Gospel Singer"
*–Ivory Flakes	"Life of Mary Marlin"
Radio Corporation of America	"The Magic Key of RCA"
Sachs, Morris B.	"M. B. Sachs Amateur Hour"
Sherwin-Williams Company	"Metropolitan Opera Auditions of the Air"
*Standard Brands, Inc.–Bakers	"Werner Janssen's Orchestra"
Swift & Company	"Junior Nurse Corps"
Warner Company, Wm. R.	"Warden Lawes–20,000 Years in Sing Sing"
Wasey Products	"Carson Robison & His Buckaroos"
Welch Grape Juice Company	"Irene Rich"
Zenith Radio Corporation	"Zenith Foundation"

**NBC programs broadcast by Station WLS which uses same transmitter and frequency as WENR*

"When in Doubt...Follow the Leaders"

TOPS IN SPOT

STATION WENR CHICAGO, ILL.
50,000 WATTS 870 KILOCYCLES
NBC BLUE NETWORK
Completely Programmed by NBC

Winning the West for Breakfast Food

An Agency Lady Explains How Albers Brothers Used Unusual Program for Cereal Campaign

By MISS MARIGOLD CASSIN
Radio Department, Erwin, Wasey & Co., San Francisco

WITH a crazy program title, **Good Morning Tonite,** *and a night-before-breakfast series for serials, all conventional programming ideas were upset to make a success of breakfast food sales. Miss Cassin tells how a contest put on primarily for women was won by a man and outlines the antics that made this unusual program conventionally unconventional, formally informal and surprisingly successful for the sponsor.*

IF it's breakfast food you're selling, you might take a tip from Albers Brothers of Seattle—morning starts the night before, so bid your potential customers *Good Morning Tonite.* If on the face of it, that doesn't seem to make good sense, just remember that several hundred thousand people up and down the Pacific Coast felt the same way about it in the fall of 1936, when the title for this Tuesday evening NBC show at 8:30 p.m. on KFI, Los Angeles; KPO, San Francisco; KGW, Portland, KOMO, Seattle, and KHQ, Spokane, first began hitting them in the eye from their radio pages. It looked to them as it probably looks to you—a typographical brainstorm. But the curiosity of the listeners was aroused, which was the first step. Then they listened, and soon found that the whole thing did make sense, and very good sense at that.

But it is from the sponsor's point of view that it has made the best sense, because it has demonstrated that tonight is the best time to sell tomorrow morning's breakfast food—*tonight,* when the evening radio audience is at its maximum, when the housewife is relaxed, ready to be entertained, and willing to listen to any helpful little suggestions which will assuage the woes of early morning cookery. Catch your woman at 8:30 p.m., Albers have found, when the supper dishes are washed and your customer has given up the idea of going to the movies, yet is not quite ready to call it a day, and she's pretty certain to listen to your message. That is, if you can say it with acceptable, middle-road music, and in honest, straightforward continuity. Broadcast a musical and mental tonic *tonight* and you will go a long way toward assuring a pleasant, profitable *good morning.*

Results of Contest

That the idea of presenting, on the night before, an easy-to-listen-to musical program with a definite tomorrow-morning philosophical slant is a good one, we believe has been amply demonstrated by the success of *Good Morning Tonite.* Since its inception last year, it has "paid off" again and again in gratifying dividends of increased sales and good-will. Originally planned for 13 weeks, the Albers show has been renewed three times, and has continued through the summer months—something never before done with this account.

Concrete evidence of listener interest is shown by the success of the recently $2,000 slogan contest, in which listeners in the West only were invited to submit, together with a box top from an Albers' Pearls of Wheat package, a slogan of six words or less suitable for featuring around the cellophane window of the new Pearls of Wheat package. Response to this contest, resulting from only nine programs, ran into 31,169 entries, all from western listeners.

Amusing enough, although the contest was planned primarily to catch the interest of the women, one out of four of the 269 prizes offered went to a male contestant, and the grand prize of $500 went to a man. Similar success attended the offering of an electric waffle iron, complete with heat insulator, cord, plugs, and numerous special features, for $2.25 and the top from a package of Albers' Flapjack and Waffle Flour. This offer was confined to radio alone, without mention in other advertising except for a few special retail outlet displays, yet more than 3,500 waffle irons were distributed, with only five announcements over the air.



MARIGOLD CASSIN

Although we believe the success of the program is primarily due to the fact that the night before is the right time to sell breakfast foods, much credit for the acceptance of the broadcast must go to the quality of talent and type of music offered. Conductor of the *Good Morning Tonite* program is Gyula Johann Ormay, Hungarian pupil of the great Moszkowski, and well known in Pacific Coast musical circles.

Choosing the Right Time

Artists heard regularly include such outstanding western personalities as Kathryn Julye, harpist; Frank Houser, first violinist with the San Francisco Symphony; Betty Marino, widely known concert artist; and 14 other equally fine musicians. The vocal ensemble includes Edwin Imhaus and Gwynfi Jones, both popular tenors; Oliver Jones, basso, and Marsden Argall, baritone, familiar to San Francisco opera goers; Elsa Behlow Troutner and Myrtle Claire Donnelly, sopranos, and Margaret O'Dea, contralto. None of them "big names" from a national point of view, perhaps, but each one an artist with a definite following and genuine talent and artistry.

The hour of the broadcast is a happy one, too, coming as it does after several consecutive programs of dance music. For *Good Morning Tonite* benefits through the contrast of its light classics, occasional opera excerpts, and ballads of the quiet, flowing type. The program strives to keep on the happy "middle-road" in music, and much care is given to selecting the numbers comprising each program.

To sum it all up briefly, the tip from *Good Morning Tonite* is simply this: Select the audience you want to reach; give them the kind of music you believe will be most pleasing to them; present it at a time when they are relaxed and open to your message; make that message as sensible as words will permit and present the program with the best possible talent. Above all, never take the attitude in your selling copy that "the dear public must be educated" and give them a patronizing, piece of commercial. If you make it practical, reasonable, and convincing, they'll listen. And they'll take it. And they'll buy. And what's more, your sales department will have a "Good morning" every morning.

Network Series Revised By Fleischmann's Yeast

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Bakers), started Sept. 27 on 15 Yankee Network stations, *Getting the Most out of Life,* inspirational talks by Dr. Wm. L. Stidger. Music will be supplied by the New England Singers. Scheduled to run for 13 weeks, the program is heard Mondays through Fridays at 12 noon to 12:15 p. m. (EST).

On Oct. 3 Standard Brands will return *Bakers' Broadcast* to the air, starring Ozzie Nelson and Harriet Hilliard, and Feg Murray, cartoonist. The program replaces Werner Janssen's musical program, in the interests of Fleischmann's Yeast for Health, and will be broadcast on 61 NBC-Blue network stations, Sundays from 7:30 to 8 p. m. The company has dropped plans for a new show Wednesdays 8:30-9 p. m. on the NBC-Blue network [BROADCASTING, Aug. 15]. Agency is J. Walter Thompson Co., New York.

AGENCY activities of CBS subsidiaries, Columbia Artists Inc., and Columbia Concerts Corp., will be coordinated in Hollywood under Columbia Management of California Inc. W. Arthur Rush is in charge of the Hollywood office established in the Equitable Bldg., with Larry White as assistant. Representation in films, radio, concert and stage will be handled from that office.

WEW Signs Sponsors; Overhauls Equipment

ITS STAFF completed and with new RCA equipment purchased for a complete overhauling, WEW, St. Louis University station which has been operating since 1921 on an institutional basis for the Jesuit institution which owns it, is now on a commercial basis, according to a report to BROADCASTING by A. S. Foster, business manager. Mr. Foster, formerly with WWL, New Orleans, also operated commercially by the Jesuit Loyola University, stated that Father Wallace A. Burk had been called from Albuquerque to supervise the new operations. Father Burk also formerly was associated with WWL.

The station's first commercial account is the local Carson Furniture Store, using newscasts. Dick Cross, who has managed WEW for the last five years, has temporarily been assigned to the post of program director. Ralph Stein, formerly with KMOX, as assistant conductor, is musical director. Bull Durbin, formerly handling a man-on-the-street program at WTMV, is announcer. Alex Buchan is manager of the sports department.

IGA Now Placing

INDEPENDENT Grocers Alliance, Chicago (IGA—cooperative retail grocers), has placed its business with Russel M. Seeds Co. Inc., Chicago. IGA Stores, which used *Girl in a Million* transcriptions on about 25 stations last year, plan to use even more outlets this year, starting about Oct. 15. Minute dramatized transcriptions and quarter-hour transcribed dramatic programs will be used depending on the size of the market. Stations already set are WDAY, WHO, WCCO, and KFYR.

Autos Lead on CBS

AUTOMOTIVE ADVERTISERS spent 320.9% more on CBS during June, July and August of this year than for the same period last year. Figures were $340,986 for 1937 and $199,812 for 1936. Billings for other classifications were:

	1936	1937	% increase
Soap, household	$150,472	$542,992	260.9%
Tobacco	821,707	1,337,472	62.8%
Lubricants, fuel	330,177	475,340	44.0
Drugs, toilet art.	721,544	948,038	31.4
Food, food drinks	1,173,782	1,348,163	14.9%

Pinex on WLW Line

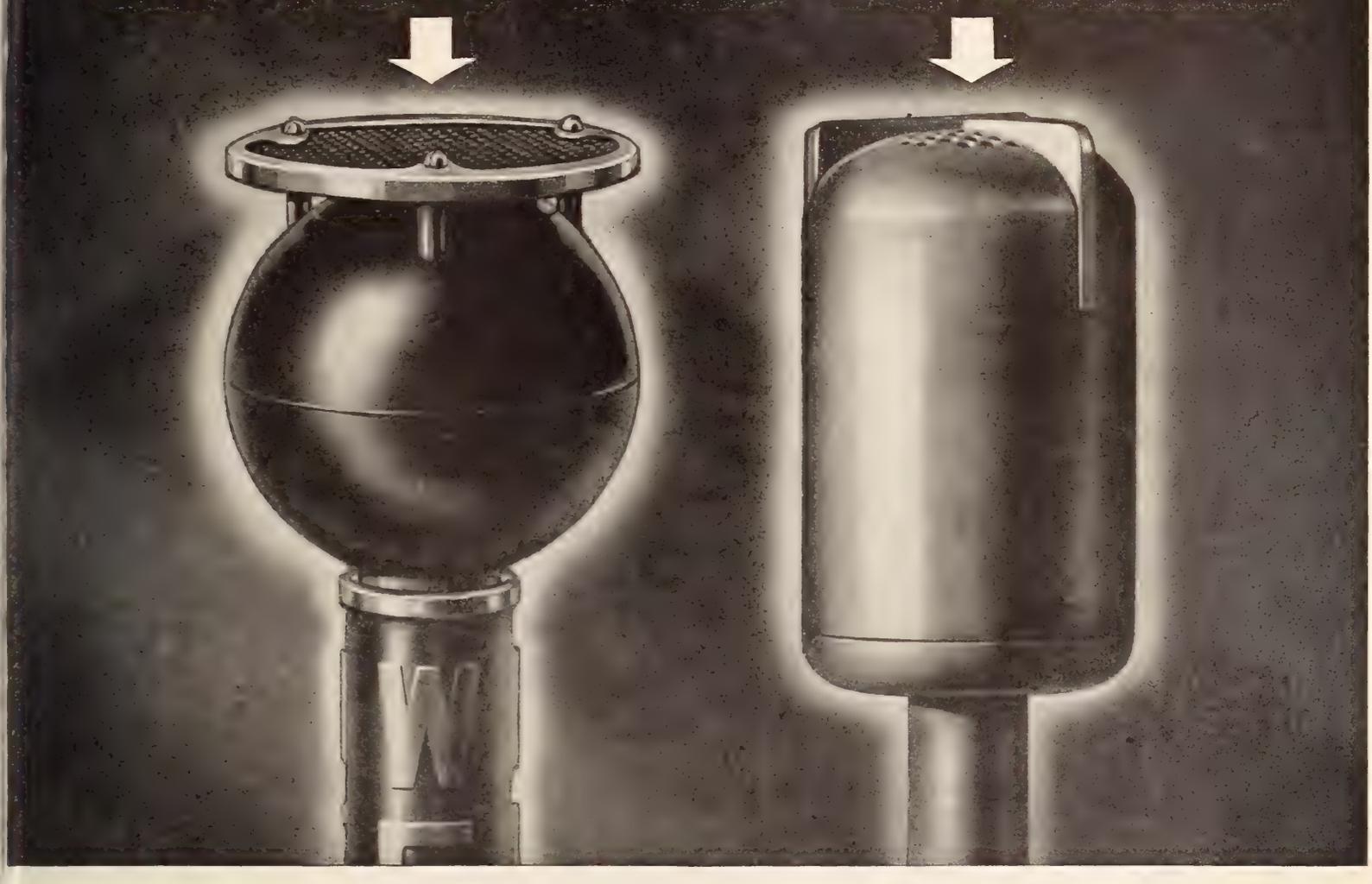
PINEX Co., Fort Wayne, Ind. (Pinex) on Oct. 2 will start a daily quarter-hour hillbilly program on four stations of the WLW Line, and a Saturday night half-hour show. Other outlets may be added later. Stations are WLW, WHN, KQV and WFIL. Russel M. Seeds Co. Inc., Chicago, is agency.

Pinoleum To Test

PINOLEUM Co., New York (cold remedies) will start Oct. 18 as a test campaign a series of spot announcements to be broadcast once and twice daily for 26 weeks. The agency is Pedlar & Ryan Inc., New York. Stations are WQXR, WHN, WNAC, WMAQ, WBBM, KYW, WTAM.

KWLK are the call letters assigned for the new 250-watt daytime station on 780 kc. at Longview, Wash., authorized Sept. 14 by the FCC.

Just try to find a program you can't pick-up better with the "8-Ball" or the "Salt-Shaker"



Between them, these two famous Western Electric mikes meet every broadcasting need. Both can be used for non-directional pickups—both can be transformed quickly for directional work by simply putting on their acoustic baffles.

The "8-Ball," which jumped into immediate popularity two years ago, is still being bought in bunches. And orders for the newer "Salt-Shaker" keep pouring in from broadcasters—and from Public Address operators who find it ideal for their work, too.

At the low prices, you can't afford anything less than the true Western Electric quality these two mikes will give you! For full details: Graybar Electric Co., Graybar Bldg., New York.

Distributed by Graybar Electric Company

Western Electric

Distributed by GRAYBAR *Electric Co.* *In Canada: Northern Electric Co., Ltd.*

RADIO TELEPHONE BROADCASTING EQUIPMENT

Two World Conferences Entail Technical Work By Engineers at FCC

WITH TWO international radio and communications conferences scheduled within the next five months, plans are going forward at the FCC for full technical preparations.

On Nov. 1, the Inter-American Radio Conference, comprising the nations of North, South and Central America, begins in Havana and will be devoted solely to radio. Important questions of allocations affecting broadcasting as well as regulations governing assignments will be considered at this treaty-making conference. The American delegation is expected to be named shortly.

A preparatory technical conference for the Havana sessions was held in the Cuban capital last March, at which time engineering experts of the United States, Canada, Mexico and Cuba agreed upon fundamental allocation principles to be considered at the forthcoming sessions. Comdr. T. A. M. Craven, the FCC chief engineer and now a commissioner, was chairman of the American delegation and probably will serve on the delegation shortly to be named by the President.

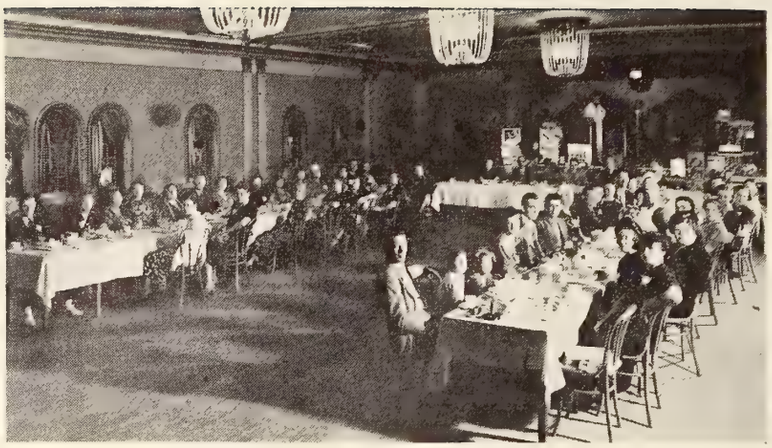
On Feb. 1 the International Telecommunications Conference begins in Cairo, Egypt, probably to run several months. Only the broadest principles of broadcast allocation will be covered at the Cairo sessions, it is thought, with the major problems centering upon telephonic and telegraphic communications and probably international broadcasting. Practically every matter of importance to broadcasters in this country with relation to allocations and regulations is slated for settlement at the Havana, rather than the Cairo conference.

Preparations for the Cairo conference moved forward during the week of Sept. 27 with studies of the radio problems of all nations distributed through the Berne International Bureau. The groups studying technical matters met Sept. 27 under the chairmanship of Dr. J. H. Dellinger, Bureau of Standards radio head; the traffic subcommittee headed by Capt. S. C. Hooper of the Navy met Sept. 28; the administration subcommittee headed by Comdr. J. H. Farley of the Coast Guard assembled Sept. 29 and the allocations subcommittee will meet Oct. 8 under the chairmanship of acting chief engineer E. K. Jett, of the FCC.

Bunte to Buy Spots

BUNTE BROTHERS, Chicago (candy bars), has appointed Homer McKee Inc., Chicago, as advertising agency. Spot announcements will be used on at least 50 stations with definite plans to be formulated when Ferd A. Bunte, vice-president and advertising manager, at Bunte Brothers, returns to Chicago Oct. 3 at which time he will confer with John D. Driscoll, account executive.

UPON his return from Europe Sept. 25, it was announced that Father Coughlin's new radio series will definitely start over an independent hookup Oct. 31, running for 26 Sundays and placed through Aircasters Inc., Detroit.



WHBF Forms Volunteer Booster Club

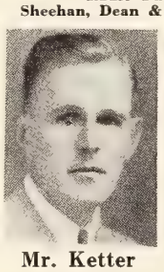
A BOOSTER club has been formed by WHBF, Rock Island, known as the WHBF Ambassadors, an unofficial promotion organization. The club was launched in September with a banquet (see photo) and theatre party, members also being given merchandise gifts. Some 40 workers in nearby towns are pledged to serve the station by talking WHBF and its programs to friends and by urging them to buy products advertised over WHBF. The idea was conceived by Clair Heyer, national sales manager. It was developed from an organization of 40 correspondents who had been sending in personal items for the *Mississippi Valley News* program. After contributing news for two years, the correspondents describe themselves as members of a sort of 'WHBF Family" and are anxious to do their part in boosting the station.

A DEPARTMENT STORE'S RADIO

Old-Line Elmira Institution Uses Modern Medium —Coupled With Conservative Policy—

By FRANK T. KETTER

Radio Publicity Manager, Sheehan, Dean & Co. Inc., Elmira, N. Y.



Mr. Ketter

WOMEN'S clothing and the accessories, in fact all the goods that women buy constitute a multiple-ring circus of sales.

Fashion and materials take the focal point of feminine conversations that over-ride a popular radio program or a popular stage production, crowding out any masculine attempt at talk.

Women comprise about 85 percent of the nation's buyers. This seems to mean that they buy men's wear, too. It means they'd listen to talk on men's wear. Who buys the socks and underwear in YOUR family? Isn't it a safe bet that nine out of ten times your wife does? What of items for the children or the infant? Why . . . all *you* do is earn the money .

Sheehan, Dean and Co., Elmira, is a 50-year-old dry goods firm whose reputation of leadership followed it through good and lean years. Sometimes a drag. It was a drag so long as the *idea* of leadership was ignored and unexpolited. Then something happened. Newspaper advertising was first to step in line with modernism. It stepped right out—basically sound advertising—to do a job of faithfully representing a store hoary in tradition and high principles. It led the way for a newer idea in advertising, a new method of handling an old thought. It was left for the new treatment and directional impulses of radio to make it a big natural!

We kept before us two visions; the usual groups of women talking style over bridge table and kitchen sink; the vision of a store that had satisfied it's *older* customers for generations. We decided to put a different twist on the old stylist broadcast idea that would put our message directly into the home and into the lady's heart.

Over the aura or atmosphere of the address to "my lady" we put a canopy of truth. Whatever we might do we must tell the truth and the whole truth. If we had a material 25% silk and 75% man-made fiber, we'd say so. If a certain appeal was to be made in our own self interest, there must be some mutual benefits and we must include both angles of the topic.

Our station — WESG, Elmira — suited us perfectly, had all the facilities and the coverage we could ask. Since then our confidence has strengthened by its cooperation.

A style show for a small group of women in a certain department was scheduled and advertised in both newspaper and radio. About 125 women were present. They were asked pointblank whether they listened to this store's broadcast *regularly*. Ninety-five of them raised their hands in assent. But did it bring cash business? More business than we thought the medium had a right to expect.

We had a large shipment of summer wool blankets and they were displayed in the window on a Monday. They were given a five-minute broadcast on Wednesday while the newspaper display appeared the following Thursday evening. Naturally a steady movement was noted as soon as the window display went in. But during the afternoon and the day following the broadcast a really big sized hole was made in that shipment of blankets. So big that we hesitate to state the size in numbers of blankets for fear it might be thought an exaggeration.

So now we have a program, conceived and carried out to success, the heart of which will now be explained. The treatment of copy managed most of the twist while the presentation did the rest.

There's a way of talking intimately and confidentially that brings the hearer close to the broadcast. Then there are two or three more "details", the details being very important. Decision was made in favor of a male exponent because of the obvious fact (if you'll think a minute) that women like to listen to a man's voice, another natural! The speaker had to be a pretty good one, a public speaker if possible, one who could get close to the microphone and talk directly to the heart of the listener.

Script is Important

Then the script came in for attention. The script must have one central theme around which must be crystallized a subtle appeal in the utterly uncommercial talk about merchandise. There you have it—the material must be true, it must be informative, it must be glamorous and interesting, there must be a romantic twinge to it and all must be concentrated on *one* item of merchandise. This put it's own limit on the length of our broadcast. Five minutes of this is interesting. Six minutes is boring.

Writing the script was the trick. It had to be original and flavored with personality—and still faithfully express the individuality of the store itself. Price must hardly be mentioned. There must be no ballyhoo.

Sincerity and naturalness are coupled with a straightforward bit of information. That means the script writer must have newspaper instincts to report his merchandise information without error but with interest. Next the script writer must be quite versatile and an original-thought man, one who can and does create new atmosphere, a new idea for each broadcast—one who can wield a farflung net of romance, adventure, philosophy and pictureful glamor while he speaks of material fact.

Let's see what the script looks like when it is finished;

"Anyone likes to see a trimly clad ankle. The feminine emphasis seems to come from the sheer whisps of flattery that we call by the name of hosiery. Don't *you* think so? What would be your answer to this question: 'What is the most flattering thing a woman ever wears?' Is there a doubt but that the sheer film of silk veils your ankle with a touch of glamor? Just an elusive mist of smart color, fragile clothing that weaves a subtle enchantment of shadowy charm. But perhaps you feel that such stockings are luxuries you can't afford . . . and yet, there's an answer to that problem . . . from Sheehan, Dean of Fashion.

"Surely you've had this experience — you've dressed carefully — you want to look your best—you arrive at a party all set for a grand time, and then . . . well, maybe it's just as you stoop to pick up your handkerchief when zip . . . there's an ugly runner in your stocking."

I am the American Radio Listener!



FOR me, genius has slaved.

For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.

Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.

To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what's about me.

To my farm come prices from the world's market places that I may, each day, receive fair exchange for my labors in the field.

To my home comes the music of the world's greatest masters; the thoughts of the world's greatest men—without compulsion or cost.

At my finger tips is the world's finest entertainment, to take or leave as I wish—for many compete for my favor.

No person decrees to what I shall listen; no government taxes me. In America radio is free.

This is the American System of Broadcasting.

I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn't interest me.

There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.

When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.

When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.

I am the beginning and end of every radio consideration, for I am the American radio listener!

I am pleased because I am well served. That is why I own 30,000,000 radio sets—that I may listen to what I choose, when I choose.

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* • • • • HARRY STONE, *General Manager*

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

NBC-RCA Test Television Outdoors

Mobile Unit Being Used By Field Crew for Experiments

PREPARING for the day when television will be expected to cover big outdoor events such as sports, parades and the like, NBC and RCA television experimenters this month will launch a new phase of their tests by placing in the field a mobile unit consisting of two specially constructed motor vans each about the size of a large bus. The new apparatus is scheduled for delivery Oct. 18. From this unit pickups will be made of sight and sound, one van carrying picture and sound pickup apparatus and the other a video transmitter operating on the 177,000 kc. band for relaying to the main Empire State transmitter and thence to the 100 or so model television receivers in the laboratories, offices and homes of RCA-NBC officials and engineers. Authority to utilize the new ultra-shortwave band was granted by the FCC recently. Ten men will man the two vans, and the video transmitter's range is expected to be about 25 miles.

Although the British Broadcasting Corp., which already has introduced television on a public scale in London, has been carrying outdoor pickups from vans presumably like those on order by RCA-NBC, this will be the first time the Iconoscope cameras have been taken into the field in the American experiments. The BBC outdoor pickups have been using both shortwave relays and the coaxial cable to connect with the main transmitter in Alexandra Palace, and used them with marked success during the recent coronation.

Training a Crew

Lenox R. Lohr, NBC president, announced the new experiments Sept. 23, stating that immediately upon delivery of the vans, engineers will begin their work with it but warning that the field broadcasts, like those hitherto conducted in the laboratory, are on a "strictly experimental" basis. O. B. Hanson, NBC chief engineer directing the television work, declared that "our immediate purpose is to train a group of men in handling the problems of special events.

"We shall have need of all the practical experience we can accumulate," Mr. Hanson continued, "between now and the day when television becomes a daily public service. When that will be, even in the limited area of New York City, it would be foolhardy to guess."

Both RCA and NBC have detailed large groups of radio engineers to the television task, with the latter recruiting some of its likeliest young men from its 15 owned and managed stations during the last year and sending them to New York for schooling and practical work. This summer NBC's Coordinator of television, C. W. Farrier, has been studying methods and systems in Europe.

Describing the new apparatus, NBC stated:

"The television system to be used will be entirely electric, based on the cathrode ray tube developed by the RCA Manufacturing Company.

"The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcasting equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the Iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation.

"Directly in front of the operating engineers in the semi-darkened control room will be two monitoring Kinescopes. One will show the scene actually being transmitted; the other will show the scene picked up by the second Iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones, including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the 10 engineers in contact with each other.

"The two Iconoscope cameras, to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in weight. Focusing will be by looking directly onto the plate of the Iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several hundred feet of multiple core cable, affording a considerable radius of operations. Four operating positions will also be available on the roof of the van.

Plan Power Unit

"The micro-wave television transmitter will be housed in the second van, linked to the first by 500 feet of coaxial cable. Here the principal apparatus will be the radio frequency unit, generating the carrier wave for picture signals, and modulating apparatus for imposing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pickup.

"Because the transmitting equipment will generate much heat in operation, the interior of the van will be cooled by air drawn through filters at the rear of the vehicle and forced out through the front compartment. A water cooling system will be installed to maintain tubes at operating temperatures.

"NBC engineers are at present designing a completely self-sufficient power unit to be used where suitable power supply for the mobile station is not available from New York's commercial service. Occupying a third motor van, this unit will be a generator driven by a gasoline motor and capable of supplying the alternating current required by both the control room apparatus and the transmitter. Power for the mobile station must be free from fluctuations which might seriously affect the operation of television apparatus."

2,000 Televiewers

FIFTEEN manufacturers offering television receivers ranging from $200 to $500 in price have succeeded in selling only about 2,000 sets to the trade in the year since the British Broadcasting Corp. started public television broadcasts in London, David Sarnoff, RCA president and NBC board chairman, told ship news reporters when he returned from Europe Sept. 25. Test sets being tried out by RCA engineers, who have not yet permitted the public to view their transmissions, are fully as good as the British models, said Mr. Sarnoff, who added that Britain taxes radios and subsidizes television and thus can move ahead to the extent that funds are available.



TELEVISION STAR—Miss Patience, NBC's television mannequin, is submitting to experiments of makeup artists and engineers. The charming dummy is submitting to a light meter while posing for the television camera in the top photo. Below, some of the boys are admiring her charms. Left to right are O. B. Hanson, NBC engineering chief, F. A. Wankel, R. W. Clark, H. P. See, R. A. Monfort, and H. C. Gronberg.

WMCA Completes Plans To Enter New Quarters

WMCA, New York, has just signed an eight-year lease for 30,000 square feet of floor space in the building at 51st St. and Broadway, above the Hollywood Theatre. The station's new quarters, which are expected to be ready for occupancy about Jan. 1, 1938, will include nine studios, filling the entire fourth floor, and 65 general administrative offices in the penthouse of the structure, which will be known as the WMCA Building. Studios, all to be built and equipped in the most modern manner, will include a broadcasting ampitheatre seating 300 visitors. All studios will be soundproofed and air conditioned.

The station's new location, which will afford just about double the present space, is its third since 1925 when WMCA was located in two rooms of the McAlpin Hotel. In 1928 the present location in the Hammerstein Theatre Building was selected and during succeeding years the station has expanded from 6,000 to 18,000 square feet.

PLANS for an additional building in the RCA Radiotron group at Harrison, N. J., were disclosed Sept. 15, with an announcement by the city's mayor that the $750,000 to $1,000,000 structure will be used for the manufacture and storage of television tubes.



W·G·A·R GOES COLUMBIA

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than ⅓ Ohio's population). We reach the homes that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

W·G·A·R

CLEVELAND'S FRIENDLY STATION

Member Columbia Basic Network

John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Federal Monopoly Of Radio Stations Opposed by Crane

Carl Menzer Named President Of Educational Group

ASSERTING that the National Committee on Education by Radio does not advocate a government monopoly of radio but favors the ownership of some facilities by non-profit agencies, Dr. A. G. Crane, president of the University of Wyoming and chairman of the NCER, told the annual convention of the National Association of Educational Broadcasters at the University of Illinois Sept. 13-14 that "there must be a place and a provision made for state-owned, institutionally-owned, school-owned, city-owned stations."

Dr. Crane outlined a cooperative plan proposed for certain regions under which educational institutions and broadcasters would work together and under which a "council" would be formed and certain periods devoted to educational programs. "The Committee," he said, "feels that educational stations are rendering a pioneer service. They must be preserved and their numbers multiplied."

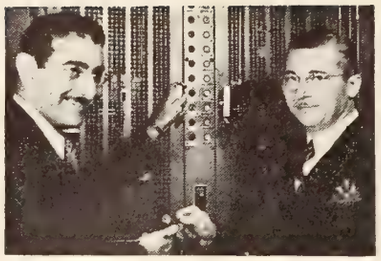
S. Howard Evans, secretary of the NCER, reporting on Washington developments, referred to the White Resolution for an investigation of radio as "the most exact indictment ever made of the radio industry" and asserted that "things are in such a condition in Washington as to indicate that there is need for an explanation of radio's activities."

The delegates, comprising for the most part heads of educational-owned stations, heard their retiring president, H. B. McCarty, of the University of Wisconsin, assert that the problem of radio educators is the problem of facilities. He declared that educators can build programs, can hold audiences and can render a service if given access to the radio audience. He referred to the "high pressure methods" of commercial broadcasters to entrench further the "American system" and said Congressional and public opinion are not entirely favorable to their position.

Speakers and Topics

Among the other speakers were W. I. Griffith, WOI, on "How Educational Stations Win and Hold Listeners"; L. A. Astell, University of Illinois, on "Auditory Education"; Everett Mitchell, NBC, on "Announcing"; Elmo Scott Watson, Western Newspaper Union, on "Continuity Writing"; Gomer Bath, WMBD, on "Services of an Educational Station"; John Doak, University of Illinois, on directional antennas; Carl Menzer, WSUI, on an educational network by means of rebroadcasting; A. James Ebel, WILL chief engineer, on equipment; John Stiehl, WHA chief operator, on recording technique and equipment; Prof. F. S. Siebert, University of Illinois on "Regulations and Copyright Law;" Elmer G. Sulzer, organizer of Kentucky's mountain listening centers, on "Listening Groups."

Mr. Menzer, veteran manager of WSUI of the University of Iowa, was elected president; H. A. Engel, WHA, University of Wisconsin, vice-president; W. I. Griffith, WOI, Iowa State College, treasurer, and Frank Schooley, assistant to Joseph F. Wright, director of WILL of the University of Illinois, executive secretary. The executive committee elected comprises Garland Powell, WRUF, University of Florida; Homer Heck, WNAD, University of Oklahoma; Harold G. Ingham, KFKU, University of Kansas; Luke L. Roberts, KOAC, Oregon Agricultural College; C. A. Taylor, WESG, Cornell University; H. B. McCarty, WHA, University of Wisconsin.



KEY—With the new $125,000 transmitter, 5,000 watts, for KSFO, San Francisco entirely completed and operating James Middlebrooks (right) CBS construction engineer, hands over the key to the modern new plant to KSFO General Manager Phil Lasky.

WOR Appoints Samuels As Executive Producer

ARTHUR H. SAMUELS, for the past seven years editor-in-chief of *Harper's Bazaar* and *House Beautiful* and formerly associate editor of the *New Yorker*, will become executive producer of WOR, Newark, on Oct. 11. In this position, which is a newly created post in the program department, Mr. Samuels will specialize in the production of a number of current and new WOR-Mutual sustaining programs, experimenting with new program forms. He will also develop programs and program ideas for commercial sponsorship, particularly in the field of "station tested" programs. Composer of the scores of two Triangle Club shows while at Princeton, where he was also conductor of the Club orchestra and accompanist for the glee club, Mr. Samuels has since collaborated in composing scores for "Poppy" and other stage productions and is at present at work on a new musical comedy score.



Mr. Samuels

Vapex Schedule

E. FOUGERA & Co. Inc., New York (Vapex), in addition to *Let's Play Games*, quarter-hour program starting on WOR, New York, Oct. 8, has scheduled for one-minute announcements on WENR, Chicago; WMAQ, Chicago; KFI, Los Angeles; KGO, San Francisco; WTAM, Cleveland; WJR, Detroit; WOKO, Albany. A participating program will be used on WHKC, Columbus, and five-minute announcements on KFRC, San Francisco. All are transcriptions, starting late in October. The agency is Small & Seiffer Inc., New York.

T. R. PUTNAM has resigned as manager of KFRO, Longview, Tex., to become general manager of KHBG, Okmulgee, Okla. H. C. Johnson succeeded Mr. Putnam at KFRO.

HER DAILY DISC
WTMJ Commentator Records New York Journey

AN INNOVATION in broadcasting was achieved by Nancy Grey, commentator of WTMJ, Milwaukee, when she visited New York and sent back transcriptions of her daily experiences so that her following among Milwaukee and Wisconsin women might keep up with her round of important interviews and engagements in the metropolis.

Each day Mrs. Grey's experiences were recorded in NBC's transcription laboratory and a fast plane brought them to WTMJ for broadcast at 9:45 a. m. the following day. The series of six recordings was sponsored by Gimbel Brothers, Milwaukee department store.

Included on her schedule of engagements in New York were a trip to quarantine to meet the Italian liner *Rex*, a trip through Helena Rubinstein's fashion salon, an interview with Lucien LeLong, a visit to Tobe's New York school for models and a visit to the "Airwomen's Luncheon", at which women in aviation appeared and spoke.

Not only did Mrs. Grey send back to her WTMJ public much interesting lore from Gotham, but returned with plenty of material for direct broadcasts on her regular *What's New In Milwaukee* schedule.

New Sealtest Program

NATIONAL DAIRY PRODUCTS Corp., New York, for Sealtest, has appointed McKee, Albright & Ivey Inc., New York, to direct its new radio program, which will start Oct. 17 on 40 NBC-Red stations. The new series, which succeeds *Sunday Night Party*, placed by J. Walter Thompson Co., will be called *Rising Musical Stars*. A search for outstanding instrumental and vocal talent will be conducted, supervised by Mme. Yolande Merio-Irion president of the Women's National Radio Committee. A jury of auditions, comprising Alexander Smallens, Alma Gluck and Ernest Schelling, will select the candidates weekly, each of whom will receive a gold medal. At the end of each four-week cycle, one of the artists will be chosen by the same group to receive a $500 prize, and to the outstanding artist of the entire series, who will appear on the 13th program, the committee will award a first prize of $1,000. The program will be broadcast Sundays at 10-10:30 p. m.

ICS Returns to Radio

RETURNING to radio, International Correspondence Schools, Scranton, Pa., has appointed Frank Wright & Associates, San Francisco agency specializing in radio, to produce and place a series of transcriptions on a national schedule. Two types of programs will be tested—one-minute spot announcements and a quarter-hour dramatic program titled *Along Life's Highway*. Stations in New York, Chicago, Kansas City and Los Angeles will be first selected for the tests.

ONLY station in the world boasting antenna towers below sea-level is KXO, El Centro, Cal. Top of one tower measures 10 feet below sea-level; the other is one foot below.

Beeman Fisher Is Named WOAI General Manager



Mr. Fisher

BEEMAN FISHER, advertising manager of the Texas Power & Light Co., on Sept. 20 became vice-president and general manager of WOAI, San Antonio, Tex., 50,000-watter. He resigned his power company post after 17 years as its advertising head.

Mr. Fisher takes over active management of WOAI from Hugh A. L. Halff, nephew of the station's owner, G. A. C. Halff. Hugh Halff is expected to devote a portion of his time to Southland Industries Inc., parent WOAI company of which the elder Mr. Halff is president. He also will continue with WOAI in an executive and supervisory capacity.

Mr. Fisher is a former president of the Dallas Advertising League, secretary of the tenth district Associated Advertising Clubs of the World and secretary of the Dallas Electric Club. He was a member of the original Texas Centennial Committee. Before joining WOAI he was on the Associated Press news staff in Dallas and Sioux Falls, S. Dak.

With the President

ACCOMPANYING President Roosevelt and party on their current western tour, which began September 22, was a corps of radio men representing the major networks and prepared to broadcast any of his speeches which are deemed of nationwide import. Stirling Fisher, director of talks of CBS, is on the presidential train representing that network, while Carleton Smith, NBC presidential announcer, represents that network. Albert E. Johnson, NBC-Washington chief engineer, and Clyde Hunt, chief engineer of WJSV, Washington, complete the radio personnel. Bob Trout, regular CBS presidential announcer, who was in Portland in latter September on the *Professor Quiz* program, joined the party to handle the two Sept. 28 broadcasts from Bonneville Dam and Mt. Hood. The public address system on the presidential train was installed under the direction of Jack Poppele, WOR chief engineer.

Skelly's Added Discs

SKELLY OIL Co., Kansas City, Mo. (gas and oil) will use half-hour transcriptions of the *Court of Missing Heirs* on at least six stations starting Oct. 11, in addition to its regular CBS hookup of 21 Midwestern stations. Dramatizations of two actual cases will be presented on each program. If any missing heirs are located, they will be furnished information where to go to claim what is due them. No prizes will be awarded on the program. RCA Mfg. Co. Inc., Chicago, made the transcriptions. Blackett-Sample-Hummert Inc., Chicago, is the agency. All transcriptions will be broadcast the same night (Monday) as the CBS broadcast. Stations are KFRU, Columbia, Mo.; WEBC, Duluth; WDAY, Fargo; WDAF, Kansas City; WMBD, Peoria; KVOO, Tulsa.

Powered for Results



CUSTOMER: "A can of my favorite tobacco."
CLERK: "Right—and according to the radio the favorite of thousands of others."

WJR

50,000 WATTS

MICHIGANS GREATEST ADVERTISING MEDIU

THE *Goodwill Station*

DETROIT

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES

LEO FITZPATRIC
VICE-PRES. & GEN. M

How Libel and Slander Affect Radio

WITH interest in libel and slander laws particularly high as local and state elections approach, BROADCASTING began in its Sept. 15 issue a treatise on the subject prepared by Joseph A. McDonald and Ira L. Grimshaw, of the NBC legal department. All legal precedent is summarized in this treatise. The final portion of their informative summary is published herewith.

Digest of Laws Shows Much Confusion in Various States

IN 1934 a case arose in the State of Missouri. The station had not originated the program which was the subject of the action but was on a network of stations broadcasting the program which had originated in New York. The plaintiff joined the sponsor and the operator of the network as well as the local station in the suit in the state court which was transferred to the Federal court by the defendants. The case received judicial attention on a motion by the plaintiff to remand the case to the state court, and is reported as *Robert J. Coffey* v. *Midland Broadcasting Co., Remington Rand, Inc.. and Columbia Broadcasting System, Inc.*, 8 Fed. Supp. 889. The Federal court granted the plaintiff's motion on the ground that the non-residents were jointly liable with the Missouri broadcasting station and, under the rules governing jurisdiction in such cases, the action had to be sent back to the state court. In arriving at this decision of joint liability, the judge followed the *Sorenson* and the *Miles* v. *Wasmer* cases, stating that there was an absolute liability on the station similar to that of a publisher of a newspaper. In order to emphasize its opinion that the newspaper rule was applicable the court said:

"In my thought I put the primary offender in the local studio of KMBC at Kansas City. I assume his good reputation; I assume that nothing in any former performance by him should put the owner of the station on inquiry; I assume even that he has submitted a manuscript and that nothing in it is questionable; I assume a sudden utterance by him of defamatory words not included in the manuscript, an utterance so quickly made as to render impossible its prevention; I assume, in short, a complete absence of the slightest negligence on the part of the owner of the station. With these assumptions is the owner of KMBC liable to one of whom the primary offender has falsely spoken as an ex-convict who has served time in the penitentiary? The conclusion seems ineseapable that the owner of the station is liable. It is he who broadcast the defamation."

Other Rulings

The court gave no consideration to the question of whether the defamation was slander or libel. The action was subsequently settled so that the extent of the liability was not judicially established.

In 1935 two cases were decided in state courts: *Singler* v. *The Journal Company*, 216 N. W. 431 (Wis.), and *Weglein* v. *Golder* 177 Atl. 47 (Pa.), but in the latter case the broadcaster was not made a party. In the Singler case no rule was laid down concerning the liability of the broadcaster for defamation and the court did not decide the question of whether the defamatory statement was libel or slander.

In *Weglein* v. *Golder* (supra) the libelous publication was made in the course of a political campaign in two broadcast addresses. One of the addresses was released to the newspapers and, while there was no evidence that it appeared in the newspapers, the release was considered by the court to be a technical publication of the libel. The court held that the statement constituted both libel and slander and that no error had been committed by the trial judge in confining the jury to a consideration of the case as one of libel alone. Since the broadcasting station was not joined in the action its liability was not considered.

In *Irwin* v. *Radio Station KFJI, E. B. Ashurst, David R. Vandenberg and George Kincaid*, in the Circuit Court of Klamath County, Oregon, 1936 (unreported), slander was predicated upon statements made during the broadcast of a court trial. The case was dismissed as to the defendant Ashurst who was the judge of the Circuit Court and went to the jury as to the other defendants on instructions to the effect that unless there was a consipiracy to defame the plaintiff and it was done maliciously a verdict should be rendered for defendants. Such a judgment was entered.

An interesting defamation case was brought recently by an attorney in New York whose name was pronounced exactly the same as the names used in a fictitious firm name of attorneys on a program in which two well known comedians burlesqued the activities of a small law office. The firm name was Beagle, Shyster & Beagle, the name "Beagle" being taken from that of a hound whose habits are well known. Immediately the broadcast was announced, complaints were received from a Professor Biegel of Yale Law School whose name was pronounced the same as Beagle, and from a young attorney in New York City named "Beegel," whose name is also pronounced the same as Beagle, because of its association with the word "Shyster." The professor was satisfied with a letter of explanation, but the attorney commenced suit maintaining injury to his reputation as well as an unlawful use of his name for the purpose of trade in violation of the New York statute (Civil Rights Law Secs. 50, 51).

Upon the trial in June of 1936, the Federal judge who heard the case without a jury decided that there was no indication that the defendants knew the plaintiff or intended him as the butt of their jests or that his name was used for the purpose of trade, and dismissed the complaint without formal opinion. The case was docketed as *Morris Beegel* v. *National Broadcasting Company Inc., et al.* in the United States District Court for the Southern District of New York.

The Aunt Jemima Case

The most recent case in which defamation arising out of a broadcast program was discussed is *Tess Gardella, also known as "Aunt Jemima,"* v. *The Log Cabin Products Co., Inc., General Foods, Inc. and National Broadcasting Company*, decided May 10, 1937 by the United States Circuit Court of Appeals for the Second Circuit, reversing a judgment in favor of the plaintiff for $115,968.27 based on a claim of unfair competition and violation of the New York Civil Rights Law. It was held that the cause of action under the Civil Rights Law should have been dismissed under the particular circumstances of the case. The cause of action based upon unfair competition was resolved by the opinion, written by Circuit Judge Manton, into two parts, one based upon imitation resulting in deception or "passing off" and the second based on imitation allegedly so inferior as to injure the plaintiff's professional reputation. As to the latter element, the court said:

"If the effect was one of actual impersonation, and if the impersonation was defamatory, relief would follow" and "if there was a deceptive imitation which amounted to an impersonation, an inferior performance would constitute an attack upon appellee's professional reputation. To have said of her, whether in writing or orally, that her abilities had suffered, or that she was an incompetent singer, or that she was no longer the able and talented entertainer the public knew her to have been, would constitute a clear injury to her reputation. To say it by self-revelation is the same thing, and, if anything, is more effective."

The court held, however, that there had not been sufficient proof of confusion or deception to support the cause of action resting on unfair competition. The case illustrates the necessity for the exercise of care in controlling not only what is broadcast, but also the character and manner of delivery of the material.

The industry can take no comfort from the majority of cases. The newspaper rule of absolute liability is the general standard adopted and if it is to be considered as the controlling precedent there is little relief in sight, insofar as the courts are concerned. What is needed is remedial legislation or court decision which recognizes the differences in the nature of newspaper publishing and broadcasting.

Legislative Remedies

Disregarding the impractical view held in some quarters that the broadcaster makes possible widespread injury to the good name of others and therefore should suffer the consequent penalties, the question is as to what remedies, if any, should be provided. Our object is merely to point out plausible remedies.

State Remedies

Those who operate broadcasting apparatus in only one state may be satisfied to advocate a state legislative enactment exempting them except for lack of due care. That seems to be a fair rule adequately to protect the public. No broadcaster could afford to permit promiscuous defamation over his station for fear his conduct would be considered as contrary to the public interest, resulting in the loss of his license.

Only in the State of Iowa has a bill been enacted which deals with this subject upon the basis of due care. That bill became law during the 1937 session of the Iowa Legislature. The bill is eminently fair to both the stations and the public in that it holds the station to a proper degree of care and places upon it the burden to prove that it exercised such care. That act might well be used as the pattern for uniform state legislation on this subject. Omitting the title and the enacting clause, the Iowa Act is as follows:

"Section 1. The owner, lessee, licensee or operator of a radio broadcasting station, and the agents or employes of any such

(*Continued on page 48*)



UNDER CANVASS—WIBW, Topeka, broadcast from the Allis-Chalmers Mfg. Co. tent at the recent Kansas Free Fair, held at Topeka. The 12 tent programs were fed to KFEQ, St. Joseph.



Today, Memphis is the trade center of the richest sections of Tennessee, Arkansas, and Mississippi, with portions of Missouri and Kentucky. In the 68 counties embracing this Half-Billion Dollar market, there are 18,898 retail outlets . . . . all covered completely and continuously by Radio Station WMC . . . . truly the market master of the Mid-South.

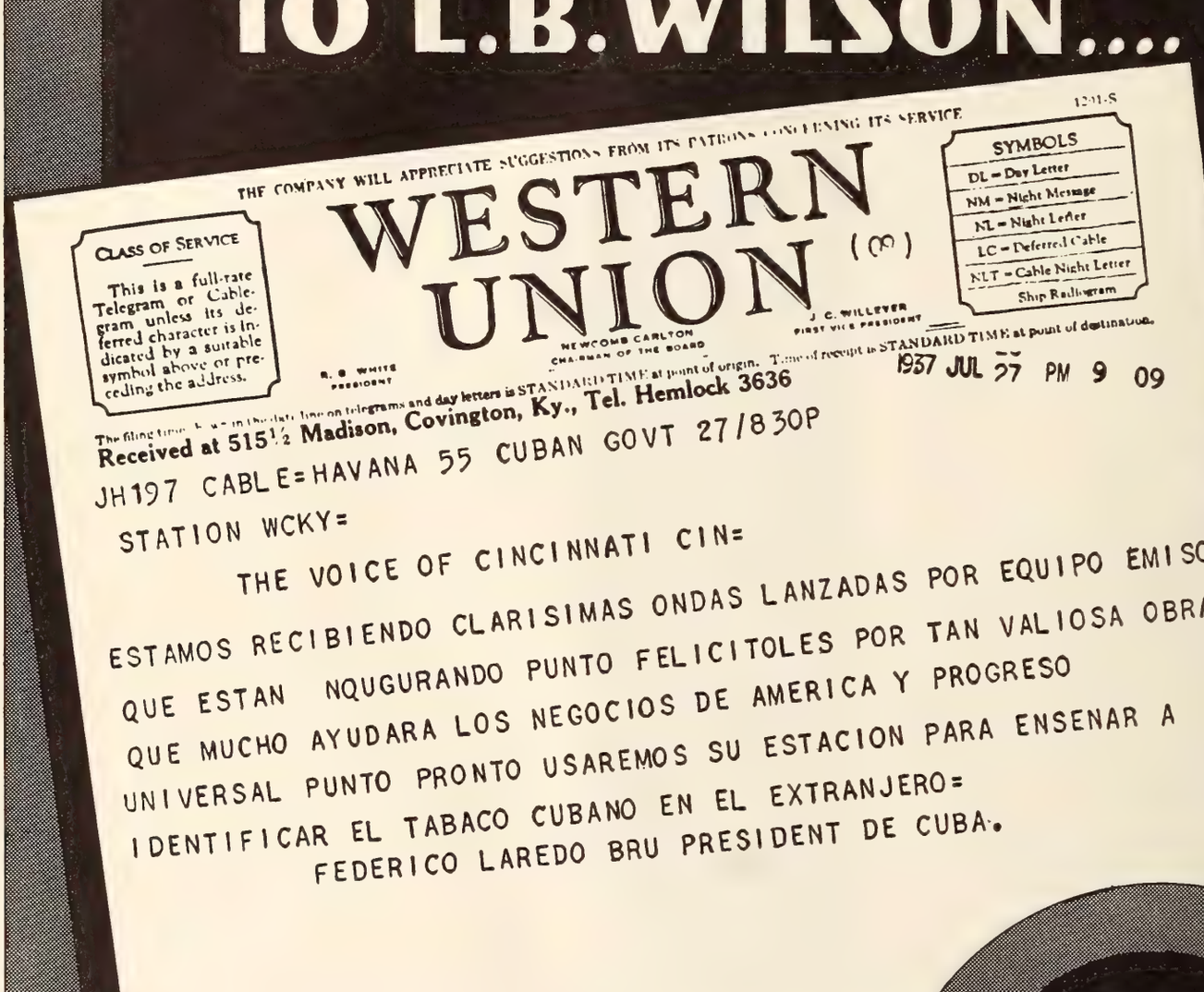
WMC

• MEMPHIS •

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
"THE SOUTH'S GREATEST NEWSPAPER"

5,000 WATTS—DAY • 611 FOOT TOWER • 1,000 WATTS—NIGHT
NBC RED OUTLET
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

A WIRE FROM THE PRESIDENT OF CUBA TO L.B. WILSON....



THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD

J. C. WILLEVER, FIRST VICE PRESIDENT

R. B. WHITE, PRESIDENT

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

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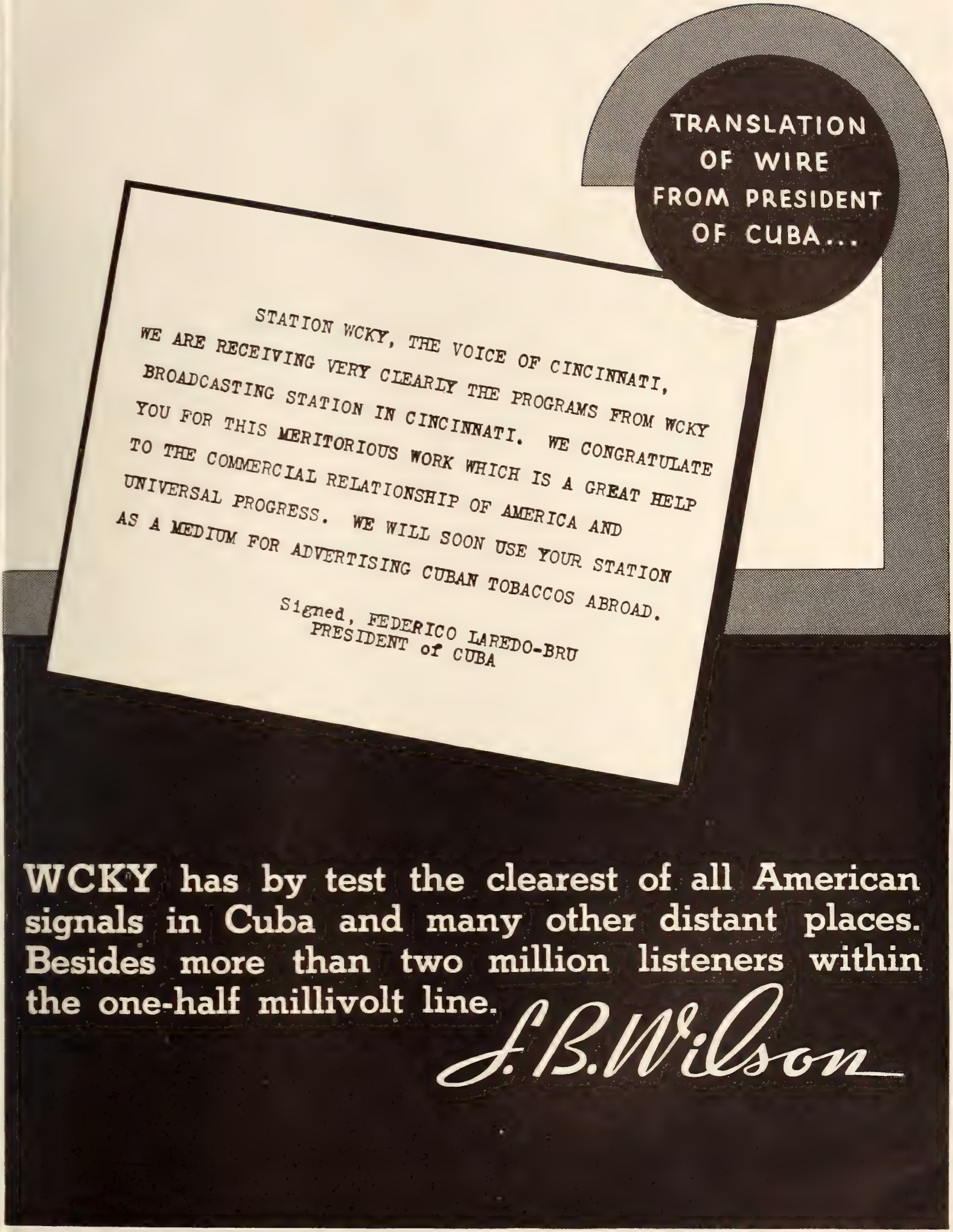
THE VOICE OF CINCINNATI CIN=

ESTAMOS RECIBIENDO CLARISIMAS ONDAS LANZADAS POR EQUIPO EMISOR QUE ESTAN NQUGURANDO PUNTO FELICITOLES POR TAN VALIOSA OBRA QUE MUCHO AYUDARA LOS NEGOCIOS DE AMERICA Y PROGRESO UNIVERSAL PUNTO PRONTO USAREMOS SU ESTACION PARA ENSENAR A IDENTIFICAR EL TABACO CUBANO EN EL EXTRANJERO=

FEDERICO LAREDO BRU PRESIDENT DE CUBA.

THERE IS NO DEPENDABLE SUBSTITUTE FOR WESTERN UNION

TRANSLATION ON NEXT PAGE *by* CUBAN CONSUL *at* CINCINNATI


TRANSLATION OF WIRE FROM PRESIDENT OF CUBA...
STATION WCKY, THE VOICE OF CINCINNATI,
WE ARE RECEIVING VERY CLEARLY THE PROGRAMS FROM WCKY
BROADCASTING STATION IN CINCINNATI. WE CONGRATULATE
YOU FOR THIS MERITORIOUS WORK WHICH IS A GREAT HELP
TO THE COMMERCIAL RELATIONSHIP OF AMERICA AND
UNIVERSAL PROGRESS. WE WILL SOON USE YOUR STATION
AS A MEDIUM FOR ADVERTISING CUBAN TOBACCOS ABROAD.
Signed, FEDERICO LAREDO-BRU
PRESIDENT of CUBA
WCKY has by test the clearest of all American signals in Cuba and many other distant places. Besides more than two million listeners within the one-half millivolt line.
J. B. Wilson

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Dollars or Sense

IN RADIO there is a crisis almost daily. The current one relates to union musicians. It has propagated many other quaint crises. Out of it has developed a conflict between network affiliated and independent stations, between network affiliates and networks, between transcription companies and stations, and between groups in the industry over the functions of their trade association.

Out of this welter of confusion has come a call for a special convention of the NAB in New York on Oct. 12. All stations have been invited. Whether there will continue to be an NAB as such has resolved itself into a seething issue. Whether there should be an industry "czar" (no matter how obnoxious the term) also is a question. Of course, the underlying reason for the extraordinary session is the demand of the AFM that stations pay and pay dearly for union musicians, whether they want them or not or whether or not they are available in given localities.

Many minds—the best in the industry—are grappling with the musician situation. Even though the smoke hasn't cleared, we have an abiding faith in the ability of broadcasters to cope with this matter and to emerge with the best possible terms. It isn't the first and it won't be the last of the issues over "raw material" and labor used by radio.

But the real concern is about other crises, past, present and future. All of those in the past that have tended to split the industry have dealt with dollars and cents. Every other going business concern, fundamentally, has its economic troubles. This is inherent in the very nature of the competitive system.

But in radio there is another fundamental. It is the government franchise—the license under which the station operates. Without the license there would be no economic problems; there would be no competitive American radio.

The American system is today well entrenched. The public would not condone a change. The other issues, those dollars and sense matters, are all collateral. Important? Of course. The musician crisis alone, if not properly adjusted, can spell the doom of many stations. But the musicians, the copyright owners, and the rest demanding tribute hardly would profit from a condition that snuffed out any substantial number of outlets. The negotiators must find an equitable level—and will.

Our point here, then, is to convey one basic idea. If the NAB does nothing more than exist to safeguard the American system and the broadcaster's franchise to operate under it, through effective offensives against enemies of the American Plan, it more than fulfills its purpose. The NAB should be bolstered; it should be given additional man-power and money; it should appear for a united industry before Congressional committees and before the public which, despite constant criticism merited and unmerited, is strongly in favor of the American Plan.

Above all else, the NAB should not be weakened or disintegrated because of factional differences over dollars and cents. Every broadcaster who attends the NAB special convention should be prepared to speak and speak freely on internal matters. But he should fight as vigorously as he knows how against a movement to abort or destroy the "united front" possible only in a single association.

Success and Failure

WITHIN the last fortnight, two national trade associations identified with finance held separate conventions. Both discussed radio at separate departmentals. But there the parallel ended, for in one case the chord was sweet for radio and in the other decidedly sour.

The Financial Advertisers Associations met for three days in Syracuse. At its radio departmental the use of radio for local campaigns was lauded; practically all of those who spoke told of their plans to renew their radio efforts. Others who had not used radio were inspired and announced their intentions of looking up suitable ideas to advertise locally for new depositors, special accounts and the like. They were generally enthusiastic about radio.

Just the reverse was true at the Insurance Advertisers Association at Old Point Comfort, held about the same time. A survey of results procured by insurance companies was deplorable. They couldn't trace new business, said most of them. There is an institutional value in radio and it does serve as a good-will builder, they admitted in some cases, but the cost appears too high.

Selling insurance, basically, is not far different from selling any other commodity. Certainly it closely approaches the problem which confronted banks when they first resorted to radio after they had abandoned their lofty perches during the dark days of the depression. They learned how to use radio.

We recall the days not so far back when the banks on the air were few and far between. We ran "success stories" on what financial institutions could do with judicious radio advertising. The number of bank sponsors increased. The FAA, in aggressive fashion, suggested to its members that they try the medium, reprinting many of our "success stories" as examples. Station promotion and sales departments got busy. The answer is found in the practically unanimous view of the FAA convention that radio advertising pays.

The discordant voices among the insurance group present a challenge to radio. Insurance faces a unique sales problem, but every service or product requires individual treatment —especially on the radio—to meet its peculiar needs. There are a half-dozen stations owned by insurance companies. It may be a coincidence that these companies have grown in size and importance since they have had their radio adjuncts, but we doubt it. They have learned that radio advertising is an asset to them and in a class by itself as a good-will builder.

A little concentrated promotional and sales effort, we are confident, will provide the formula that will persuade the insurance industry. Radio hasn't reneged on a challenge yet, and it won't with the underwriters.

A Legal Oversight

A COMMITTEE of the American Bar Association, working with committees representing the American Newspaper Publishers Association and the American Society of Newspaper Editors, has recommended that broadcasts of court trials be forbidden as a possible undue interference with court procedure. Perhaps they are right. But it appears rather strange to us that the press and the bar should get together on matters relating to cooperation between the bar, press, *radio*, and other instrumentalities of publicity without inviting the participation of radio people. A committee of broadcasters, we feel, might have contributed to the work of this special committee.

For example, we know of several instances where judges have complimented stations for broadcasts of police court and traffic trials as a means of discouraging crime and encouraging safe driving. The broadcasting industry wouldn't for a moment criticize the distinguished ABA for this evident oversight—particularly since the bar, above all else, insists upon a fair hearing on all sides of an issue.

The RADIO BOOK SHELF

KENNETH M. GOODE, prolific writer on advertising, is the author of *What About Radio?*, published recently by Harper & Brothers, New York ($2.75). The book is an analysis of surveys, speeches and other books dealing with the question of broadcast advertising and endeavors to explain the secrets of successful sponsorship.

PROS and cons of radio broadcasts of court trials are aired in the October issue of *The Rotarian*, official organ of the Rotary International, with Mitchell Dawson, American lawyer, taking the affirmative view and Robert Bernays, member of the British Parliament, arguing the negative.

We Pay Our Respects To —



WILLIAM ARTHUR SCHUDT JR.

LIKE MANY another broadcasting executive, "Bill" Schudt came up from the amateur ranks and entered radio via journalism. Like most of the officials of the CBS parent organization, for which he manages the network's 50,000-watt WBT at Charlotte, N. C., Bill Schudt is still in his thirties. In fact, he just turned 31 last January, making him one of the youngest chief executives of a major broadcasting station in the United States.

WBT recently entered a new home, with a studio setup which is one of the finest and most modern in the South—and to Bill Schudt properly belongs the credit for building the station to the high ranking, commercially and artistically, that prompted CBS to install such a plant. And it was only a little more than four years ago that he went to Charlotte to take over the management of the then 25,000 watter.

Bill Schudt was born in Brooklyn on Jan. 18, 1906. After being graduated from the Manual Training High School, he went to work on the editorial staff of the *New York Evening Mail,* which subsequently became the *Mail-Telegram* and finally the *World-Telegram.* Having been a "ham" radio operator with his own amateur station in Brooklyn ever since he was 14, it was natural that he should soon be assigned to the radio page. For four years he wrote radio reviews and a feature column, including stories about everything from new circuits to radio performers.

In 1924 the newspaper assigned him to broadcast news flashes over the old WFBH in the Hotel Majestic, New York. He developed this program into an interview feature, and later took it with him to CBS where *Bill Schudt's Going to Press* ran for more than seven years and brought before the microphone hundreds of the nation's leading newspaper writers, editors and publishers.

Resigning from the newspaper in 1923, Bill started the *Radio Program Weekly* which met a quick demise when the New York newspapers found it profitable to carry regular radio schedules. Then A. H. Grebe, owner of WABC, offered him a job as public relations manager of both his station and set manufacturing business. It was not long afterward that Mr. Grebe sold WABC to the Paley interests, and Schudt went over to CBS with the station.

Bill Schudt's work at CBS was largely in the public relations and news departments, and he worked not only on big assignments like the Lindbergh kidnaping but on the exploitation of such artists as Guy Lombardo, Morton Downey and the New York Philharmonic. His superiors soon recognized his exceptional talents and experience, and in 1931 when CBS decided to install an experimental television station they put him in direct charge with the title of television director—said to be the first title of its kind.

With no precedent to fall back upon except the movies, about which he confesses he knew little, and with admittedly crude apparatus and a very limited group of televiewers, Bill Schudt proceeded on the theory that showmanship in visual as in audible radio was the thing. He undertook to create shows in the 6-foot area of the television camera's focus that included boxing, wrestling, dancing, dramatics. W2XAB and W2XE sight and sound transmitters gained CBS reams of publicity, and the file of reports on their operations will prove immensely valuable when the more highly developed cathode ray television system emerges from the laboratories.

His flair for showmanship and stunts Bill Schudt carried with him when in February, 1933, the television department was discontinued and he was sent to Charlotte to put WBT on its feet. He soon replaced the entire staff with personnel of his own choosing. He went vigorously after business—and got it. He recognized immediately that remote ownership might be held against the station, and he took pains to enter into the civic life of the comunity. With his wife, the former Dorothea Irene Sutherland, who at one time was secretary to the president of the George B. David Advertising Co. of New York, he makes his home in Charlotte and, though a born and bred New Yorker, he confesses he likes the congenial atmosphere of that community immensely. And by coincidence, the home in which the Schudts reside in Charlotte is the former residence of Frank R. McNinch, newly-designated chairman of the FCC, who was twice Mayor of the North Carolina city.

PERSONAL NOTES

FRED HART, general manager of Honolulu Broadcasting Co., operating KGMB, Honolulu, and KHBC, Hilo, will arrive in New York with Mrs. Hart and their daughter Margaret on Nov. 1, following a four months pleasure trip in Europe. They will first go to Washington and thence to Mr. Hart's headquarters in San Francisco.

DAVID SARNOFF, RCA president and NBC board chairman, returned on the French liner *Paris* Sept. 25 from a combined business and vacation trip to Europe.

FRED SHEPHERD, of the commercial department of KNOX, Knoxville, and Miss Katherine Price Haynes were married Sept. 18. They left for a two weeks honeymoon in New York and Washington.

MAXWELL HAGE, former radio production manager for United Press in New York, has joined the sales staff of KFEL, Denver. Hage also had been assistant manager of WJAY, Cleveland, at one time.

TOM JACKSON, former program director of WRBL, Columbus, Ga., has been named manager of WGPC, Albany, Ga. Ross Smitherman has been appointed program director of WGPC, while James Cunningham has joined the engineering staff and A. G. Smith has been named to the WGPC sales staff.

ABE CORENSON has resigned as sales manager of KMTR, Hollywood.

WAYDE GRINSTEAD, sales promotion director of WBBM, Chicago, recently became the father of a baby boy, weighing eight pounds, three ounces.

CHARLES KENNEDY, a member of the WLS, Chicago, sales staff for two years, has been transferred to KOY, Phoenix.

LOREN B. STONE, commercial manager of KIRO, Seattle, has been named assistant business manager in charge of national business and promotion by H. J. Quilliam, general manager. Arch Morton has been promoted to commercial manager and will handle local sales.

JOHN BOHN, of the sales department of KMOX, St. Louis, is conducting a course in radio advertising at Jefferson College of St. Louis YMCA.

DON AVERY recently was named commercial manager of KSRO, newly dedicated station at Santa Rosa, Cal. He was formerly newscaster for the Federal Outfitting Co. on KROW, Oakland.

ROLAND WENDT, Hearst Radio Inc. sales representative at San Francisco, resigned recently. His successor has not as yet been named.

FRED SCANLON, assigned by the James Richardson & Sons Ltd. radio interests to All-Canada Broadcasting System in Winnipeg, has returned to Regina to supervise the Richardson radio interests there.

JESS WILLARD, manager of WJSV, Washington, won the President's Cup at Bellhaven Country Club, Washington, for the best medal score.

JUDITH WALLER, education director of the NBC Central division, Chicago, will address a sectional radio conference of 250 leaders in the fields of radio and education on Oct. 16, at the St. Paul Hotel, St. Paul. Miss Waller will discuss methods of radio education being experimented with and developed by NBC.

RUSSELL SPARKS, formerly captain of the page boys at NBC-Chicago, has been promoted to the sales promotion department.

JOE MATTHEWS, formerly on the sales staff at KFOR and KFAB, Lincoln, and WHBF, Rock Island, has been appointed national sales and merchandise manager of WHBL, Sheboygan, Wis.

PHIL FUHRMAN, new to radio, has joined the commercial department of KMPC, Beverley Hills, Cal., as account executive.

B. J. HAUSER, assistant promotion manager of NBC, will speak on "Radio, What It Accomplishes and Why," at the 18th annual convention of the First District of the Advertising Federation of America, to be held in Providence, Oct. 3-5.

BOB FELDMAN, originator of *Dance Parade, Milkman's Matinee,* and other programs, has resigned as vice-president of WNEW, New York, to return to WMCA, New York, with which he was connected until three years ago.

E. A. THOMAS, formerly of KFJB, Marshalltown, Ia., and KSO-KRNT, Des Moines, has joined the sales staff of WROK, Rockford, Ill. Mr. Thomas is a brother of Lloyd C. Thomas, general manager of WROK. Harold Gregorson has also joined the sales staff of WROK.

ROBERT E. DUNVILLE, assistant manager of KMOX, St. Louis, is the father of a baby girl born Sept. 15.

RICHARD WRIGHT, formerly with Andrew Geyer Co., New York publisher, has joined the sales staff of WHN, New York.

RALPH PATT, for eight years an announcer on WJR, Detroit, has been transferred to the business office as a member of the sales staff. He will continue to handle the early morning full hour program for Household Finance, but otherwise will relinquish his announcing duties. He is one of four brothers prominent in radio. John Patt is vice-president and general manager of WGAR, Cleveland; Jim Patt, director of special events for CBS in Chicago, and Bob Patt in the radio department of Campbell-Ewald, in Detroit.

ELLIS C. VANDERPYL, commercial manager of WGAR, Cleveland, was in charge of all public address announcing at the recent American Legion Convention in New York City.

HUGH BOICE Jr., formerly head of the commercial department of WNEW, New York, has joined the New York office of Transamerican Broadcasting & Television Corp. as an account executive.

JOSEPH R. MATHEWS, formerly of Central States Broadcasting System, has taken over the national sales post of WHBL, Sheboygan, Wis.

MRS. HAZEL R. SMITH, former secretary to Chairman C. McK. Saltzman, of the old Radio Commission, and now traffic manager of NBC in Washington, has resigned to become office manager for George O. Sutton, radio attorney with offices in the National Press Bldg., effective Oct. 15. She will be succeeded by Mrs. Bess Dees, secretary to Carlton Smith, assistant manager of WRC and WMAL, Washington.

ROBERT R. EGAN, of the NBC sales staff, New York, has resigned to join the sales department of *This Week.* Walter Duncan of the sales department, resigned to become sales manager of WNEW, New York.

LESLEY C. PAUL, of the publicity department of Westinghouse with headquarters in Pittsburgh, effective Oct. 1 is transferred to the radio division of Westinghouse at Chicopee Falls, Mass., to handle publicity and promotion. He will report to Walter C. Evans, manager of the radio division.

RAYMOND A. SMART, U of Washington graduate, and William Bernard Ryan, formerly faculty member of California U and Santa Clara U, and recently with Foster & Kleiser, outdoor advertising firm, have joined the NBC sales staff in San Francisco.

LLOYD M. SMITH, formerly of Toledo, and Bernard Wilson, from WIBM, Jackson, have joined WKBZ, Muskegon, Mich, as salesmen.

DUDLEY W. FAUST, and not Paul Faust, as announced in BROADCASTING, Sept. 15, has been added to the sales staff of WBBM, Chicago. Dudley Faust is a brother of Paul Holman Faust, radio director of the Mitchell-Faust Adv. Co. Inc., Chicago.

Oliver W. Tuttle

OLIVER W. TUTTLE, 50, one of the first managers of KPO, San Francisco, before it became an NBC affiliate, died suddenly Sept. 20 at his home in Burlingame following a heart attack. Mr. Tuttle, for 25 years a newspaper man, was instrumental in putting the *San Francisco Examiner* on the air in 1922 with KUO, erected by the paper on the roof of the Hearst Bldg. in San Francisco, and was its manager. Two years later he joined KPO as manager and aided in developing that station. In later years he was promotion manager of the *San Francisco Examiner*. He remained "radio minded" and staged numerous promotion stunts over the Hearst owned KYA on behalf of the newspaper. He is survived by his widow and a son, Oliver W. Tuttle Jr.

Lynn A. Willis

LYNN A. WILLIS, 30, announcer of KYW, Philadelphia, died as the result of a fall from a second story window at the Presbyterian Hospital on Sept. 21. He had suffered a nervous breakdown several months ago and on Sept. 18 was removed to the hospital after an acute appendicitis attack. An operation was performed the following day. He had been with WIP, Philadelphia, for eight years prior to joining KYW. He is survived by his widow and mother.

Harry H. Bliss

HARRY H. BLISS, president of WCLO Radio Corp., operating the station in Janesville, Wis., and publisher of the *Janesville Gazette, died* on Sept. 22 following a heart attack. He was 66. Surviving are his widow, two sons, Sidney H. and Robert 2nd, both identified with the newspaper and the station and a daughter, Mrs. Fergus Mead, of Kenilworth, Ill.

Ashley L. Hawken

ASHLEY L. HAWKEN, attorney in the law offices of George O. Sutton, Washington radio lawyer, ended his life Sept. 26 by gas in Washington. His family reported he was apparently despondent over financial affairs. Mr. Hawken was 33 and had joined the Sutton firm in December, 1936. He is survived by his wife, a son, Ashley, Jr., a brother in Washington, Dr. Stafford Hawken, and his mother.



SELF-CARICATURE — Of Benne Alter, announcer of WMT, Waterloo, Ia., whose cartooning ability has won him the plaudits of such radio notables as the late Will Rogers, W. C. Fields, Harry Von Zell and others whose walls are adorned with sketches he has done of them.

BEHIND the MIKE

BRUCE OGILVIE, announcer of CJRC, Winnipeg, has joined CJRM, Regina-Moose Jaw, with Clair Chambers, of CJRM, replacing him in Winnipeg. George Titus, publicity and advertising man, has been transferred to the CJRC sales staff. He has been replaced by Norman Chamberlin. George Kerr, of the CJRM continuity department, has been transferred to the same department at CJRC.

JOHN CHARLES DALY Jr., born in Johannesburg, South Africa, and formerly of WLOE, Boston, has joined the announcing staff of WJSV, Washington. He succeeds Charles Godwin, who resigned recently.

BETTY HUDSON, fashion commentator of WJSV, Washington, has returned from an extended business trip to London and Paris.

GRACE FULTON, for two years office manager of Radioaids Inc., and more recently with C. P. MacGregor Hollywood transcription concern, has joined Associated Cinema Studios, transcription firm in that city.

JACK STILLWELL, who was to join the WLS announcing staff Oct. 1, became the father of a 7½ pound boy, Sept. 21.

WILLIAM MEREDITH, head of the continuity department at WLS, Chicago, has joined the NBC-Chicago continuity staff. He has been succeeded at WLS by Frank Baker, who had been Meredith's assistant. Baker was formerly with NBC-Chicago and was at one time radio director of the Edgewater Beach Hotel, Chicago.

JACK WILLIAMS, formerly with KHBC, Hilo, Hawaii, who has been visiting the United States to study announcing methods, returned in September to Honolulu, where he joined the announcing staff of KGMB.

BILL HIPPEE has joined the news staff of the Iowa Network as assistant to Benedict Hardman, editor.

HOLLIS WRIGHT, chief announcer of WNBX, Springfield, Vt., has resigned to join the announcing staff of WTAG, Worcester.

ROBERT EMMET MACALARNEY, former city editor of the *New York Post* and *New York Tribune*, and later managing editor of *Ladies' Home Journal*, has become news commentator of WQXR, New York.

LEE C. GRAHAM, former assistant editor of the *Chicago Daily Times*, has joined the NBC-Chicago press department as assistant to Dan Thompson, in charge of the news desk. Under the new set-up, William Ray succeeds Al Williamson, NBC-Chicago publicity head who recently resigned. Gilbert McLelland, a member of the department for more than three years, will be in charge of exploitation, pictures and special assignments, while Dan Thompson takes over the news desk.

PAGE GILMAN, 19, son of Don E. Gilman, vice-president of NBC in charge of the Western Division, was married Sept. 21 at Burlingame, Calif., just five weeks after his father was married again at Santa Rosa, Calif. Young Gilman, who plays the role of Jack Barbour in *One Man's Family*, married the former Miss Jean Meredith LaFontaine, high school sweetheart. He has been a dramatic actor on the NBC San Francisco staff since his ninth year and is now a senior at Stanford University.

ALLEN FRANKLIN, formerly of WFBR, Baltimore; WABC, New York; WHB, Kansas City, and KVOO, Tulsa, has joined the announcing staff of WKRC, Cincinnati. Robert Geis, formerly of WHBC, Canton, also has joined the WKRC staff.

HIRAM HIGSBY, the Hiram of *Hiram & Henry*, formerly with WLS, Chicago, and WBT, Charlotte, has joined the program staff of WMPS, Memphis.

YOLANDE LANGWORTHY, who authored *Arabesque* when she was in the program department of CBS, has joined Radio Events Inc., New York, and will devote her full time to the writing of dramatic serials.

LAURETTE PETERSON, of the publicity department, WOR, Newark, has resigned to become secretary to Dave Elman, producer of *Hobby Lobby*, now sponsored by Hudson Motors on WOR and CBS. Miss Peterson is succeeded in publicity by Rosalie Shutta.

JOHN FACENDA, night supervisor of WIP, Philadelphia, was married Sept. 11 to Miss Dorothy Hunger at St. Edmond's Church, Philadelphia.

GENE MORGAN, former staff announcer of WIP, Philadelphia, and later a WFIL newscaster, has become a staff announcer of WMCA, New York.

DAVID ZIMMERMAN, formerly of WSPD, Toledo, has joined the NBC-Chicago announcing staff. Don Hallman, secretary to Everett Mitchell, senior NBC-Chicago announcer, has been made a junior announcer, with Bob McCoy replacing Hallman as Mitchell's secretary.

ROGER WILSON, in charge of talks for the British Broadcasting Corp. at Manchester, England, was in Chicago Sept. 17 conferring with Judith Waller, NBC-Chicago educational director, and other NBC executives concerning broadcasting methods in this country.

ARCH McDONALD, sports announcer of WJSV, Washington, has signed a contract for 1938 to broadcast for General Mills, Tydol, Dr. Pepper and Kellogg.

ROBERT E. LEE has joined the announcing staff of WHK - WCLE, Cleveland.

TOM HUDSON, recently with the announcing staff of KXYZ, Houston, has resigned to join the radio staff of Gulf Oil Co. in Dallas, where it is exhibiting at the Greater Texas and Pan American Exposition.

RUSSELL HIRSCH, director of programs and publicity of WCOA, Pensacola, and at one time with WRBL, Columbus, Ga., has resigned to enter Maryville College, near Knoxville, to study music and radio.

JANE BARRETT has been named secretary to Manager Bob Roberts, of KYA, San Francisco, succeeding Nan Goforth, who resigned.

Van Newkirk Appointed Don Lee Program Head


Mr. Newkirk

CREATION of a new position as roving director of special events and program operations for the Don Lee Broadcasting System, Los Angeles, and appointment of Van Newkirk to the post was announced by Lewis Allen Weiss, general manager of the network, on Sept. 20. Newkirk resigned as program director of KMPC, Beverly Hills, Cal., to take over his new duties. Successor to his former position is Don Austin, formerly special events producer and announcer of KGW, Portland, appointed by Leo Tyson, KMPC general manager.

Growth of the West Coast chain, which on Sept. 26 added 13 affiliated stations to its list of 11 outlets, and now stretches from Seattle to San Diego, inspired the move by the Don Lee Broadcasting System as a means of coordinating network programs and developing new broadcasts hinging on special events. Don Lee network is the Mutual Broadcasting System's Pacific Coast outlet.

Immediately following his appointment Newkirk, accompanied by Willett Brown, Don Lee network assistant manager, left for the Pacific Northwest on a station check of operations and programs.

VINCENT PELLETIER, NBC Chicago announcer, is taking courses in economics and physchology at Northwestern University. Pelletier, who secured his A. B. degree at the University of Minnesota, is working for his master's degree at the Chicago school.

JOSEPH WEEKS, veteran announcer who has served at WXYZ, WGN, WJR and WSBT, joined the staff of WFIL, Philadelphia, in latter September. He broke into radio at WFDF in his home town of Flint, Mich. Al Stevens has been selected as WFIL's newscaster.

BARNES V. NASH, formerly with WHIS, Bluefield, W. Va., as production man and announcer, has joined WOPI, Bristol, Tenn.

BOB FINCH, formerly business manager of the Albany baseball club, has been appointed commercial manager of WGPC, Albany, Ga. Hubert Bately has been added to the station's announcing staff.

BOB MIMMS is now handling the INS news broadcasts at WRBL, Columbus, Ga., and Dick Pyron has the same task at WATL, Atlanta. Both stations are members of the Woodruff Georgia group.

JEAN WILEY has succeeded Gladys Niemeyer as secretary to Birt F. Fisher, manager of KOMO-KJR, Seattle. Miss Niemeyer resigned before her marriage recently.

VIC HURLEY, young Seattle author, was appoited continuity director of KOMO-KJR, Seattle to succeed Grant Merrill, resigned. Hurley, who joined the staff last June, is the author of three non-fiction books on the Philippines, numerous travel articles and only recently had his first fiction story accepted and published.

TERESA AEZER, formerly KFRC, San Francisco, music librarian, has joined KFI-KECA, Los Angeles, in a similar capacity. She succeeds Donald Estep who recently returned to college.

A WIND-UP WITH A WALLOP



Another famous Oklahoman who packs a wallop in his wind-up—Carl Hubbell, ace hurler of the New York Giants

THIS LETTER HAS IT!

PROGRESS BREWING COMPANY INC.
FOURTH & DOUGLAS
OKLAHOMA CITY OKLA

July 1, 1937

Mr. M. H. Bonebrake,
WKY Radiophone Company,
Skirvin Hotel Tower,
Oklahoma City, Oklahoma.

Dear Mr. Bonebrake:

Today we begin our fourth consecutive month of sponsorship on your station of "PROGRESS IN THE WORLD OF SPORTS".

This daily sports review program has proved itself to be of unestimable value. For this reason, I hope this letter will in part express our appreciation for the fine job WKY is doing for Progress Beer.

During the month of May, the beer business as a whole did not show the same volume it did for the same month of 1936. Cool weather was probably the outstanding factor in this decrease. Progress Beer, however, for this same period, showed a substantial increase. Business here at the Progress Brewery for the first six months of this year is up 50% over the corresponding six months of last year which was, in itself, a very satisfactory year.

Since your radio station is the chief external means we are using to promote our product, a large part of this increase is attributable to WKY. I believe I can truthfully say it to be the best promotional medium we have ever found to produce sales.

Yours very truly,

PROGRESS BREWING CO., INC.

E. J. Streich, Sec'y-Treas.

EJS:C

HERE IT IS!

● "The best promotional medium we have ever found to produce sales" . . . that's the walloping wind-up of this letter telling of a 50% increase in business . . . giving WKY most of the credit.

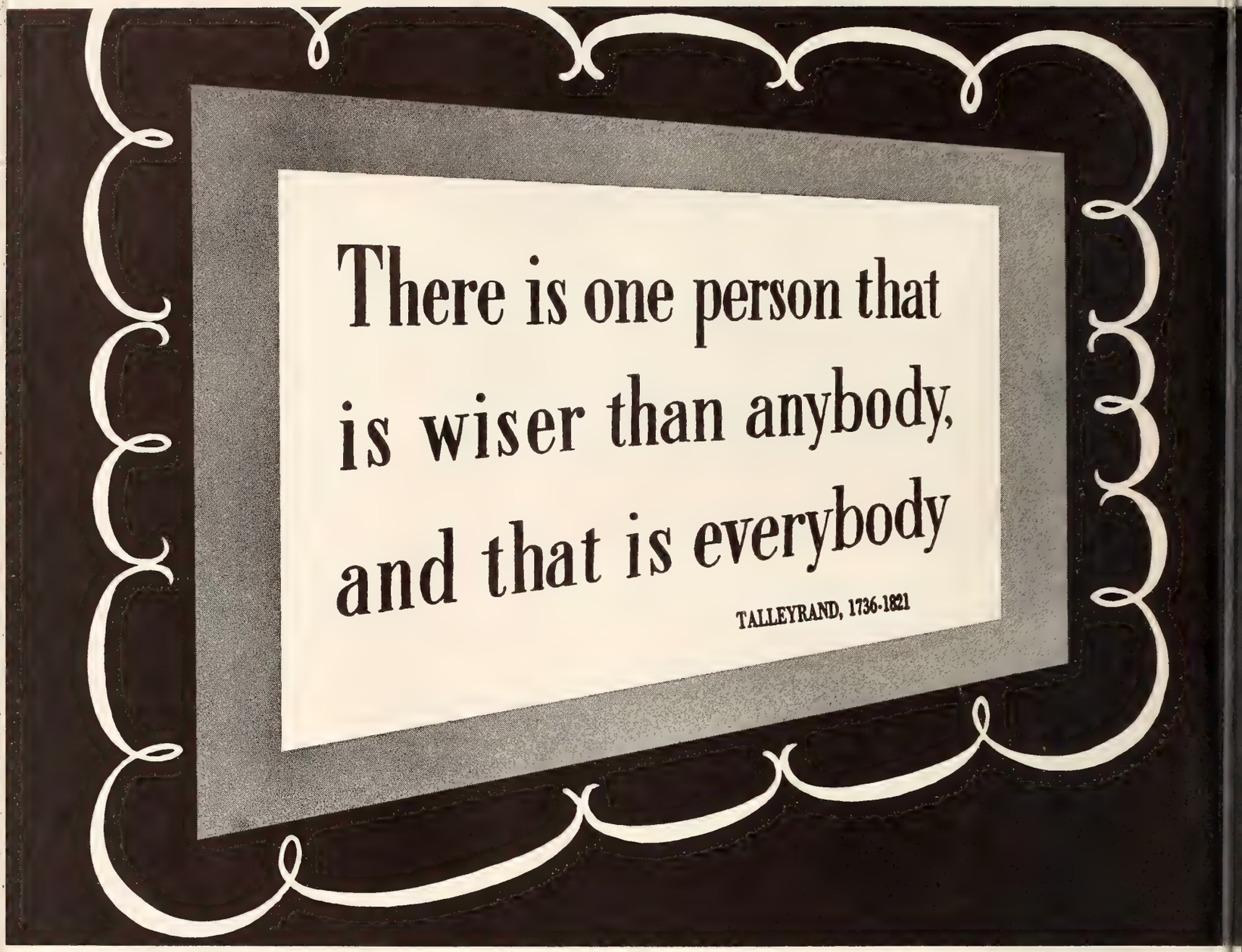
Those are strong words . . . enthusiastic words of an advertiser who has experienced the wallop WKY wields at the box office . . . familiar words in the vocabularies of WKY advertisers.

WKY has the greatest coverage of any station in Oklahoma, the finest facilities and the best programs. That's why WKY gets advertisers the kind of results that call for strong words and genuine enthusiasm.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY — PUBLISHERS OF THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN

REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY



Everybody living within reach of th
friendly way — likes them — invites the
or evening. ● *Everybody* hears som
stations, and as Tallyrand said over one
than anybody. ● Wise advertisers k
That's why you'll find them on the most



stations' voices, knows them in a
n to spend a good part of the day
f their favorite programs on these
ndred years ago, everybody is wiser
that everybody likes these stations.
cessful spot broadcasting schedules.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

ED CASHMAN, for six years a member of CBS program and production departments, has been promoted to Columbia Artists' Service, where his duties will be serving as a talent scout, maintaining close contact with advertising agencies and representing artists under CBS management. Before joining CBS in 1931, Cashman was assistant production director of the Yankee Network.

WILLIAM L. KLEIN, director of the *German Hour* over WIND, Gary, for nearly ten years, recently returned from a European trip during which time he studied broadcasting conditions across the sea.

BEN WILBUR, formerly of WHKC, Columbus, has joined the announcing staff of WFBM, Indianapolis. Douglas Way assumes the duties of chief announcer.

DERBY SPROUL, continuity editor of KOA, Denver, has been transferred to KDKA, Pittsburgh.

AL SARLI, entertainer, has been placed in charge of music by KWK, St. Louis.

DAVE ZIMMERMAN, announcer and dramatist of WSPD, Toledo, has joined NBC in Chicago.

BOB STANLEY, member of the studio orchestra of WOR, Newark, has been named house conductor of popular music, succeeding Nat Brusiloff, who resigned to join WMCA.

BILL SEARS and Bob Hansen, both from WOMT, Manitwoc, Wis., have joined WHBL, Sheboygan, Wis.

JOHN LOWE, NBC announcer in New York, has resigned but will continue as a free lance announcer on commercial programs.

LEAR MUCOY, midwest newspaperman, has been appointed publicity director of KGHL, Billings, Mont.

BOB WILBUR, former program director of WSUN, St. Petersburg, Fla., has joined the news and publicity department of WGY, Schenectady.

WARREN MEAD, formerly of Honolulu, has taken the place on the announcing staff of WTMJ, Milwaukee, vacated when Claude Kirchner joined NBC-Chicago in mid-September.

FRANK BURGER, formerly with WIS Columbia, S. C., on Oct. 1 joined the announcing staff of WOL, Washington, the third South Carolinian to enter capital city radio in recent months. George Gunn, formerly with WCSC, Charleston, joined NBC-Washington Sept. 1, and Walter Compton, formerly with WIS and WCSC, joined WOL last spring.

FRANK GRAHAM, formerly on the KOMO-KJR, Seattle, announcing staff, has joined CBS Hollywood, in a similar capacity.

FRANCES PYKE has recently joined the program department of KYA, San Francisco.

JEAN POLI, leading lady of the First Offender show on WICC, Bridgeport, Conn., on Sept. 30 becomes a regular announcer of the WICC staff, handling the morning *Musical Clock* program.

MARGARET HANLEY recently joined the accounting department of KYA, San Francisco.

JAY FARAGHAN, formerly of WTEL, Philadelphia, and Roy La Plante, of WHAT, Philadelphia, and KMTR, Hollywood, have joined WFIL, Philadelphia, as announcer and production man, respectively.

HENRY SWARTWOOD, program director of KOIN, Portland, Ore., has resumed his post after a leave of absence.

JIM IRWIN Jr., a student at Wayne University, Detroit, and son of the dramatic actor on WXYZ, Detroit, has joined the announcing staff of WMBC, Detroit.

RUTH FENTON, formerly of WCAU, Philadelphia, and WCAE, Pittsburgh, is handling Carol Gay's *Let's Compare Notes* program on KMOX, St. Louis, during Miss Gay's illness.

THEY LISTEN TO 'RADIO LADY'

Still Better, They Take Her Tips and Their Pocketbooks to Louisville Store

THE Ben Snyder Department Store in Louisville for nearly three months has run a successful *Musical Clock* program on WAVE, 8-9 each weekday morning. The program is conducted by Mrs. Viola Cawood Flowers, a Kentuckian who has studied in Tennessee, taught school in Georgia and done radio work in Pennsylvania. For six months she conducted her own program for women over WIP, Philadelphia. When Mrs. Flowers first came to WAVE in August she began by conducting a *Homemakers Club* program, but after a few weeks she was asked to take over the more important job of conducting the *Musical Clock*.

She has held to a policy of cooperation with the manager and owner of the Ben Snyder Department Store, with department heads of the store, with newspaper advertising, and with WAVE.

The first man Mrs. Flowers contacts daily at the store is the advertising manager, who furnishes a proof of advertisements to appear in the next day's newspapers. Items for radio plugs are then tentatively selected.

Suggestions From Staff

Next the department heads are visited and asked for suggestions. The sales people, who are to present the advertised merchandise to the purchaser, are asked to give their selling points on the item offered. In this way the ideas of more people are secured and at the same time the radio commentator has opportunity personally to examine, with the shopper's viewpoint, the subjects of her radio talk. Mrs. Flowers, being herself college trained in home economics and having had several years' experience managing a home, has a very sympathetic understanding of the purchaser's attitude.

Now, with the music to be used on the program, the items to be plugged personally inspected, and with the suggestions of the various store people interviewed all in mind, comes the writing of the plugs which are to carry this information to the public. First, the advertising must be fitted to the musical selections. Second, the individual paragraph may refer to a specific item only, but usually some description is also given of the department in which that particular kind of merchandise is found. Thus a much larger coverage is obtained.

This writing Mrs. Flowers does in her office at the store and each



MRS. VIOLA FLOWERS

plug is subject to the suggestion of the store owner, the advertising manager, or any department head who may desire to alter what has already been written. And, whenever, in going about the store, the "Radio Lady" finds something which she feels is of especial interest to the public, or an outstanding value, she doesn't hesitate to plug it. Even the policies of the store are stressed; the fact that the store buys for cash and sells for cash, thus permitting lower prices; the lower rental district in which the store is located; air-conditioned comfort; and similar points.

When completed the program again goes to the advertising manager for check of prices and final suggestions. Nothing is advertised which cannot be shown to the customer just as described. Final approval on each program then must come from the program department of the radio station. Thus does the Ben Snyder transcribed *Musical Clock* become a living personality, inviting the people of Louisville and surrounding territory to shop in this great store. Customers entering the elevators see a large Musical Clock of the "Radio Lady's" own designing, describing the program and associating it in their minds with the store. Thus a definite tie-in of the Ben Snyder Store with the *Musical Clock* program. All customers desiring to do so may meet Mrs. Flowers in person.

Does the program get results? Yes; every department plugged is stimulated into activity, inquiries are made for the items mentioned over the air, and the merchandise is being sold.

HOWARD PETERSON, formerly with WJJD, Chicago, and featured organist on the Publix Theatre circuit, has replaced Ralph Emerson as staff organist of WLS, Chicago. Emerson has been transferred to KOY, Phoenix, Ariz.

ROBERT B. WHITE, who was an actor and announcer at WXYZ and CKLW, before becoming production director at WOR, has joined the production staff of NBC, Chicago.

CARLYLE STEVENS, formerly CBS New York announcer and producer, has joined the network's Hollywood announcing staff.

ALLAN McKEE, announcer for WMT, Cedar Rapids, has been promoted to production manager, and Benne Alter has been named assistant program director.

PAUL W. HEALY, formerly with Scripps-Howard central office in Cincinnati, is now heading the accounting department of WNOX, Knoxville.

EARL CATON, formerly of WAIM, Anderson, S. C., has joined the announcing staff of WOPI, Bristol, Tenn. Charles Greever, a member of the WOPI continuity staff, has resigned to enter the Missouri U school of journalism.

HELENE SMITH, for six years at KGER, Long Beach, Cal., has been appointed program director.

JACK PEYSER, formerly of WLW, CBS, WCPO and KMOX, where he specialized in news broadcasts, has joined the announcing staff of WJJD, Chicago. He has also been with WCPO, Cincinnati, and KMOX, St. Louis.

TED RANDALL, formerly of WDZ, Tuscola, Ill., and Ted Arnold, high school teacher in Iowa, have joined WHBF, Rock Island, Ill.

GEORGE R. HOLBERT, announcer of KIDW, Lamar, Col., has been transferred to KOKO, La Junta, with Sherill Ellsworth taking his place.

HARRY MARBLE, formerly of WORL, Boston, has joined the announcing staff of WCAU, Philadelphia. He succeeds Robert Gill who has taken over as production manager for Horace Feyhl who will be away for two months due to an operation.

MORTON LAWRENCE, announcer of WCAU, Philadelphia, on Oct. 10 will marry Rosalie Shaffer of Philadelphia.

PETER DIXON, free-lance radio writer, has been sent to Hollywood with Thomas McAvity to work on a new show for Lord & Thomas Inc., sponsor unspecified.

JAMES HILL, former page boy with NBC in San Francisco, and now a member of its script writing staff, was the author of *The Clouds Look Down*, drama of American farm life, presented Sept. 15 on NBC-Blue.

JOE McLESKEY, said to be the youngest sports announcer in the country, who handled the Wheaties baseball broadcasts over WSOC, Charlotte, this season, has left the station to enter Davidson College as a freshman.

FRANK COTTER, new to radio, has joined the announcing staff of WSAR, Fall River, Mass.

GORDON KELLY has joined the announcing staff of KGGC, San Francisco. He was formerly with KQW, San Jose. Malcolm Greenwood Jr., has been named a junior announcer.

REID KILPATRICK has taken over the assignment of KEHE, Los Angeles, fights announcer. He succeeds John Austin Driscoll, who recently became manager of KRKD, that city.

RUBEY COWAN, Paramount Productions Inc., Hollywood, radio coordinator, is on an eastern talent scouting tour making radio contacts for his organization. He will visit radio stations in the major cities, checking on talent with picture possibilities.

MAX BRESLOW, musician at KYA, San Francisco, is the father of a baby girl born recently.

HERBERT MacCREADY, announcer of KMOX, St. Louis, recently married Margaret Omohundro.

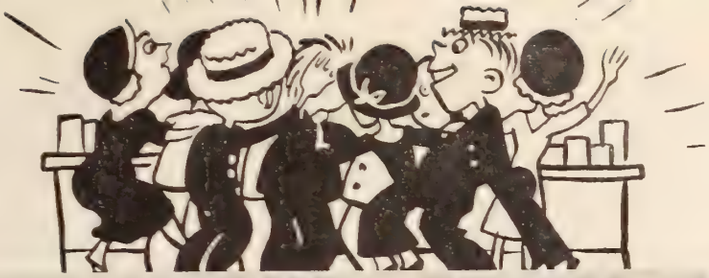
KENNETH WILLIAMS has joined the announcing staff of WLBC, Muncie, Ind., to replace Robert Ebert who has resigned to complete his education at Marietta College. Henry Marks has been transferred from the sales staff of WLBC to the announcing staff.

JACK STILLWELL resigned as program director of WIRE, Indianapolis, Oct. 1 to join the announcing staff of WLS, Chicago. He started in radio at WNAX, Yankton, S. D., and was with KTSA, San Antonio.

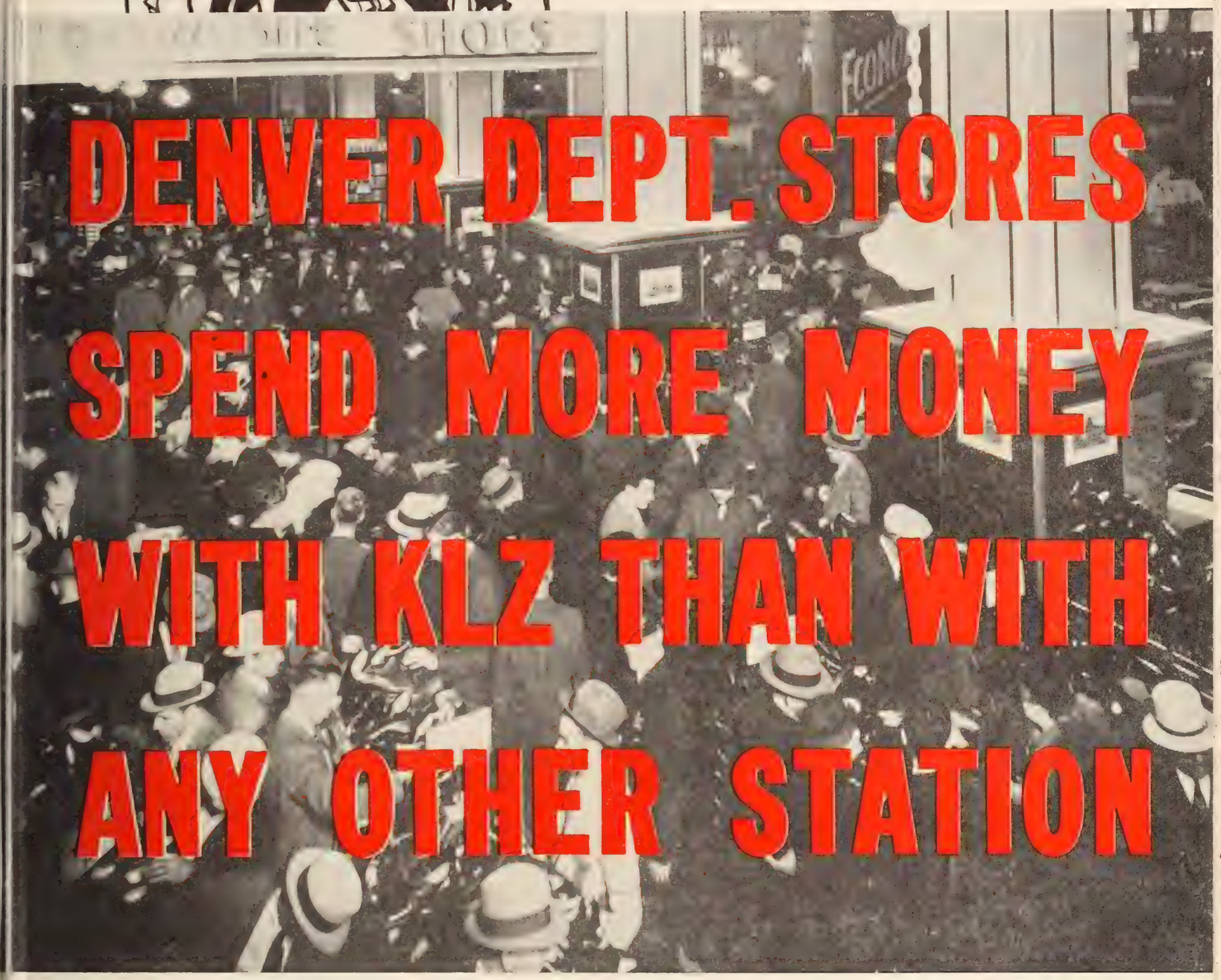
"SMILING" ED McCONNELL, star of the Acme White Lead & Color Works Sunday NBC program, who was seriously injured in an automobile accident Sept. 13, was recovering from his injuries when pneumonia developed Sept. 18 when he was rushed to a hospital at Grand Rapids, Mich. Jod Du Mond has been substituting for Mr. McConnell.

BILL MORROW and Ed Beloin, Jack Benny's radio writers, have been signed to write the dialogue for all future Benny and Mary Livingstone pictures at Paramount Productions Inc. for the next three years.

FRANK LEPORE, former NBC page and for the past four months assistant to William Neel in handling trade press news, has been transfered to the audience mail department in line with the network's policy to give its youngsters a chance to learn the broadcasting business by working in a number of departments.



Local straws show which way the wind blows in Denver!



DENVER DEPT. STORES SPEND MORE MONEY WITH KLZ THAN WITH ANY OTHER STATION

The only sales argument retailers can understand is RESULTS! Maps, charts and statistics notwithstanding, retailers demand and see to it that the money they put out today for sales promotion returns tomorrow WITH A PROFIT. Safe for any advertiser to follow is the course of big, successful local retailers.

Significant, therefore, is the fact that Denver department stores, shrewdest of advertising buyers, spend far more money with KLZ than with any other station. Five out of the seven big department stores are KLZ customers . . . two of them fifty-two weeks out of the year.

Denver retailers in other classifications, too, follow the lead of department stores, spend more money with KLZ than with any other station. They know that KLZ dominates listener interest in the Denver-Rocky Mountain region with its dynamic showmanship, superior programming and aggressive activity on all fronts. But more interesting than the **cause** of KLZ popularity to them is the **effect:** KLZ proves surpassingly, substantially and economically resultful.

Get this same effect for **your** product in the Denver-Rocky Mountain region with KLZ.

KLZ *Denver*

CBS AFFILIATE

UNDER AFFILIATED MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY

CBS School of Air Resumes on Oct. 18

THE CBS *American School of the Air* returns for its ninth season Oct. 18 with an expanded program in which the National Education Association, representing 750,000 teachers and officials, will join to enter the schoolroom proper for the first time in its history. Sterling Fisher, CBS director of talks and education, has received the NEA's acceptance of an invitation to use CBS facilities and participate in preparation and school utilization of the broadcasts. Another prominent organization, the Progressive Education Association, of some 10,000 teachers and administrators, has also accepted an invitation to take part in the development and presentation of another program representing a new departure in subject matter of radio education.

Miss Helen Johnson, director of broadcasts of the *American School of the Air*, has been assured of continued cooperation by the National Council of Teachers of English, the National Council of Teachers of Geography, the National Vocational Guidance Association, and Junior Programs, a group dedicated to improving radio presentations designed for young listeners.

Each day during the school term, except Saturdays and Sundays, until May 6, the *American School of the Air* will be heard over the network from 2:30-3 p. m., EST. The school will suspend temporarily during the Christmas and Easter recesses. Nine separate series will run during the term. Monday has been divided into two divisions—the first "Exits and Entrances," sponsored by the NEA, filling the full half-hour for 13 weeks, and the "Human Relations Forum," sponsored by the PEA, running a half-hour, the final 13. "Literature and Music" will be heard each Tuesday throughout the term. Wednesdays will be devoted to "Geography." The final 15 minutes on Thursdays will be given over to folk tales and the first fifteen will be divided in 13-week periods between "Songs for Children" and a series of shortwave broadcasts by children in different European cities. "Vocational Guidance" and the "Science Club of the Air" will divide Friday's time throughout the entire series.

YMCA Teaches Radio

YOUNG Men's Christian Assn., New York, is offering courses for the fall semester in electrical theory, radio physics, sound picture servicing, radio code, and radio servicing; for the winter semester, electronic systems and industrial applications; electronic theory, broadcasting, electron tube circuits and television. Faculty is composed of Julius L. Hornung, former instructor in radio theory, Guggenheim School of Aeronautics, New York University, former chief engineer, WGBS and transmission engineer, WINS; Chester L. Smith, former assistant superintendent of construction, Springfield Aircraft Corp., and instructor, aerodynamics, Dodge School of Flying; Paul Von Kunits, chief radio engineer, Bruno Laboratories, former studio engineer, WGBS and WINS; Ralph Batcher, radio consulting engineer, and Louis Bohmann, former radio operator, Independent Wireless Telegraph Co., and Radiomarine Corp. of America.

Guy Bolam, Agency Official in London, Sees Hollywood as Production Center

HOLLYWOOD is definitely the radio production center of the world today, according to Guy Bolam, manager of the London, England radio department of J. Walter Thompson Co., who was on the West Coast late in September. Bolam arrived in Hollywood Sept. 17 for a 10-day conference with Danny Danker, vice-president of the agency's production division in that city. He was also in that city to study the radio entertainment business from the standpoint of type of production and entertainment patterns now in vogue as well as technical production aspects. Bolam expressed surprise at the rapid growth of Hollywood as a radio production center.

"I am amazed to find that it is now necessary to travel an additional 3,000 miles from New York in order to get to the heart of the American radio industry," he said. "I am most astonished that the center of the radio business has travelled so very far west in my five year's absence from America. However, after a moment's thought it seems very natural that this should be so because radio and films are twin brothers in the entertainment field and Hollywood is the world center of both industries."

In discussing European commercial broadcasting he said that "J. Walter Thompson Co. produces 38% of the commercial broadcasts in English in Europe and puts 43 radio shows on the air per week. This is in addition to several programs in French. Due to the peculiar circumstances surrounding broadcasting in Europe, the stations disseminating these programs are located in Luxembourg, Normandy, Lyons and Paris.

"The Thompson idea in the matter of building radio programs to fit the taste and psychology of the listening audience is carried through in Europe just as it is in Australia and other countries in which J. Walter Thompson Co. advertising interests include radio. It is probable for this reason that the success of the J. Walter Thompson Co. foreign office radio operations have paralleled those of the American organizations."

Rulings Set FCC Precedents

(*Continued from Page 24*)

from the financial arrangements.

"It has not been shown that there will result any substantial benefit to the public whatever through approval of the transaction. The Commission is mindful of its duty under the Communications Act to grant its consent only when shown that the giving of such consent would serve public interest. The applicants having failed to sustain this burden, the conclusion must necessarily be made that the granting of the application will not serve the public interest."

The Brooklyn Ruling

In the 14-page decision covering the Brooklyn cases, the Commission brought out that the late Chairman Prall and Commissioner Sykes, Brown and Case concurred in the findings, that Commissioner Stewart dissented and that Commissioners Walker and Payne did not participate. It reviewed the various applications of the Brooklyn stations and of certain other applicants for full time operation on the 1400 kc. channel in detail. The last hearing, on which the new decisions were based, opened March 19 and ran through April 13, being the longest single station hearing on record.

In recommending deletion of WARD, the opinion said that the FCC majority concluded the management of the station had not properly discharged its duty to the public in accordance with standards imposed by the Commission. It was held that defective apparatus was used, resulting in the station's failure to broadcast at a time when it was expected to do so under the terms of its license; that arrangements as to sale of bulk time made by the station management were "tantamount to a surrender of certain of the rights" granted in the license to operate the station; and that, while it was shown that in many respects WARD served the public meritoriously, nevertheless "the improprieties and irregularities of which the licensee of these facilities was shown to have been guilty are such as to establish that the station would not serve public interest if permitted to remain in operation."

In the case of WLTH, the majority held that, while from a technical standpoint the station appears to have been operated by qualified persons and the program service in some respects has been meritorious, it nevertheless appeared "that a questionable number of commercial medical programs were carried which advertised tonics, proprietary medicines, liniments, etc." It was shown also that reasonable time had been afforded all civic, religious, charitable and educational organizations for broadcasting purposes.

Despite this, the decision stated that the majority was of the opinion that the affairs of WLTH "have not been conducted in a manner best suited to public interest." Question was raised about the financial ability of the licensee of WLTH.

Mr. Stewart's Dissent

Commissioner Stewart's dissenting opinion written a day before he retired from the Commission, follows in full text:

Stations WARD, WBBC, WLTH and WVFW seek renewal of licenses. The operations of these stations afford an excellent illustration of what radio stations should not be. The difference between them is the difference between bad and worse. The several applications for renewal of license should be denied.

Kings Broadcasting Corp. seeks to be the assignee of the licenses of Stations WARD and WLTH, and Kings County Council, Veterans of Foreign Wars, seeks permission to acquire control of Station WVFW. A licensee whose operation of his station does not merit renewal of license should not be permitted to escape the consequences of his conduct by assigning the license to others. The applications for assignment should be denied.

Brooklyn Daily Eagle Broadcasting Co. seeks a new station on the time to be made available by the deletion of the present stations on 1400 kilocycles. The indications are that the proposed station would be another run-of-the-mill mediocre broadcasting station of which there are now too many in the New York area. The application should be denied.

Station WEVD seeks full time operation on the 1400 kilocycles channel which will be freed by the deletion of the stations now on that channel. The record shows that Station WEVD is one of the few stations in the United States which places public service above private profit and gives appropriate emphasis to the statutory obligation to operate in the public interest. It has operated to provide a medium through which all sides on public question might be presented and has especially sought to make its facilities available to minorities. Its best time has been devoted to the public rather than to advertisers. Operation on full time instead of its present half time would substantially increase the field of usefulness of an already useful station. The reward for operation in the public interest should be forthcoming wherever possible. The substitution of WEVD for the four stations now operating on 1400 kilocycles would most emphatically be in the public interest. The application should be granted.

KSTP Gives Training In Radio Technique for Public Service Groups

CONVINCED that most of the broadcast time donated to civic, social and educational organizations is lost from a program standpoint because of inexperience of the groups in program planning, KSTP, St. Paul, this fall is planning to teach these organizations program production through a Conference on Educational Broadcasting, the first ever called in the Northwest.

The conference, under the direction of Thomas Dunning Rishworth, KSTP educational director, will be attended by radio representatives of parent-teacher organizations, safety groups, school officials, social welfare agencies and others. It will go into every phase of program planning, production, and broadcast technique in an effort to show the organizations how their audience can be increased by more carefully prepared programs.

In addition to actual broadcast demonstrations and roundtable discussions, KSTP will bring to the Twin Cities for the meeting several nationally-known educators and broadcasters. The conference is set for Oct. 16, the day following the three-day session of the Minnesota Congress of Parents & Teachers.

College Radio Courses

TWO major New York institutions of higher learning are offering various courses in radio this term. Columbia University, as part of its extension curriculum, on Sept. 25 started a course in radio writing under Erik Barnouw, with classes on Mondays from 7:30 to 9:10 p. m. in Philosophy Hall on the university campus. New York University on Sept. 29 started a course in amateur radio conducted by Lawrence M. Cockaday, editor of *Radio News*, and on Sept. 28 started an evening course in television by Prof. H. H. Sheldon.

WLW School Resumes

THE *National School of the Air* series conducted by WLW, Cincinnati, will start its tenth season Oct. 11, the program to include five one-hour broadcasts a week. The station is cooperating with Federal, State and local educational agencies to offer instruction to children in schools of a number of states. Governors of five states have been invited to participate in the opening program.


Better Radio Stations
Use the Gates SIE 27
Speech Input System
Gates RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY (CABLE ADDRESS GATESRADIO) ILL., U.S.A.

COMMERCE SERIES ON CBS RESUMES



H. R. Daniel

AN EXPANDED series of Department of Commerce weekly programs on American industries will be resumed over CBS on Tuesdays 4:30 to 5 p. m., EST, beginning Oct. 19 and continuing during the fall and winter. Arrangements were made for the series by Secretary of Commerce Roper with CBS officials.

The new series, in addition to stories of the background and accomplishments of American industries, will include short talks by members of the Business Advisory Council of the Department of Commerce. Relationships of industry with government, labor and the public will be covered.

Stories of industries will be given by Harry R. Daniel, assistant to Secretary Roper, who conducted the nationwide broadcast series last year. A new feature will include two or three episodes in dramatized form, prepared in cooperation with the U. S. Office of Education.

The first talk by Mr. Daniel will cover the furniture industry. Other industries whose stories will be told will include glass, motor vehicle, carpets, and rugs, petroleum, dairy products, commodity distribution, chemicals, tobacco, toys, motion pictures, shoe manufacturers, coffee, tea and spices.

Stuart Tablets Test

F. A. STUART Co., Marshall, Mich. (Stuart's Dyspepsia Tablets), started a 10-week test campaign Sept. 27 on the Don Lee network, plus WNAC, Boston and WNAX, Yankton. Programs include a quarter-hour show Monday, Wednesday and Friday mornings, on the *Rise & Shine* program over 11 Don Lee stations; Francis Cronin at the organ, Monday thru Friday, 6:45-7:00 a. m., over WNAC, and a quarter-hour hillbilly type program every morning except Sunday on WNAX. John H. Dunham Co., Chicago, is agency. The sponsor also was to start quarter-hour live hillbilly shows on five stations Oct. 1 with the possibility that other outlets may be added later. Benson & Dall Inc., Chicago, is the agency. Stations are WHAM, WGN, WLW, WIBW and KCKN.

Hoffman Drops Suit

RELEASE of all defendants in the suit filed by Gov. Harold G. Hoffman, of New Jersey, in which Boake Carter, commentator, and others had been sued for $100,000, was announced Sept. 20 following a friendly exchange of letters. The suit was filed in July, 1936, against Carter, Atlantic Broadcasting Co., WCAU, CBS and two Philco companies as a result of comment on the governor's actions during the Lindbergh trial. According to the plaintiff's counsel, Harry Green, of Newark, who announced the settlement, fees and litigation expenses were paid by the Philco companies.



TALENT CONTEST—A view of the KFOX Talent Contest broadcast from Walker's Department Store in Long Beach, Calif., daily at 11:40 a. m. This one took place in the store window and shows Hal Nichols in window, center, conducting.

How Libel and Slander Affect Radio

(*Continued from page 34*)

owner, lessee, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employe thereof, if such owner, lessee, licensee, operator, agent or employe shall prove the exercise of due care to prevent the publication or utterance of such statement in such broadcast.

Sec. 2. This act shall not be applicable to or affect any cause of action existing at the time this act becomes effective."

Indiana enacted a law (S-80) in March, 1937 which requires that at least three days before a suit for radio or television libel or slander is brought, the aggrieved party must serve on the station a written notice specifying the words alleged to be false and defamatory. If upon the trial it appears that the words were broadcast in good faith, that falsity was due to mistake or misapprehension of the facts and that a full and fair retraction was broadcast within ten days after the libel was called to the attention of the station, then the plaintiff shall have only actual damages, but none of these provisions apply as to a candidate for public office unless the retraction was made at least three days before the election. This law is aimed in the right direction but the protection it gives to radio stations still remains inadequate.

Federal Remedies

A number of bills on libel and slander have been introduced in the various state legislatures during 1937 and some of them are sufficiently inclusive to embrace defamation by radio. In California a bill was introduced in the Senate (S-785) providing that no owner or operator of a radio station should be liable for statements of speakers discussing political matters except when the owner or operator declares that the statements are made in behalf of such owner or operator. At this writing, the bill has not received legislative sanction.

That the Congress of the United States may constitutionally regulate the subject of radio defamation has never been decided. The argument that Congress has this authority is bottomed upon the theory that broadcasting is interstate commerce. That has been decided by the Supreme Court of the United States and by a number of Federal courts of inferior jurisdiction. * * *

On the other hand, the argument against the right of Congress to enact a radio defamation law is predicated upon the theory that libel and slander constitute matters of local concern because they affect the reputation of the citizens of the state. According to that theory the police power of the state operates upon these relations and as this power has not been delegated to the federal government, the states are free to act. If the state rule on the subject has any relation to any phase of interstate commerce, it is merely incidental and indirect and the action of the state in laying down rules concerning radio defamation does not burden interstate commerce. A long line of analogous cases support this theory.

Constitutional Aspects

As the Supreme Court of the United States has declared that the broadcaster is engaged in interstate commerce, the fundamental constitutional principles applicable generally to interstate commerce and interstate instrumentalities need be noted. Most of such principles are restated by the Supreme Court in the Minnesota Rate Cases (Simpson v. Shepard, 230 U. S. 352, 33 S. Ct. 729) and constitutes what may be considered as an authorative case note. Briefly those principles are as follows:

1. The power of Congress to regulate interstate commerce is plenary and supreme and adequate to secure the freedom of that commerce from state control and to provide such effective regulation as the national interest demands.

2. The power extends to *every part* of interstate commerce and to every instrumentality by which it is carried on.

3. The reserved power of the states to regulate local commerce is limited to power consistent with and not opposed to the grant to Congress.

4. The states may not directly control interstate commerce. Where local action on local conditions affects interstate commerce, state action controls until Congress sees fit to act. When Congress does act its regulations over-ride conflicting state action.

5. *Until Congress acts* there exists a wide range of permissible action by states. This includes matters having obvious and most direct relation to interstate commerce, such as local improvements, local facilities, *health, safety, morals and welfare* of its people.

6. Congress is the judge of the necessity for Federal action and its paramount authority always enables it to intervene and thus displace local laws by substituting laws of its own.

The decisions of the Supreme Court in the so-called "Labor Cases" fortify the view that Congress may go to great lengths in taking action aimed to protect the stream or flow of commerce. It may deal with transactions which are not of the essence of such flow but which spring from other sources—all to the end of protection and advancement of commerce, the promotion of its growth and the assurance of its safety. This applies to every source of danger which threatens interstate commerce even though the activity may be intrastate in character when separately considered, if a close and substantial relation to interstate commerce exists.

The principles set forth in the Minnesota Rate Cases, along with the liberal interpretation set forth in the "Labor Cases" seem to justify the conclusion that Congress has authority completely to regulate the subject of radio defamation, and should it choose to exercise that authority the power of the states on the same subject will be suspended and superseded. This the Congress may do because broadcasting is interstate commerce and broadcasters are instrumentalities of interstate commerce.

Minnesota Case

In the Minnesota Rate Cases *supra* the court said that interstate carriers, in the absence of a Federal statute providing a different rule, are answerable according to the law of the state for acts of nonfeasance, or misfeasance occurring within the state. The court cited cases involving both state statutes and "rules of law enforced in the state courts" wherein interstate agencies were held amenable to rules of liability imposed by the states, but always this was done because the Congress had not legislated on the subject.

The court said that until Congress passed the act of 1908 the states determined the liability of carriers for injuries received by employes of railroads and this was so because Congress had not acted.

If Congress has authority to enact a bill covering all radio defamation it may either increase or decrease existing rules of liability therefor. It may subject the broadcaster to most drastic liability or altogether relieve the broadcaster of liability. Congress increased the legal responsibilities of carriers respecting death or injury to employees and respecting safety appliances. It decreased liability as to shipments of goods and transmission of telegrams. Having the power to legislate, it is not material whether it elects to augment or lessen rights, duties and liabilities.

So far as the substantive law is concerned these and numerous cases which might be cited are

authority that the states, in the exercise of their sovereign powers, have authority to prescribe their own rules, statutory or court decisions, to govern the extent to which broadcasters shall be both civilly and criminally liable for defamation transmitted by radio broadcast. The rules so prescribed apply to dissemination within the states but this right is suspended the instant Congress lays down a rule on this subject. As radio broadcasting is interstate in its characteristics, the Federal rule must govern by force of these circumstances.

The industry must decide whether or not it will advocate the passage of a federal law on radio defamation. In making its decision it will have to consider two opposing views. One view is that according to the "practice of the trade" broadcasters exercise no censorship as to political speakers, public officers, and speakers outside of the studio and have no means of preventing defamation where the speaker deviates from his submitted manuscript. As to these instances the broadcasting company, under existing rules, is subjected to an inequitable obligation from which it should be relieved. It is not able definitely to appraise the extent of its liability. A communication which reaches several states may be held libelous in one state but harmless in another. The situation is somewhat analogous to that of the railroads prior to the enactment of certain legislation. This was described in the *Croninger* case (supra), by quoting as following from the Supreme Court of Georgia:

"* * The Federal courts, sitting in the various states, were following the local rule, a carrier being held liable in one court when under the same state of facts he would be exempt from liability in another. Hence this branch of interstate commerce was being subjected to such a diversity of legislative and judicial holding that it was practically impossible for a shipper engaged in a business that extended beyond the confines of his own state * * * to know, without considerable investigation and trouble and even then oftentimes with but little certainty, what would be the carrier's actual responsibility. * * The Congressional action has made an end to this diversity. * *" (33 S. Ct. 151)

In addition, the industry must recognize the possibility of adverse state legislation such as the Washington state bill which provides for abatement of studios as nuisances in cases of radio defamation.

On the other hand there is the view that granting all that the Federal legislative advocates say the fact remains that the existing situation is not critical and through indemnity agreements and the proper handling of cases only a remote chance exists for being penalized. Should legislation be proposed, the industry would take the risk of having some unsatisfactory rules imposed upon it. Again, while the rule of liability may be settled in Nebraska, Missouri and Washington, no decisions have been rendered in such pivotal states as New York, Massachusetts, Pennsylvania, Ohio, Illinois, Michigan and California. Those taking this view may say that until there is greater wealth of court decisions on this subject legislation should not be attempted.

If a Congressional Act is to be drafted it should be so drawn as to make certain that it covers the whole field, and that it leaves no room for the operation of state statutes or rules of courts. This is necessary in order that one rule of liability shall govern. Unless the Federal bill clearly and definitely discloses an intention to supersede state laws the courts will infer that it does not. (Mintz v. Baldwin, 289 U. S. 346, 53 S. Ct. 611.) In that case a federal law regarding cattle shipments from quarantine districts was held not to supersede a state law requiring a certificate that imported cattle were free from certain disease.

Such a statute may fix liability on the theory of negligence. The theory of making broadcasters liable for negligence is akin to the liability rule applied to telegraph companies (*Western Union Telegraph Company* v. *Cashman*, 149 Fed. (C.C.A.) 367), except that the broadcaster is not a common carrier. The statute might altogether exempt the broadcaster from liability for damages and permit the Commission to revoke the station license or deny applications for renewals where the circumstances indicate that the station indulges in the practice of being negligent in preventing radio defamation.

Program Recording

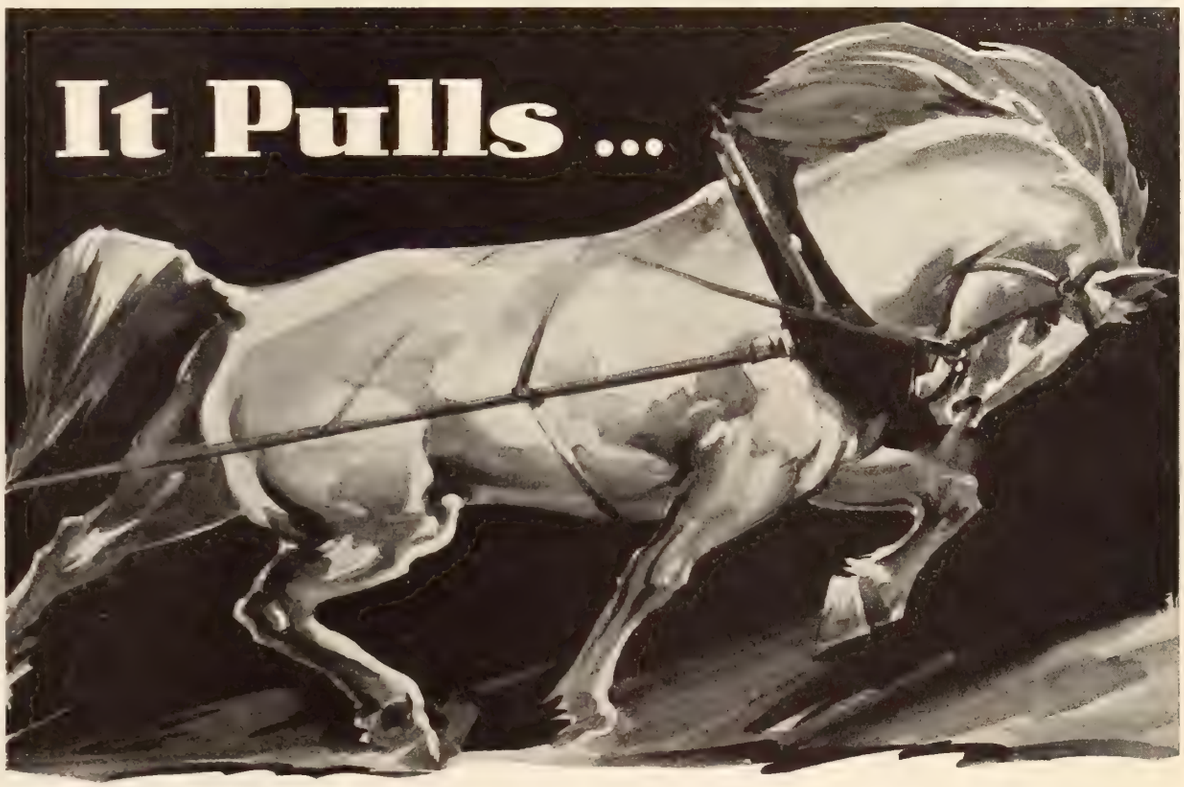
Manuscripts of speeches and discussions are sometimes filed either before or after their broadcast. Many speeches and discussions, political and economic, are not reduced to writing by the speakers. Even if reduced to writing the broadcast may contain so many deviations that the written manuscript loses much of its value.

In order that the broadcaster may be in a position adequately to protect itself, its policy might be to record all programs in which, because of the calibre of the speaker or the nature of the subject of the broadcast, it is anticipated defamation may occur.

Indemnifying agreements are sometimes taken with respect to particular broadcasts but the policy of some companies has been not to require such agreements generally except for political programs. These agreements are taken to safeguard the broadcaster's interests and not to license the speaker to defame others. Under such agreements the broadcaster's right is to recoup damages.

An indemnity agreement may, of course, be required from all speakers of their principals. The value of such agreements is subject to certain limitations depending upon the responsibility of those executing them but as a restraining and sobering influence they are worth while. They tend to bring home to the speaker the seriousness of any indulgence in defamation and it would seem advisable to require all users of radio facilities to give an indemnity agreement as a matter of course.

The law discussed in this memorandum and the conclusions reached are based upon existing situations. The broadcasting art is in a state of flux and the law pertinent to it is in the same situation. Radio defamation has received but little consideration in the courts and such decisions as have been rendered are by no means determinative of the subject.



MORE big Detroit-sponsored programs by WXYZ than by any other Michigan station! That's the best proof you can have that WXYZ PULLS.

These major Detroit advertisers know their radio stations. Follow their lead to WXYZ and SELL.

Several good, established programs are waiting for you right now. Write!

King-Trendle Broadcasting Corp.
300 Madison Theatre Building • • Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building
New York

Western Office:
Russ Building
San Francisco

W X Y Z — DETROIT

(BASIC STATION NBC BLUE NETWORK—KEY STATION MICHIGAN RADIO NETWORK)



15,000 for Wheaties

FIFTEEN thousand children, age 10 to 16, most of them bringing their lunches, jammed Sportsman's Park, St. Louis, on Saturday, Sept. 8, filling the park three hours before the Cardinals were to meet Boston. They came as guests of KWK and General Mills at a *KWK-Wheaties* party, which principals of the local schools announced to their classes beforehand and which a big advertising spread in a local newspaper also publicized, along with a week of announcements newscast by John O'Hara, handling the Wheaties programs. Besides seeing the baseball game, they participated in stunts which led to 360 prize awards ranging from bicycles to tennis rackets.

Football Sponsors

(*Continued from page 14*)

never giving a commercial announcement or any reference to its product during actual playing on the field. Commercials will only be heard at the beginning, at the quarter and half time, at the end and very briefly when there is time out.

Mr. Deal exploited the radio rally and the opening of the football season in the West with quarter-page advertisements in 150 newspapers. He has ordered 750,000 printed schedules for the football season, which will be handed to motorists at filling stations. In addition to this thousands of posters calling attention to the broadcasts have been ordered for display at all Associated dealers.

A weekly mailer to the dealers shows the commercial to be read by the announcer during the coming week's broadcast. This will give the dealer an opportunity of tying in with the air commercial if he so desires.

It is suggested to the dealers, likewise that they call attention to the Associated football broadcast for the coming week-end by advertising in the local paper. Associated Oil furnishes the ad copy, cuts and art work that might be necessary, free of charge.

Among the new tie-in features in connection with the football sponsorship this year is "Professor Pigskin." Questions written to the oil company by football fans will be read over the air by the various commentators between halves. At the same time the commentator, acting in the role of "Professor Pigskin" will announce that the answers to the queries will be found in printed form on the windows of all Associated dealers on Monday morning following the Saturday or Sunday broadcast.

Other Grid Sponsorship

The local Sears-Roebuck store of Tulsa, Okla., will broadcast the complete schedule of Tulsa U on KTUL with Edward Gallaher as sportcaster. The first of the series of 10 games was aired Sept. 25 when Tulsa U played Oklahoma U.

Dodge Motor dealers of Minneapolis and St. Paul will sponsor the complete Minnesota U schedule (eight games) on KSTP with Halsey Hall, sports commentator, at the microphone. Commercials have been banned during the actual broadcasts from the field and will be limited to a 15-minute preview and a 15-minute review of highlights at the conclusion of play. The sponsors will also air a pregame football party each Friday night titled *Football Highlights*, feautring guest stars and interviews with old timers.

WROL, Knoxville, Tenn., announces that it has paid $2,000 for exclusive rights to all games played by Tennessee U during the season and that the complete schedule is available for sponsorship.

Oldsmobile will sponsor the nine Michigan State games on WXYZ, Detroit, and the Michigan Radio Network, with Carl Gensel and Harry Wismer as commentators. Gensel will also give a Friday night forecast, predicting the outcome of more than 100 games to be played each Saturday throughout the country. Auto Owners Insurance Co., Detroit, is sponsoring a Wednesday evening series on WXYZ featuring Charlie Bachman, coach of Michigan State, who will give a resume of the previous week's games, explain wins and losses and analyze playing tactics of approaching games.

Milwaukee Programs

Sponsored by a local dairy, Harry Stuhldreher, quarter-back of Rockne's original "Four Horsemen", will give three 15-minute talks each week on WTMJ, Milwaukee. On Mondays he will conduct a post mortem on games played the preceding week-end; on Wednesdays he will discuss generally the players of various teams; on Fridays he will forecast games to be played the next day. The broadcasts will originate in Madison, Wis., and when Wisconsin U plays out of town games, Stuhldreher will broadcast from the cities visited. Russ Winnie, WTMJ sports commentator, will assist Mr. Stuhldreher.

Chrysler Motor Co., Detroit, is sponsoring a series of talks on football by Eddie Batchelor, local sports writer, on WJR, that city, Mondays, 6:15 p. m. Lee Anderson Adv. Co., Detroit, is the agency.

The complete schedule of the Ball State Teachers College football games has been sold to the local Singers Bakery and the games will be heard on WLBC, Muncie, Ind.

Socony Adds Three

SOCONY-VACUUM Oil Co. Inc., New York, has added three stations to the previously announced [BROADCASTING, Sept. 15] trio on which this sponsor will broadcast all home games of the Yale football schedule to advertise Mobiloil and Mobilgas. Placed through J. Stirling Getchell Inc., New York, broadcasts will be made each Saturday from Oct. 2 to Nov. 13 on WMCA, New York; WFAS, White Plains; WKBW, Buffalo; WTHT, Hartford; WABY, Albany; WCAX, Burlington, Vt.

CHET CRANK Inc., Los Angeles agency, is handling a $20,000 advertising campaign, which will include radio, for the 25th anniversary celebration by Los Angeles Motor Car Dealers, who from Oct. 30 to Nov. 7 will hold their Silver Jubilee Automobile Show.

PRYOR-MIDGLEY VINDICATED

And Tactfully Ask for Smokes Made by a BBDO Client After Winning WATL Challenge

THE SMOKES are on WATL, Atlanta, but not because of any stork visitation. In our Aug. 15 issue BROADCASTING *published a letter from Maurice C. Coleman, manager of WATL, challenging the radio heads of Batton, Barton, Durstine & Osborn Inc. to produce certain station promotion material sent the agency. Part Two of this series follows:*

EDITOR BROADCASTING:

Is my face red or is it red? Midgley wrote me today, sending all the information detailed even to the color of the stamps, and was I surprised, but I very humbly admitted defeat as you can see by the enclosed carbon copy of letter to him mailed at the same time as this one, and here is the answer:

* * *

"Now that fall is here and vacations are over, we have time to turn around and indulge in some of the more pleasant angles of this broadcasting business.

"Arthur Pryor and I have derived a great deal of enjoyment from your open letter in the Aug. 15 issue of BROADCASTING. Upon returning from my vacation on Aug. 2, there was a large pile of station promotional data on my desk. This was not filed until I had looked it over.

"When your letter appeared along about the middle of the month, I called for the WATL folder and in it found a wad of material clipped together. The first page bore two rubber stamped 'WATL'S', and contained a summary of the stores, sales personnel and payroll in the city of Atlanta. The second page was your good letter of July 18. The next two pages contained a resume of the *Slants on Life with Ralph* program. The next nine pages were a sample script. The next three pages contained factual market data and were followed by the inevitable rate card.

"If this qualifies us for the box of cigars, please make it a carton of Kools or Raleighs instead. We save the coupons.

"Seriously, tho, we are very glad to have this information regarding your program, and you may be sure it will receive every consideration if a campaign is planned in the Atlanta market. As a matter of fact, we have not placed any business in Atlanta for the past several months.

C. E. MIDGELEY JR.
Radio Dept., BBDO, New York"

* * *

And there you have it my friend. After all it does prove one thing. If you want the radio industry to know anything, just publish it in BROADCASTING. I'll let you arrive at your own conclusions—Regards,

MAURICE C. COLEMAN
Manager WATL, Atlanta.

Sept. 23

* * *

And here's Mr. Coleman's reply to Mr. Midgeley:

"I guess everything comes to he who waits, and incidentally I am gratified to learn that my theory has been 'shot to pieces', in fact I intend to shout it from the housetops, that BBDO *does* keep all station data and information sent them.

"Being so elated over this fact your request for a carton of Kools or Raleighs will not only be considered, but you shall receive under separate cover a carton of each, and all the coupons that can be rounded up (maybe if you save enough of 'em we'll trade you the radio station for them) as an extra inducement for your consideration of 'small station' publicity.

"As Taishoff stated in BROADCASTING, criticism given and taken in the proper spirit only adds zest to the industry, as radio stations have been the target in many issues, and I am very happy to learn that Mr. Pryor as well as yourself have accepted my 'criticism' in the spirit in which it was written.

"And now, that all is forgiven, and I have very humbly admitted defeat, 'how about some business from BBDO.'

"Thanking you for your interest in this station, and with kindest personal regards, I am,

Yours very truly,
MAURICE C. COLEMAN."

Keystone to Place

KEYSTONE STEEL & WIRE Co., Peoria, which has placed its business with the Russel M. Seeds Co. Inc., Chicago, will start half-hour Saturday night *Barn Dance* show on the WLW Line starting Oct. 9. Complete station lineup is still to be decided.



Seven times a day CKLW dialers hear the latest news brought to them by our three ace commentators, Val Clare, with his "newsy" style, Joe Gentile, whose smooth, mellow voice always adds interest, and Steve Douglas, hard-hitting, rapid-fire commentator. These boys put personality in the news—build prestige and add background for your sales message. (One news broadcast is still available for sponsorship.)

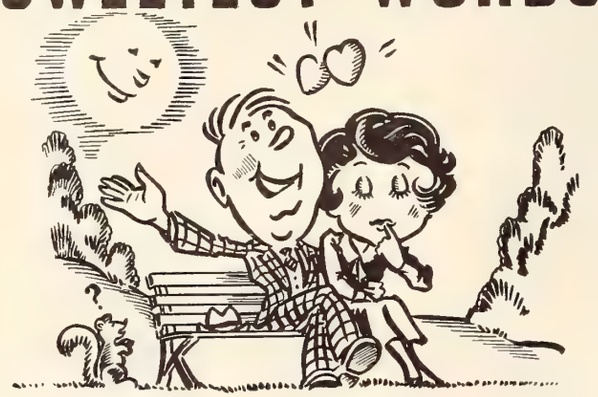
We want an opportunity to tell you more about the success other prominent advertisers are having on CKLW. 38 advertisers have increased their advertising over CKLW this year, and 23 are using CKLW for the first time.

Covering the **CKLW** *fourth market*

5000 WATTS

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

The THREE SWEETEST WORDS



To A SALES EXECUTIVE, trying to pick this spot or that for resultful sales effort, we submit that just about the sweetest words in any language are:

MORE SPENDABLE MONEY

It is Salt Lake City speaking. Bank deposits here are at an all-time peak of approximately $92,000,000.00 — some three million dollars above the pre-depression high.

To reach the owners of that spendable money, alert national advertisers are using the station which consistently carries more local advertising and serves more local advertisers. There must be a reason!

KDYL

SALT LAKE CITY

An N.B.C. Station

Representatives:

JOHN BLAIR & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO



MASS PICKUPS — It took nine microphones at as many strategic points, four technicians and more than 4,500 feet of open field wire pole line to cover the Sept. 19 Pontifical Mass at Carrollton, Md., conducted by the Baltimore Catholic hierarchy to honor John Carroll, one of the signers of the Declaration of Independence. WBAL's Announcer John Fritsch is here shown at one of the points with Engineer John Mutch at the controls. The massing of thousands of clergymen and laymen over a huge field furnished one of the feature broadcasts of WBAL's history, with part of the two hours on the air relayed to the Mutual Network.

SustainingProgramTime Fed by CBC Is Doubled

STARTING Oct. 3 the Canadian Broadcasting Corp. will feed its 23 basic stations with sustaining programs from 12 noon to midnight, doubling the six hours of sustaining programs which have gone to the stations during the evening hours. The ultimate goal is to feed 16 hours to the stations throughout the Dominion which want CBC programs. The other four hours will be added gradually, probably next year. The schedule from Oct. 3 onward calls for 11 hours of broadcasting from noon to 11 p. m. to the Atlantic Coast provinces, 12 hours each to Ontario and Quebec, 13 hours to the prairie provinces from noon to 1 a. m. and 14 hours to British Columbia, from noon to 2 a. m. The programs are mostly quarter-hours during the daytime, with some half-hour schedules.

In charge of daytime production in the Toronto region, where many of the programs for the national network originate, are Ernest Morgan and George Temple, both veteran announcers and program directors. Evening programs will be handled at the Toronto headquarters by Rupert Lucas, John Kannawin, John Adaskin and George Young.

To assist in handling the six hours of additional broadcasting from the Toronto regional office of the CBC, four announcers have been transferred to the CBC Toronto office. T. O. Wiklund comes from CKOC, Hamilton, where he has been for six years; G. Earle Whittaker from CFCH, North Bay; Raymond Mackness, from the CBC studios in Vancouver; Wm. O'Reilly from CRCO, Ottawa. Norman Lucas is being transferred from the sustaining program production department in Toronto, to the CBC commercial department, where he will be chief operator.

JOHN B. KENNEDY, NBC news commentator, will be heard in a new feature of the General Motors concerts, to be called *Parade of Scientific Progress.*

CRC Lists Calls For Big Stations

Two 50,000 Watt Stations To Take Air Within Few Weeks

By JAMES MONTAGNES

CHANGING the policy of assigning three-letter calls only to Canadian Broadcasting Corp.'s 50,000-watt stations, five of the low-powered CBC stations have been assigned such call letters. While the new 50,000-watt transmitter in Montreal will go on the air as CBF and be used mainly for French programs, the other CBC station, CRCM, changes to CBM. In Toronto CBL is the call of the new 50,000-watt station, while CRCT becomes CBT, and CRCY will be CBC. In Ottawa CRCO becomes CBO, in Windsor CRCW changes to CBW, and in Vancouver CRCV is to be called CBR. These three change over on Oct. 1. The Quebec CBC-owned station, CRCK, remains unchanged.

The two 50,000-watt stations which were to be ready for Oct. 1 have not yet been inaugurated and the buildings are not quite complete. Latest official information is that the stations will be ready to go on the air Nov. 1. Two more such stations are to be built next year in the Atlantic Coast provinces and on the western prairies.

Commercial programs booked for CBL, Toronto, average for each week 1¾ hours in the morning, 1½ hours in the afternoon, and 2¾ hours in the evenings, with Monday night booked solidly. The accounts are split nearly evenly between American and Canadian advertisers.

New CBC regulations [BROADCASTING, Sept. 15] which go into effect on Nov. 1 are not meeting with any opposition from independently-owned stations. Most station managers state that the regulations have been partly in force for some time, and that the advertising content of 5% in an hour had not been rigidly enforced. Said Henry Gooderham, owner of CKCL, Toronto: "There is nothing to worry about in the new regulations. They will not change our policy, except that we may now use a little more time for advertising." The hourly content has been increased to six minutes, with option to put several hours allowance in any one hour.

New Departure Spots

NEW DEPARTURE MFG. Co., Bristol, Conn. (coaster brake), started Sept. 27 a campaign of station break announcements, to be broadcast three times a week for 13 weeks. The fifteen stations carrying the announcements Mondays, Wednesdays and Fridays are: KSTP, KFWB, KSL, WFIL, KOMO, KPRC, WOAI, WFAA, WTIC, WGAR, WSB, KSD, KGA, KALE, KMBC. The agency is Lord & Thomas, New York.

CRCY, Toronto, 100-watt outlet operated by the Canadian Broadcasting Corp., is changing frequency from 1,420 to 960 kc. on Oct. 15, on the grounds that it is now in a congested area with 48 stations jammed near that frequency, while there are only three stations on 960. The station carries only CBC sustaining programs, the other CBC-Toronto station, CRCT, also carrying commercial programs.

GOP Chairman Lauds American Radio; Partisan Debate in Congress Foreseen

THE likelihood that radio and its regulation may be taken up as a partisan political issue was foreshadowed Sept. 28 in a speech delivered during the *National Radio Forum* conducted by the *Washington Star* on NBC-Blue by Chairman John Hamilton of the Republican National Committee, who praised American radio as an example of competitive private enterprise that makes it "a triumph of free speech" but who also took occasion to point out that Republicans are taking a leading part in airing its "evils".

"Some evils have appeared in the work of the FCC," said Mr. Hamilton. "Our Republican Senator Wallace White of Maine and our Republican Representative Richard Wigglesworth of Massachusetts introduced resolutions into the last session of Congress for investigating these evils. They wanted to put the light of day on all bad practices whether by private operators of radio stations or by public members of the FCC. Such an inquiry, they believed, and they contended, would lead to newer and better regulations and improvements in the already excellent radio broadcasting system."

Mr. Hamilton then pointed that administration forces, despite a favorable report on the White Resolution from the Senate Interstate Commerce Committee, stopped the proposed inquiries both in the Senate and the House.

With respect to radio itself, Mr. Hamilton lauded the *Washington Star Forum* for presenting "a vast variety of talkers and debaters of all shades of opinion, Republican, Democratic, Progressive, Farmer-Laborite, Left Wing, Right Wing and Middle-of-the-Road." The discussions, he added, have "proceeded at a high level of temperateness and mutual consideration." This he pointed to as an example of American free speech, and he praised radio's part as follows:

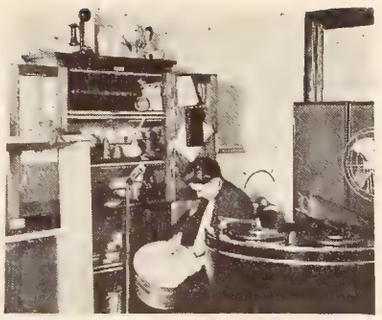
Freedom of Radio

"The amazing thing in American radio is not, however, merely its facilities and its technical engineering triumphs which take the speaker's voice across such vast expanses of territory to so many millions of homes. Such triumphs are in a degree known also in many other countries. The truly amazing thing about American radio is its triumphs of free speech, of free thought, of free access by listeners to all the new things as well as to all the old things in the mental life and in the economic life and in the political life of the nation. There is more free speech, and more kinds of free speech, in American radio than in the radio of any other country in the world. America leads the world—and leads it by a wide margin—in freedom of speech on that new magical medium.

"But now let me ask you all a question. It is a question that will shed light on many other questions of our day. Why is it that the United States leads the world in free speech on the air? Is it because the managers of America radio just simply happen to have some sort of peculiar passion for free speech? Is it because they are personally morally superior to the managers of radio in other countries? Well, I admire them very much but I don't want to flatter them. They are human beings; and human nature if of very much the same stuff all around the globe. Our American radio managers have their fair share of human weakness as well as their fair share of human virtue. I would not be able to agree that it is simply their virtue, high as it may be, that has given us American radio free speech.

"No. The difference between ours and foreign countries in this matter is not mainly a difference of personalities. It is mainly a difference of institutions. The radio programs of almost all foreign countries are governmentally selected, governmentally produced, governmentally controlled. This means also that they are monopolistically selected, monopolistically produced, monopolistically controlled. There can be no free speech in such circumstances.

"Contrariwise, here in the United States, our radio programs are privately competitively selected, privately competitively produced, and —I was going to say — privately competitively controlled. But that would be a poor and wrong way of saying it. When there is full free competition, there is no really successful control by anybody. If one radio station, through prejudice, does not want to put on Norman Thomas, the Socialist leader, there is some other radio station which, through competition, will proceed to put him on. That is the basic reason, ladies and gentlemen, why you have radio free speech in the United States. The basic reason is competition between stations, competition between chains of stations, competition between producers for programs that will provide new interest for the listeners."



STUMPERS—Listeners of WKZO, Kalamazoo, Mich., submit freak requests for noises on the station's *Stump the Sound Effects Man* program. Esconced in this corner, Leonard Wood uses three turntables with four pickups, as well as miscellaneous gadgets, to simulate the requested sounds. He has produced some 200 different noises, and has 350 more requests in files.

33 Carry Oneida

ONEIDA LTD., (Tudor Plate Silver), Oneida, N. Y. starts Oct. 1 a 15-minute transcribed program of talks and music, titled *Peggy Tudor*. Discs were made by WBS. Stations being used, which number 33, are:

WGN, WOR, KGO, KNX, KWK, WBZ-WBZA, WCCO, WJR, WLW, KOIN, WCAU, KDKA, WHK, KMBC, WFAA, KOL, KSL, KOA, WOW, WGR, WFBR, WGST, WOAI, WJAX, WWL, HKQ, WKY, WSM, WGY, WHO, KFH, WJSV, KPRC. The agency is BBDO, New York.

Kansans have MONEY TO SPEND!



CHECKS FROM THE SALE of bumper crops are pouring into Kansas. 839,770 homes in the WIBW area are in the market for cars, radios, machinery, paint, fencing . . . the list is endless. WIBW is the most powerful, ***personalized*** selling force in this booming market.

LET US PROVE IT! Write for your free copy of **"Kansas Radio Facts,"** the most thorough, intensive, and ***impartial survey*** ever made of a complete state. Unbiased FACTS based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

WIBW—"The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

DRIVE IT HOME WITH -



WNAX- will drive your sales message into the homes of over 2,000,000 listeners in South Dakota, North Dakota, Iowa, Minnesota and Nebraska.

WNAX- with its clear signal of 570 kc. 5000 watts (L.S.) 1000 watts night has gained the confidence of its listeners and they depend upon WNAX for their merchandise.

WNAX- is the largest mail pulling station in this northwest. Drive your sales record to a new high with WNAX.

Representatives

HOWARD H. WILSON CO.

KANSAS CITY • CHICAGO • NEW YORK

Purely Radio

ONE arm of radio is helping the other these days in Oklahoma. Through arrangements worked out by WKY, Oklahoma City, members of the Oklahoma State Radio Service Men's Association and of the Professional Radio Technician's Association of Oklahoma will be able to attend their regular Tuesday evening meetings by radio remote control. W5XAU, ultra high frequency adjunct of WKY, operating on 31.6 megacycles, will air each weekly program of the associated organizations at 8:30 p. m.

IRE Ballots for Pratt And Turner as President

BALLOTING by mail began in latter September to elect 1938 officers of the Institute of Radio Engineers, with two nominees for president — Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. and Hubert M. Turner, associate professor of electrical engineering at Yale University. Both have been very active in IRE committee work in recent years.

Nominations for the honorary vice-presidency, which annually goes to a foreign radio notable, are Raymond Braillard, head of the Control Center of the International Broadcasting Union at Brussels, and Ernest T. Fisk, chairman and managing director of Amalgamated Wireless Ltd., Sydney Australia.

Six nominations for 1938-40 directors are listed, of whom three are to be elected, namely: Adolph B. Chamberlain, CBS chief engineer; Frederick W. Cunningham, assistant broadcast development engineer, Bell Laboratories; Oscar B. Hanson, NBC chief engineer; Lawrence C. F. Horle, New York consulting engineer; Albert F. Murray, engineer in charge of television, Philco Radio & Television Corp.; Cyril M. Jansky Jr., senior partner, Jansky & Bailey, Washington consulting engineers. Ballots will be counted after Oct. 26.

Minnesota U. Courses

FOR THE third consecutive year, the University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis, and at the extension center in St. Paul. Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken a definite place in the University of Minnesota curriculum with increased enrollment every year. Mr. Weaver again will conduct the course. Classes will be offered for beginning script writers and advanced workers, the latter class usually embracing workers already holding radio script jobs. Programs, both sustaining and commercial by those who have taken the course, are appearing regularly on Twin Cities and northwestern stations.

Gen. Mauborgne Named To Take Over Army Post As Chief Signal Officer

ONE of the Army's outstanding authorities on radio, Col. Joseph O. Mauborgne, on Oct. 1 takes over the duties of Chief Signal Officer under an appointment by President Roosevelt. He will assume the rank of major general. Until recently director of the Army's radio aircraft laboratory at Dayton, Maj. Gen. Mauborgne succeeds Maj. Gen. James B. Allison, who retired Sept. 30 as chief of the Army Signal Corps.



Gen. Mauborgne

Maj. Gen. Mauborgne has served in the Army since he was graduated from St. Francis Xavier College in New York in 1901. Formerly an infantry officer, he was chief of engineering and research of the Signal Corps in Washington from 1917 to 1921, during which he accompanied the Chief Signal Officer to Europe and later served in Paris in connection with the Inter-Allied Radio Conference.

He has served as chief of many strategic Signal Corps posts, including the Sixth Corps Area, Chicago, the Panama Canal Department, and the Presidio, San Francisco. From 1930 to 1931 he was on duty in Washington as radio expert in patent cases before the War Claims Arbiter.

NAB Engineering Body Names Loyet Chairman

PAUL LOYET, chief engineer of WHO, Des Moines, was named chairman of the NAB Engineering Committee for 1937-38 on Sept. 28 by John Elmer, WCBM, Baltimore, NAB president. He succeeds J. H. DeWitt Jr., WSM, Nashville, chairman for the last two years who, however, remains a member of the committee.



Mr. Loyet

Other members are L. A. Benson, WIL, St. Louis; L. S. Bookwalter, KOIN, Portland, Ore.; E. K. Cohan, CBS; Gerald W. Cooke, WBAL, Baltimore; John E. Fetzer, WKZO, Kalamazoo; E. L. Gove, WHK, Cleveland; C. W. Horn, NBC; Porter Houston, WCBM, Baltimore; Carl Meyers, WGN, Chicago, and John M. Sherman, WTCN, Minneapolis.

ROBERT S. TAPLINGER announces that the management of his Hollywood office has been taken over by Jerry Farrar, sharing executive responsibility with Pauline Swanson, who is in charge of national magazine and syndicate contacts. Mr. Farrar was formerly a public relations executive, vice-president of *Box Office Digest* and advertising manager of *Daily Variety*. Other new members of the Taplinger Hollywood office are Paul Price, formerly of M-G-M's publicity department, as copy chief, and Tommy White, in charge of fashions and women's features. Herschell McGraw has been appointed staff cameraman. Sally Wohl is now office manager.

in the CONTROL ROOM

A. H. SAXTON, NBC's western division chief engineer, will supervise directly both the San Francisco and Hollywood technical staffs in the future. He will divide his time between the network's offices in San Francisco and Hollywood. Saxton will oversee the installation of technical equipment in the new Hollywood studios, to be erected shortly and also direct improvements contemplated in the KGO and KPO studios and transmitters at San Francisco. Curtis Peck, former announcer at KPO and for the past several years in charge of the station's transmitter at Belmont, has been promoted to engineer in charge of the NBC studios in San Francisco. Donald De Wolf continues in a similar position in Hollywood.

C. A. PEREGRINE, studio control supervisor of KOA, Denver, since 1927, has been promoted to chief engineer of that station succeeding Robert H. Owen, who last month was made manager. Mr. Owen succeeded A. E. Nelson, who was made general manager of KDKA, Pittsburgh. Additions to the KOA engineering department include Ruben Isberg, studio engineer, formerly with KFKA, Greeley, Colo., and Garland Dutton, transmitter engineer, formerly of WHO, Des Moines, and WMT, Waterloo.

FARRELL BUCKLEY, operator at KYA, San Francisco, resigned in September to go to Seattle.

EDDIE MILLER, NBC New York studio technician, has been transferred to the network's Hollywood technical staff.

ALFRED SPAN has been placed in charge of the CBS Hollywood sound effects department, having been transferred from the network's New York studios.

WILLARD J. PURCELL, chief engineer of WGY, Schenectady, recently won the championship of the Western Massachusetts Small Bore Rifle Tournament at Pittsfield, Mass., scoring 397 out of a possible 400. In the actual shooting he was tied with another Schenectady man, A. O. Dodge, of the radio department of the General Electric Co., but Purcell had a better score at the 100-yard distance and was awarded the championship.

FRANK MARTIN, formerly of WEEU, Reading, Pa., has joined the staff of WCAU, Philadelphia, as production engineer.

OWEN FORD, Transradio press operator of KDYL, Salt Lake City, has been promoted to control operator and Al Gunderson has been moved to the transmitter staff.

JAMES BOOTH, of Davenport, Ia., has joined the engineering staff of WHBF, Rock Island, Ill.

MIRVEN GREELEY, operator of WEBC, Duluth, was married Sept. 11.

WILLIARD MILLER, studio operator of WOWO and WGL, Ft. Wayne, Ind., is the father of a boy born Sept. 17.

GERALD H. PEASE, studio engineer for NBC in Chicago, has been transferred to New York.

WILLIAM EDDY, formerly with the Farnsworth Television Co., Philadelphia, has joined the NBC engineering department as television engineer in New York. He is a Naval Academy graduate and retired in 1934 as a lieutenant senior grade.

ROBERT PAULSON, KEHE, Los Angeles, technician, has taken a nine-month leave of absence to return to the University of Washington.

CHARLES L. TOWNSEND, NBC-Chicago studio-field engineer, will be transferred to the NBC-New York television department Oct. 1. Wilson T. Knight also of the Chicago staff, has been appointed Townsend's successor, with George Maki taking over Knight's post.

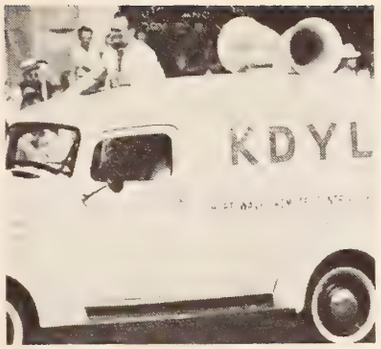
RANDOLPH HALLETT, formerly of WQAM and WIOD, Miami, has joined WGPC, Albany, Ga., as operator and engineer.

LEON LLOYD, formerly of WGPC, Albany, Ga., has joined the technical staff of KLRA, Little Rock.

WALTER SWENSON, George Shoemaker, William Elliott and Color Southern have joined the control staff of WNEW, New York.

CHARLES CORLISS, NBC-Chicago engineer, recently became the father of a baby boy and Frank Schnepper, also of NBC, is the father of a baby girl.

W. E. PLUMMER consulting radio engineer associated with Glenn D. Gillett, Washington consulting firm, sailed for the West Coast via the Panama Canal on Sept. 17 for Los Angeles, where he will arrive Oct. 2. He will engage in field strength survey work for various Gillett clients along the Coast and will remain for several months.



THREE IN ONE—This new short-wave truck of KDYL, Salt Lake City, has three transmitters and a p. a. system. Announcer Myron Fox is shown in action from the observation cockpit.

JOHN KENNEDY, formerly of KRKD, Los Angeles, has joined the KFWB, Hollywood, technical staff.

SAM HAGGARTY, second engineer at CJRM, Regina-Moose Jaw, Sask., has been appointed chief engineer of CJGX, Yorkton, Sask. He has been replaced at CJRM by Bill McDonald.

ED UPDEGRAFF, formerly chief engineer at KFJB, Marshalltown, Ia., and WOC, Davenport, has been added to the engineering staff of WMT, Cedar Rapids, by Charles D. Quentin, technical supervisor.

MICHAEL GOODOVER has joined the staff of KGNF, North Platte, Neb., as control engineer. He was formerly with KXBY, Kansas City.

Voices Recreated

QUIN RYAN, manager of WGN, Chicago, now announcing a news broadcast at 11:30 a. m., is presenting the voices of famous people, long dead, on his program. Most of the recordings were made before the advent of broadcasting. Voices heard on the program include Presidents Theodore Roosevelt, Woodrow Wilson, William Howard Taft, Warren G. Harding, and Calvin Coolidge. Other voices include those of William Jennings Bryan, Ellen Terry, the actress, and E. H. Sothern, actor. Bathasweet Corp., New York, sponsors Quin Ryan's news broadcasts. H. M. Kiesewetter Inc., New York, is the agency.

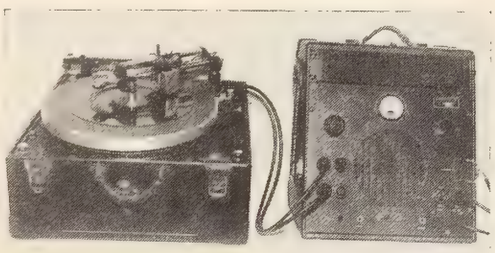
NEWS! Catch it when it happens Broadcast it when convenient



American Legionnaires, bound for their annual convention in New York, left Miami on a 9:30 A.M. train. WQAM, with time sold out until 11:00 A.M., sent their short wave truck to the railroad station with a Presto Recorder, transcribed the scene of departure and broadcast it two hours later.



Leslie Harris, WQAM announcer, interviews departing legionnaires, as Ralph Nulsen, engineer, operates Presto recorder, hastily set up on station platform.



When news breaks, you're on the scene at a moment's notice with the Presto Recorder.

PRESTO Recording Corporation • 147 W. 19th St., N.Y.C.

Purely PROGRAMS

Sets for Sale

TO PROMOTE the sale of radio sets for Hale Bros. Appliance Store in San Jose, Calif., KQW is combining two appeals to the audience in a 13-week campaign. Two 15-minute studio programs built from transcriptions, feature the *Star of Today*. A short biography of the star of today is woven into the script, the main part of which is devoted to selling the Saturday morning program of amateurs, juveniles under 20 years of age, called *Stars of Tomorrow*. The Saturday morning live talent half-hour program is remoted from the store. Weekly winners are given a six weeks' course of professional training by Fanchon-Marco School of the Theater. The programs also attempt to stimulate the trade-in of old sets by offering to repair the best of the lot each week and donate it to a needy individual, selected by the local American Legion post.

* * *

Peekers and Victuals

GOOD FOOD is the theme of a new series on WCFL, Chicago, called *Peekers in the Pantry* and featuring Phil Libby, local food consultant, who is said to give housewives directions for preparing dishes that "please the most particular appetite without straining the most frugal purse." Along with the talks, Ed Burke presents news for women.

May I Cut In?

THE *WBBM Bandwagon* was inaugurated on WBBM, Chicago, Sept. 19 after several weeks of exhaustive short wave testing of the station's mobile unit, W-10-XAL. At least a dozen listeners "break in" on a program, gossip with the talent miles away from the studio, ask for their favorite selection, and show their own entertaining ability.

Each Tuesday and Thursday Paul Luther, announcer, and Ellery Plotts, field engineer, visit a different point in Chicago with the WBBM mobile transmitter, and establish short wave communication with Milton Charles at the console of the organ in the Wrigley building. Radio fans surrounding the "station on wheels" hear Charles' organ selections over a loudspeaker, break in, request their own favorite numbers, and carry on an informal conversation with the artist.

* * *

Jobs Unwanted

HUMAN interest series on WMCA, New York, features people whose jobs are so unusual that no one wants them. Entitled *The Only Ones*, the broadcasts will include the only person who has gone over Niagara Falls twice in a barrel and the only man who drew pay from both the U. S. Navy and Marine Corps.

Police and Fire Coverage

WSBT-WFAM, South Bend, Ind., have arranged with local police and fire departments for coverage of all fires and accidents. A receiver is kept tuned to the local police radio station. In case of accidents, a check is made by telephone with headquarters to secure details which are then put on the air with follow-up stories as soon as complete details are available. The fire department cooperates by phoning reports on fire runs and later, providing reports on amount of damage, cause of blaze, etc. The news room of *South Bend Tribune*, owners of the twin stations, also furnishes news bulletins, in addition to material for daily "Indiana & Michigan News" feature. WSBT-WFAM also uses UP service.

* * *

Rapid-Fire Riddles

A CONTEST in which listeners compete while the program is in progress and learn names of winners instantly, is the feature of *Red Boy Riddles* on KFEL, Denver. Wesley Battersea, well known to Denver radio listeners, handles the program. He asks a riddle, and gives the number of the telephone beside him. Answers come in immediately. The radio audience hears the phone ring and listens while Battersea takes the answers, names and addresses of winners, and dispatches prizes. Without waste of time, another riddle is asked. The program is sponsored by Red Boy Cereal Co., of Colorado, and was placed through Raymond Keane Agency, Denver.

* * *

Words—But Not Spelling

PROGRAM titled *You Don't Say*, a cross between a *Prof. Quiz* and *Spelling Bee*, has been started by WMCA, New York. The audience is asked to give the correct pronunciation of words spelled by the announcer and awards are given to the winners in a series of elimination contests. Scheduled six nights a week, each of the broadcasts is confined to participation of a definite community of metropolitan New York. On Saturday nights there are pre-elimination contests of the preceding night's winners and on the 13th week, the winners of the 12 preceding weeks will be presented for the finals.

* * *

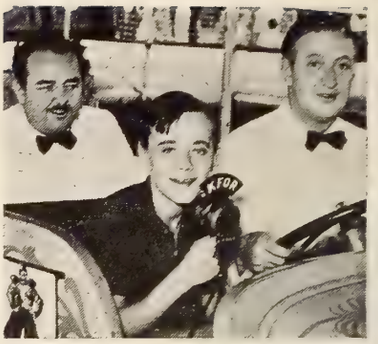
About Neighbors

NEWSPAPERS in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities for *WCKY's Neighbors* on the Cincinnati station. Full credit is given to the publications sending in the items. The program is intended as a good-will builder in WCKY's primary area. It follows the NBC *Farm & Home Hour*, at 1:30 p. m.

* * *

Fire Fighters

THROUGH an arrangement with the fire department, WOPI, Bristol, Tenn., broadcasts the location of every fire breaking out in the city as soon as it is reported. These *Fire Flashes* are sponsored by R. C. Boswell, local insurance agent.



CHILDREN'S DAY—At Nebraska State Fair found Lyle DeMoss (left), program director of KFAB, Lincoln, and John Shafer, program director of KFOR, Lincoln, hitting the high spots of the Midway with Stanley Capps, boy commentator. The two Lincoln stations and KOIL, Omaha, broadcast a full week's coverage of the fair.

* * *

Three in a Row

MOVIE CRITIC, live stock auction and home forum are the themes of three new programs on WOWO, Ft. Wayne, Ind. A local civic committee called Endorsers of Photoplays broadcasts a short resume of current movies together with talks on educational films and television. The Lughill Bros. of Archibold, O., sponsor a weekly live stock auction direct from the local stock yards. A daily morning program conducted by Jane Weston consists of demonstrated lectures to local women's clubs along with guest interviews from the model kitchen which is adjacent to WOWO's studio auditorium.

* * *

Coupon Clippers

PROMOTING different features of the *Des Moines Register* each day, Orville Foster, *Day Dreamer* of the Iowa Network uses organ music, poetry reading and homely philosophy and receives 21,000 coupons weekly from listeners and newspaper readers who ask for his scrapbooks. The *Register*, sponsor of the program, mails poem sheets to subscribers who send in the names of three friends. A good example of the effectiveness of newspaper-radio cooperation, says the Iowa network.

* * *

Operatic Series

WQXR, New York, started Sept. 25 *Gateway to Opera*, presenting a repertoire of operas, starting with *Don Pasquale*. The program is heard Saturdays at 7-8 p. m.

KFH

Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS WICHITA • KANSAS

National Representative EDWARD PETRY AND CO.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by FREE & PETERS

On WCKY for Women

WCKY, Cincinnati, is cooperating with 90 women's organizations staging the Women's Exposition in November, offering a weekly program of interviews with prominent club women. Other new WCKY programs include weekly interviews with business women and social leaders, two dramatic programs in collaboration with University of Cincinnati, and two morning programs, *For Women Only* and *The Household Hour.*

* * *

The Whole Truth—Partly

WLS, Chicago, is presenting a program of "opposites" each Tuesday, Thursday and Saturday at 11:30-11:45 a. m. Two staff artists, both Oklahomans, tell the exact opposites in stories — Chuck Acree relating the "whole truth" while Pokey Martin, who has developed quite a large tall-story reputation, tells the truth—with a hole in it. Howard Peterson, new WLS organist, livens the program with musical selections.

* * *



STUDIO DRIVING — WGAR, Cleveland, staged a studio driving contest during the late September Western Open Golf Tournament. Here is Horton Smith, well-known pro, driving one into a net.

* * *

Thrills of the Gridiron

DRAMATIZED thrills in the careers of football stars is the theme of a Friday evening series called *Gridiron Smoker* on WHN, New York. The programs close with late football news flashes and are proving to be very popular, according to WHN.

* * *

The Friendly Voice

WWVA, Wheeling, uses a different salute on the hour each day, saluting a nearby town for a whole day with an announcement of this type: 'This is radio station WWVA in Wheeling, West Virginia, Moundsville's Friendly Neighbor."

* * *

Coffee and Doughnuts

SPEAKING of program titles that are naturals, it appears that Lee Vickers, program director of WDNC, Durham, N. C., struck pure gold when he named a daily early morning variety show *Coffee and Doughnuts.*

* * *

For Early Birds

STAN SHAW, conductor of the *Milkmen's Matinee* on WNEW, New York, from 2 a. m. to 7 a. m. each weekday, has inaugurated a new period at 6:45 a. m. especially for commuters who can't wait for the 8 a. m. broadcasts.

For the Little Fellow

STEEL WORKERS get to express their opinions over WIND, Gary, Ind., in a daily series broadcast from the entrances to the Gary Steel Mills at 8:15 a. m. when the mill hands change their shifts. Sponsored by Liberal Credit Clothing Co., that city, the program is titled *The Worker,* and has built a tremendous lot of good-will.

* * *

KGVO Fights Forest Fires

FIRE FIGHTING is a part of the public service of KGVO, Missoula, Mont., located near the national forests of the Northern Rockies. Recently when a forest fire broke out, KGVO appealed for volunteer fire fighters on every half-hour station break and four hours later 750 volunteers were on hand. KGVO says it's just a part of its routine public service.

* * *

All About Cotton

COTTON came in for discussion on WRBL, Columbus, Ga., recently when nine mill executives explained the cotton industry during *Cotton Mills,* a full hour program. It not only created good-will among the mill employes, says WRBL, but it acquainted the listeners with the real value of the mills to the welfare of the city.

* * *

KGVO Aids Police

TO AID the State Highway Patrol in western Montana, which lacks a transmitter although all cars are equipped with receivers, KGVO, Missoula, cooperates by broadcasting notices of criminals known to be abroad on the highways. Patrol headquarters at Helena flash such notices to KGVO, which immediately broadcasts them to the patrolmen, who keep tuned to this station at all times.

* * *

Choice of Actors

ACTORS are chosen by listeners who mail in their votes during auditions broadcast on KYOS, Merced, Cal., where a series of dramatic programs is in production. The auditions are arranged in the form of a build up for the next drama to be broadcast. The audience welcomes a chance to participate, says KYOS.

* * *

Flying Club Formed

WHIO, Dayton, and the *Dayton Daily News* athletic association have formed the Newhio Flying Club, which now has over 400 members. The purpose of the Newhio club is to create interest in aviation. In the Saturday morning program on WHIO the director discusses the plans of the club with different members.

* * *

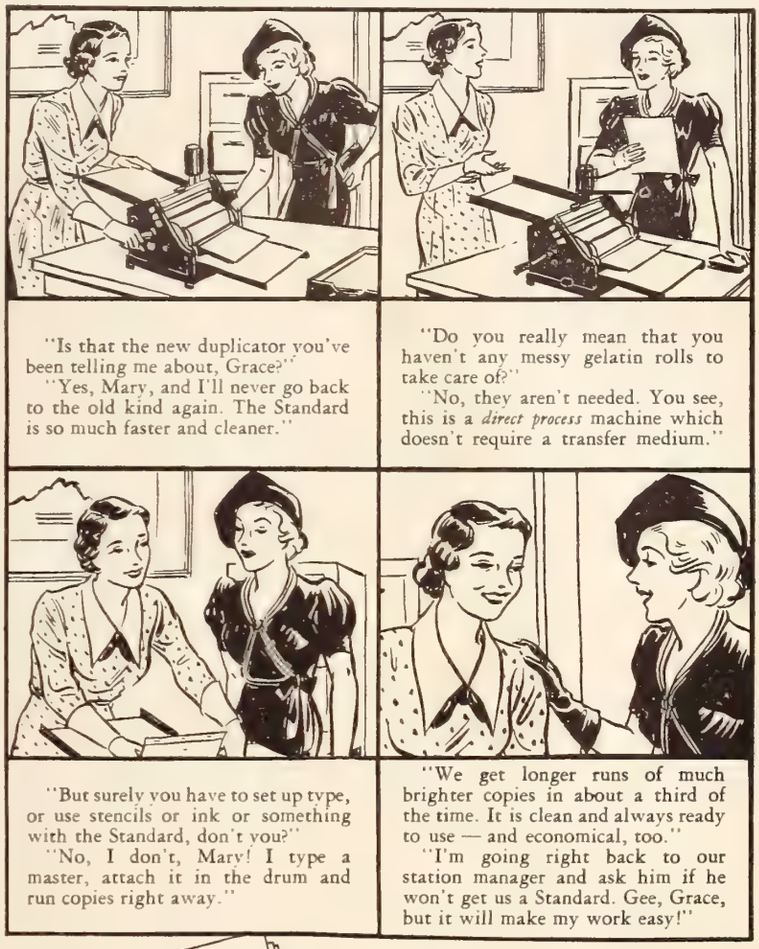
Public Personalities

IRA BLUE, NBC sportscaster in San Francisco, has started *Names & Faces* on KPO Sundays, a program dealing with prominent personalities. Joseph Magnin & Co., San Francisco clothing store, is sponsor.

NEWS
is your best bet
TRANSRADIO

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Mary hears about the STANDARD New Process Duplicator





Find out more about this new way of making copies by *direct fluid process.* Learn how to prepare bright legible scripts easily, quickly, economically—the fluid way. Find out how other radio stations are using the Standard New Process Duplicator to real advantage.

FREE! 20 Page Booklet

Send for free booklet "How Standard's Direct Process Lowers Copy Costs" which gives complete information regarding the Standard machine. There is no obligation. Use the attached coupon for reply.

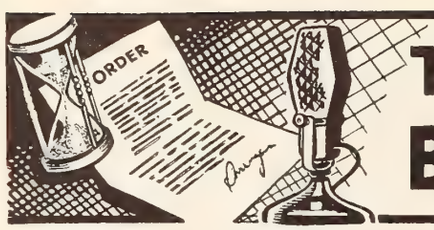
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Duplicating Machine Division
STANDARD MAILING MACHINES Co.
Spring Street, Everett, Mass.

Without obligation, please send me free 20 page booklet "How Standard's Direct Process Lowers Copy Costs" giving complete information on the Standard New Process Duplicator.

Name .....
Firm .....
Address .....

STANDARD *New Process* **DUPLICATORS**



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHN, New York

Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.
Lea & Perrins Inc., New York, 5 weekly *sa*, 39 weeks, thru Schwimmer & Scott, Chicago.
Lewis-Howe Medicine Co., St. Louis (Tums), daily *sa*, 39 weeks, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Bernard Perfumers, St. Louis, 104 *sp*, thru Johnson Sel Co., Chicago.
Technicians Institute, New York, 20 weekly *sp*, thru Winer Co., N. Y.
Midwest Radio Corp., Cincinnati, 5 weekly *sa*, 13 weeks, thru Key Adv. Co., Cincinnati.
Eaton Paper Co., Pittsfield, Mass., *sa*, 13 weeks, thru Badger & Browning Inc., Boston.
Peter Doelger Brewing Corp., Harrison, N. J., *sa*, thru Leonard F. Winston, N. Y.

KYA, San Francisco

New Century Beverage Co., San Francisco (beverages), 30 weekly *sa*, thru Emert R. Ham Adv., San Francisco.
Carter Medicine Co., New York (medicine), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
Tidewater Associated Oil Co., San Francisco, 4 football broadcasts, direct.
The Knox Co., Kansas City (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.
Lydia E. Pinkham Medicine Co., New York, 5 weekly *t*, thru Erwin Wasey & Co., N. Y.
Tidewater Associated Oil Co., San Francisco (gasoline and motor oils), 2 weekly football broadcasts, thru Lord & Thomas, San Francisco.

CJRC, Winnipeg

National Biscuit Co., Toronto, 13 weekly *t*, thru All-Canada Radio Facilities, Winnipeg.
Ford Motor Co. of Canada Ltd., 26 weekly *t*, thru N. W. Ayer & Son of Canada Ltd., Toronto.
Levy Bros., Hamilton (jewelers), 26 weekly *t*, thru Ferres Adv. Service, Hamilton.
Procter & Gamble Co. of Canada Ltd., 6 weekly *t*, (Crisco and White Naphtha Soap), thru Compton Adv. Agency, Inc., N. Y.

WNOX, Knoxville

H. J. Heinz Co., Pittsburgh (food), 2 weekly *t*, thru Maxon Inc., Detroit.
Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency Inc., Chicago.
Beeman's Laboratory, Atlanta (proprietary), 6 weekly *sp*, thru Groves-Keen Inc., Atlanta.
Bulova Watch Co., New York, 6 daily *sa*, thru Biow Co. Inc., N. Y.

WSAR, Fall River, Mass.

Coleman Lamp & Stove Co., Wichita, daily *sa*, thru Potts-Turnbull Co., Kansas City.
Carter Medicine Co., New York (liver pills), 5 weekly *sa*, thru Street & Finney Inc., N. Y.

WABC, New York

Thomas Leeming & Co., New York (Baume Bengue), five weekly *sp*, thru Wm. Esty & Co. Inc., N. Y.

KEHE, Los Angeles

Union Pacific System, Omaha (rail transportation), 42 *sa*, thru Caples Co., Los Angeles.

KSO-KRNT-WMT, Iowa

Chamberlain Laboratories Inc., Des Moines (lotion), 7 weekly *ta*, thru Coolidge Adv. Agency, Des Moines.
Los Angeles Soap Co., Los Angeles (White King soap), 5 weekly *t*, thru Barnes-Chase Adv. Agency, Los Angeles.
Zerbst Pharmacal Co., St. Louis (proprietary), daily *sa*, thru Barrons Adv. Agency, Kansas City.
American Tobacco Co., New York (Roi Tan cigars), daily *sa*, thru Lawrence C. Gumbinner, N. Y.
Block Chemical Co., Brooklyn (Omega Oil), 5 weekly *ta*, thru Husband & Thomas, N. Y.
Northup King & Co., Minneapolis (seeds), 6 weekly *sp*, thru Olmsted-Hewitt Inc., Minneapolis.
Sherwin Williams Co., Cleveland (paint), *sa* series, thru N. W. Ayer & Son Inc., N. Y.

KDKA, Pittsburgh

Pennsylvania State Publicity Campaign, Harrisburg, 6 *t*, thru Walker & Downing, Pittsburgh.
Mantle Lamp Co., Chicago, 156 *t*, thru Presba, Fellers & Presba Inc., Chicago.
Campbell Cereal Co., Northfield, Minn., 52 *t*, thru Mitchell-Faust Adv. Co., Chicago.
Crown Overall Mfg. Co., Cincinnati, 13 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Gorton Pew Fisheries Co. Inc., Gloucester, Mass., 60 *sa*, thru H. B. LaQuatte Inc., New York City.

WHBF, Rock Island, Ill.

Chicago Motor Club, Chicago, weekly *t*, thru McJunkin Adv. Agency, Chicago.
Welcome Baking Co., Davenport, Ia. (Peter Pan bread), 6 weekly *sp*, direct.
Medica Products Co., Chicago (Spirex), 4 daily *sa*, direct.
Kohr Packing Co., Davenport, Ia. (meat), 3 daily *sa*, thru Rudy A. Mortiz Adv. Agency, Davenport, Ia.

WOWO, Fort Wayne, Ind.

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.
McKenzie Milling Co., Quincy, Mich. (pancake flour), daily *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Ironized Yeast Co., Atlanta, 2 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.

WHO, Des Moines

American Chemical Products Co., Des Moines, 2 weekly *sa*, thru L. W. Ramsey Co., Davenport, Ia.
Continental Baking Co., New York, 5 weekly *t*, thru Benton & Bowles Inc., N. Y.
American Gas Machine Co., Albert Lea, Minn. (stoves), 3 weekly *sp*, thru Greve Adv. Agency, Minneapolis.
American Tobacco Co., New York (Roi-Tan cigars), 100 *ta*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Bernard Perfumers Inc., St. Louis, weekly *sp*, thru Sel Johnson Co., St. Louis.
Oyster Shell Products Corp., New Rochelle, N. Y., 52 *sa*, thru Husband & Thomas, N. Y.

KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 2 weekly *t*, thru Emil Brisacher & Staff, San Francisco.
Procter & Gamble Co., Cincinnati (Dash), 5 wekly *t*, thru Pedlar & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Dreft), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Manhattan Soap Co. Inc., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.

KSFO, San Francisco

B. T. Babbitt Inc., New York (Bab-O cleanser), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
American Home Products Corp., New York (remedies), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Southern Pacific Railroad, San Francisco (transportation), 6 weekly *sa*, thru Lord & Thomas, San Francisco.

WKBZ, Muskegon, Mich.

American Gas Machine Co., Albert Lea, Minn. (stoves), 2 weekly *t*, thru Greve Adv. Agency, St. Paul.
Watchtower Bible Society, Brooklyn. weekly *sp*, thru Acorn Adv. Agency, N. Y.

KGHF, Pueblo, Col.

Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Continental Baking Co., New York, 6 weekly *ta*, thru Benton & Bowles Inc., N. Y.



Drawn for BROADCASTING by Sid Hix

"That Must Be Some of WVJ's Balanced Programming."

WOR, Newark

Childs Restaurants, New York, 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Pacquin Inc., New York (cosmetics), 3 weekly *t*, thru Wm. Esty & Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 5 weekly *t*, thru Compton Adv. Inc., N. Y.
North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Adv. Corp., N. Y.
Weston Biscuit Co. Ltd., Passaic, N. J. (English Quality Biscuits), weekly *sp*, thru Radio Adv. Associates, Passaic.
Canada Dry Ginger Ale Inc., New York, 3 weekly *sp*, thru J. M. Mathes Inc., N. Y.
Procter & Gamble Co., Cincinnati (Drene shampoo), weekly *t*, thru H. W. Kastor & Sons Adv. Agency Inc., Chicago.
Health Research Foundation, Ann Arbor, Mich. (vitamin tablets), weekly *sp*, thru Andrews Adv. Agency, Detroit.
Walker-Gordon Laboratory, Plainsboro, N. J. (milk), 5 weekly *sp*, thru Young & Rubicam Inc., N. Y.
R. B. Semler Inc., New York (Kreml hair tonic), 2 weekly *sp*, thru Erwin, Wasey & Co., N. Y.

WJJD, Chicago

Hamlin's Wizard Oil Co., Chicago (Hamlin's Wizard Oil), 5 weekly *t*, thru Vanderbie & Rubens Inc., Chicago.
Willard Tablet Co., Chicago (Willard's Messenger), 5 weekly *t*, thru First United Broadcasters Inc., Chicago.
McKesson & Robbins Inc., Bridgeport, Conn. (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Nu-Enamel Illmo Co., Chicago (Chicago Nu-Enamel dealers), 1,000 *sa* for 52 weeks, direct.

KFI, Los Angeles

B. T. Babbitt Inc., New York (Bab-O cleanser), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Manhattan Soap Sales Corp., New York (Sweetheart soap), weekly *sp*, thru Milton Weinberg Adv. Co., Los Angeles.
Larus & Bros. Co., Richmond, Va. (cigarettes), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Thomas Leeming & Co., Inc., New York (Baume Bengue), 6 weekly *sa*, thru Wm. Esty & Co. Inc., N. Y.
Buick Motor Co., Flint, Mich. (autos), 26 *sa*, thru Arthur H. Kudner Inc., N. Y.

KFRC, San Francisco

Gas Appliance Society of California, San Francisco (gas appliances), 31 weekly *ta*, thru Jean Scott Frickelton Adv., San Francisco.
Vermont Maid Syrup, New York (syrup), 6 weekly *ta*, thru J. Walter Thompson Co., N. Y.
American Pop Corn Co., Des Moines (pop corn), weekly *t*, thru Coolidge Adv. Agency, Des Moines.
Underwood-Elliott-Fisher Co., New York (office equipment), 17 weekly *sa*, thru Marschalk & Pratt, N. Y.

KPO, San Francisco

Howe Inc., Seattle (Howe's hand lotion), weekly *sp*, thru S. L. Kay Inc., San Francisco.
Sperry Flour Co. (Division of General Mills Inc.), San Francisco, 1 *sp*, thru Westco Adv. Agency, San Francisco.
Wesson Oil & Snowdrift Sales Co., San Francisco (Wesson oil and Snowdrift), weekly *sp*, thru Fitzgerald Adv. Agency Inc., New Orleans.

WIND, Gary

Chicago Engineering Works, Chicago (air conditioning instruction), 6 weekly *sa*, thru James R. Lunke & Associates, Chicago.

WOAI, San Antonio

Olds Motor Works, Detroit (autos), weekly *t*, thru D. P. Brothers & Associates, Detroit.

Mantle Lamp Co., Chicago (Aladdin lamps), weekly *t*, thru Presba, Fellers & Presba Inc., Chicago.

Oneida Community Ltd., Oneida, N. Y. (Tudor plate), weekly *t*, thru BBDO, Buffalo.

Folger Coffee Co., Kansas City, 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Hecker Products Corp., New York (Silver Dust), 4 weekly *t*, thru BBDO, N. Y.

Texas Commentator, Austin (magazine), weekly *sp*, thru Shea Radio Adv. Co., San Antonio.

American Home Products Co., New York (Anacin), 3 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.

WFAA, Dallas

White King Soap Co., Los Angeles (soap), 65 *t*, thru Barnes-Chase Co., Los Angeles.

Barton Mfg. Co., St. Louis (shoe polish), 52 *sa*, thru Anfenger Adv. Agency Inc., St. Louis.

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Inc., Milwaukee.

Penick & Ford, New York (syrup), 204 *sa*, thru J. Walter Thompson Co., N. Y.

Pinex Co., Fort Wayne (cough syrup), 110 *sa*, thru Russel M. Seeds Co., Chicago.

Devoe & Raynolds Co., New York (Pee-Gee paints), 13 *ta*, thru J. Sterling Getchell Inc., N. Y.

Rit Products Co., Chicago (dye), 52 *ta*, thru Earle Ludgin Inc., Chicago.

KGER, Long Beach, Cal.

Petri Cigar Co., San Francisco (cigars), 6 weekly *sa*, direct.

De Gregory Paint Co., Los Angeles (paints), 6 weekly *sa*, direct.

Pacific Garden Magazine, Los Angeles (publication), 3 weekly *sa*, thru Wm. A. Ingoldsby Co., Los Angeles.

WGN, Chicago

Anderson Co., Gary, Ind. (Sleetmaster), daily *sa*, thru Schwab & Beatty Inc., N. Y.

Bathasweet Corp., New York (bath product), 3 weekly *sp*, thru H. M. Kiesewetter Adv. Agency Inc., N. Y.

KIDW, Lamar, Col.

Kuner-Empson Co., Denver (tomatoes), 13 *sa*, thru Woolley & Hunter Inc., Denver.

H. D. Lee Mercantile Co., Kansas City (overalls), 26 *sa*, thru J. Stirling Getchell Inc., Kansas City.

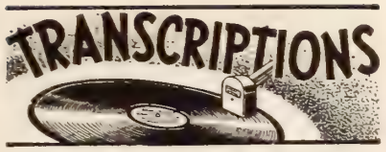
JACK BYERS, formerly with Associated Cinema Studios, Hollywood, has joined the recording department of Sound Reproductions Inc., 15 W. 46th St., New York, recently reorganized by Eugene L. Bresson, who announces that he has added three cutting machines to present equipment now totalling six. When the reorganization of the firm took place, John Mayo became executive in charge of sales. Mr. Mayo was formerly with NBC and CBS in New York and Washington and with WNOX, Knoxville.

TRANSCRIBED RADIO SHOWS Inc., New York City, announce plans for fall promotion of a new series entitled *Robinson Crusoe Jr.*, consisting of 39 fifteen-minute episodes. Top-notch stars are used in the production of this series made in the studios of WBS. Promotion campaign for this series includes *Robinson Crusoe Jr. Club* buttons, pledge cards, and a colorful map of Adventure Island.

BEST IN THE WEST

1000 watts 1260 kc. **KGVO** Missoula, Montana

Columbia Broadcasting System Affiliate



NEW stations contracting for NBC's *Thesaurus* library service include KSRO, Santa Rosa, Cal.; WCBS, Springfield, Ill., and KOKO, La Junta, Col.

NEW subscribers reported by WBS for the World program library include KATE, Albert Lea, Minn.; KOAM, Pittsburg, Kan.; CHLN, Three Rivers, Quebec.

STANDARD RADIO reports four new stations subscribing to its program library — WWAE, Hammond, Ind.; WMBD, Peoria; KATE, Albert Lea, Minn.; WLAW, Lawrence, Mass. Standard's *Popular Supplement* has also been purchased by KATE, WWAE, WLAW and KCMO, Kansas City, and WJBK, Detroit.

RADIO program division of Walter Biddick Co., Los Angeles, on Oct. 1 starts to augment its 10 series of dramatized half-minute programs adapted to various lines of business. An additional 26 programs will be recorded, including those for the fur industry, optometry, jewelers, loans, clothing, used cars, bakeries and others. Script writers added to the radio program division of the Biddick Company include Dick Hettrick, Noreen Gammill and Irene Korphage. Writers will work on special assignments for the balance of the year.

DAVID S. BALLOU Productions has been formed in Hollywood by David S. Ballou and headquarters established at 1611 Cosmo St., that city, in the same building with Aerogram Corp., transcription concern. Production has started on 39 quarter-hour *Thrills Behind the News Reel*. James Guilfoyle is writer and Ray Fernstrom narrator. Aerogram Corp. is cutting the series.

RADIO RECORDERS Inc., Hollywood transcription concern, is cutting 65 quarter-hour recordings of *Love for a Day*, dramatic-musical series, featuring Helen Gahagan, which is being placed thru Blackett-Sample-Hummert Inc., Chicago, under sponsorship of General Mills Inc. Series written by Jo Milward, and directed by Charles Tazewell, under supervision of Courtney Savage, producer, is being heard five times weekly on eastern stations having started Sept. 27 for 13 weeks. It will be heard as a CBS transcontinental live talent show after Dec. 27, emanating from Hollywood.

I. O. WITTE, independent radio producer and merchandiser of Los Angeles, who recently resigned as vice-president of Fitra Productions Inc., Hollywood, plans production of a new series of transcribed programs now is headquartering temporarily at 5505 Melrose Ave.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

May Robson Discs Made At Hollywood Premiere

HOLLYWOOD radio fall season promises many innovations with previews and premieres of new programs stepping up to the "top hat" stage. Latest was the two-hour audience premiere Sept. 24 at the CBS Hollywood Playhouse of the May Robson transcription serial *Lady of Millions*, being cut by Associated Cinema Studios, that city, during which five quarter-hour programs were transcribed on the theatre stage.

They were the first of a series of 100 which will be sponsored nationally by Bauer & Black (Velure hand lotion), starting Oct. 18. This was said to be the first time this type of radio program had been cut before a visible audience. While not a broadcast, several hundred persons saw the world premiere of *Lady of Millions*. The event had all the earmarks of a Hollywood premiere with kleig lights and film celebrities in the audience. It was doubly significant, the date marking Miss Robson's 54th anniversary in show business. The sponsor presented 100 dozen samples of its product to the audience following the premiere.

NEW ZEALAND rights to 107 quarter-hour transcribed episodes of *William and Watanbe*, comedy serial, have been sold to Broadcasting Service Assn. Ltd., Sydney, Australia, holders of the Australian rights, through its American representative, Dr. Ralph L. Power, Los Angeles. Series, written and produced by Edmund J. Holden, and cut by RCA-Victor, Hollywood, was an NBC-Pacific Blue network feature a year ago under sponsorship of Miles Laboratories Inc. (Alka Seltzer).

SSS Schedules 50

SSS Co., Atlanta, Ga. (tonic), started Sept. 27 its second year on the air, using transcriptions of *Tonic Time*, quarter-hour program. More stations are being used this year than last; between 45 and 50 have already been scheduled and more may be added. Talent includes Joe Green's Marimba orchestra; Kay Spaulding, vocalist; a quartette; and Len Sterling, announcer. Transamerican Broadcasting & Television Corp., New York, made the discs, and the agency is Southern States Adv. Corp., Atlanta.

LONGWORTH MILLING Co., Toronto (poultry feeds), starts a weekly 15-minute noonday program of old-fashioned music and poultry talks, with live talent, for 26 weeks over CFRB, Toronto, and CKNX, Wingham, Ont.

LANG-WORTH *planned programs*

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

Mr. Yankee Time Buyer:

THE Florida sleeper goes through Augusta about 4:00 A. M. and the chances are that you haven't had a good look at this city. Next time you head south, plan to get off here and spend a day as our guest.

But until then, remember that our natural resources are cotton, timber, fine clays and cattle (look up current market quotations), and we have a lot of mills turning out cotton goods, cooking oils, rayon, building tile and paper. Uncle Sam has dredged the Savannah up to our door, and in "Port Augusta" we have a new shipping center.

Our people are old American stock, and whatever has Gone With The Wind has come back to them on the new tide of prosperity. They love radio entertainment and you can sell them a lot of your product by going on the air over WRDW. 98% of all the 307,000 radio families within our range tune us in every day. 49% listen to no other station.

Put us on that list on the corner of your desk. We'll deliver for you.

1500 Kc. **WRDW** 250 W. Day 100 W. Night

AUGUSTA, GA.

National Representative

J. J. DEVINE *and* ASSOCIATES, Inc.

New York • Chicago • Detroit • Atlanta • Pittsburgh

Radio Advertisers

RIVAL PACKING Co., Chicago (Rival Dog Food), currently on six stations, will add WMAQ, Chicago, Oct. 4. A 10-minute musical clock show will be broadcast at 8:30 a. m. daily except Sunday. Other stations being used by Rival dog food are: WTAM, WGY, WBZ - WBZA, WHAM, WTMJ and WJR. Charles Silver Co., Chicago, is agency.

KROGER GROCERY & BAKING Co., Cincinnati (Kroger stores), has started an innovation on its daytime script serial, *Linda's First Love*, a transcribed program, by presenting weekly guest stars on the transcriptions. Ralph H. Jones Co., Cincinnati, is agency.

LONGWORTH MILLING Co., West Toronto, which tested on CKNX, Wingham, Ont., this spring, has launched a fall campaign on CFRB, Toronto, and CKNX, Wingham. G. E. Dixon, poultry expert of Harper Adams College, will be featured in the CFRB broadcast each Monday. His scripts will be used for the CKNX broadcast on Friday by Howard Bedford, of that station, who is also acting as Mr. Dixon's announcer for the CFRB broadcast. The campaign is once-weekly for 26 weeks, commencing Oct. 4.

NORTHERN CALIFORNIA Willys Dealers have appointed Frank Wright & Associates, San Francisco, in charge of advertising. Radio, newspapers and billboards will be employed to stimulate the sale of new Willys 77 car.

JENKEL - DAVIDSON OPTICAL Co., America's largest optical prescription headquarters, operating nine branch offices in leading California cities, has appointed the San Francisco offices of Frank Wright & Associates to direct its advertising campaign, using newspapers, magazines and radio.

HOFFMAN CANDY Co., Los Angeles, on Sept. 15 started for 26 weeks using a weekly quarter-hour musical transcription series, *Marching Alone*, on KECA, that city. Same series was also started Sept. 18 on KFI, Los Angeles. Mayers Co., Los Angeles, has account.

SAMARITAN TREATMENT, Los Angeles (alcoholic treatment), a consistent user of radio time, on Sept. 15 started a 26-week campaign using quarter-hour musical transcriptions and spot announcements on KFAC, KFVD, KGFJ, KFWB, KJBS, KPO, KLS,, KRE, and on Oct 1 added KXYZ. and WTAM. List of stations will be extended nationally. Hugh Woods Adv. Agency, Los Angeles, has account.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

JAMES A. WAGNER
Managing-Director

FULL TIME CBS STATION

WTAQ
GREEN BAY • WISCONSIN



MARDI GRAS—Kellogg Co. broadcasting six evenings a week on WCOL, Columbus, with Irven Scheibeck as the *Kellogg Sportsman*, staged a party for old and young at a local amusement park, climaxing the junior baseball league's season. Winners had been given a trip to the Cleveland exposition and two leading teams were outfitted with uniforms. At the mardi gras, Kellogg boxtops were worth a nickel on amusements and $250 in prizes were distributed. Here is a view of some of the prizes on display in the window of Cussins & Fearn. The Columbus Knot Hole Gang, baseball group, participated in the promotion.

SCHLITZ BREWING Co., Milwaukee (beer), has started the *Schlitz Palm Garden on the Air*, weekly quarter-hour transcription on WDBJ, Roanoke, Va. About 10 other stations are current broadcasting the series in addition to broadcasts in other markets being sponsored by local distributors. No additional stations will be added until the first of next year. McJunkin Adv. Co., Chicago, is agency.

CLEVELAND RAILWAY Co., Cleveland, is sponsoring a variety program weekly on WHK, that city, featuring a chorus composed of its motormen and conductors. The program began Sept. 30,and will run for an extended period. Griswold-Eshleman Adv. Agency, that city, has the account.

B. T. BABBITT Co., New York (Bab-O cleanser), started Sept. 26 a series of transcriptions of *David Harum* on KFI, Los Angeles, and KSFO, San Francisco. Recorded by RCA, the quarter-hour discs are heard Mondays through Fridays, placed by Blackett-Sample-Hummert Inc., New York. The program is also currently heard five days weekly on the NBC-Red net.

HOUSE of Better Living, Los Angeles, national distributors of natural foods, which has been sponsoring the thrice-weekly quarter-hour *House of Better Living* talks on KECA, that city, for the past several months, on Sept. 30 renewed for 52 weeks. Weekly schedule has also been increased to four programs. R. H. Alber Co., Los Angeles agency, has account, with Carl Nissen account executive.

HICKOK OIL Co., Toledo (Hi-Speed) has renewed for 26 weeks on WJR, Detroit, and will replace a musical program with a three-a-week transcription series at 6:45 p. m. titled *The Forty-Niners*. The account is handled direct with Floyd Tracy advertising manager of Hickok.

HOWE Inc., Seattle, Wash. (hand lotion) on September 30 started sponsorship of *The Hollywood Reporter* Thursdays at 6:45 to 7 p. m. PST. for a period of 13 weeks over KPO, San Francisco. The agency is S. L. Kay Inc., San Francisco.

SAFEWAY STORES Inc., San Francisco (food products) on Sept. 13 inaugurated a five-weekly quarter-hour transcribed serial *Land of the Whatsit* on KGO, San Francisco. Contract runs through Dec. 10. Agency is J. Walter Thompson Co., San Francisco.

GREENBRAE DAIRY Co., San Francisco (dairy products) is sponsoring a series of weekly studio programs featuring high school news over station KGGC, San Francisco, placed direct.

SURE LABORATORIES, Chicago (Sure-breath purifier), started one-minute WBS transcriptions thrice weekly on WAVE, Louisville, Sept. 26. Sure, which is also on WJJD, Chicago, plans to add other outlets. Selviair Broadcasting System Inc., Chicago, is agency.

AMERICAN INSTITUTE of Food Products, New York (canned goods), started Sept. 27 *For Women Only*, on WNEW, New York, 8:45-9:15 a. m., Mondays through Saturdays. Scheduled to run 52 weeks, contract was placed by Schillin Adv. Agency, New York.

KRAFT-PHENIX CHEESE Corp., Chicago (Kraftone chocolate malted drink), will start 60-word announcements nightly except Sunday on Oct. 4 over WGN for nine weeks, the first time Kraftone has used announcements, previous radio advertising having been confined to a quarter-hour children's program over WBBM, Chicago. According to Gene Fromherz, spot radio director of J. Walter Thompson, Chicago, air advertising will be confined to the Chicago market for the present.

YALE OIL Co., Billings, Mont., has contracted for 12 weeks of football broadcasts on KGHL, Billings, amounting to more than 100 hours. All local high school night games are included, as well as college contests. Ed Yocum, commercial manager, is announcing.

PROCTER & GAMBLE Co., Cincinnati, has transferred its Chipso account to Pedlar & Ryan Inc., New York, completing its plan to spread advertising of brands competing with each other among different agencies, according to Ralph F. Rogan, P & G advertising director.

TO COVER NORTHWESTERN OHIO and SOUTHERN MICHIGAN

use WSPD Toledo

A Basic Station
of the NBC Blue Network

109 National advertisers used WSPD in 1936. They know from experience that to cover this rich Northwestern Ohio and Southern Michigan market WSPD is the No. 1 station.

5,000 Day — 1,000 Night

WSPD

John Blair & Co., *National Representatives*



The MILWAUKEE JOURNAL STATION WTMJ

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

AUTOMATIC AIR CONDITIONING Corp., Chicago, currently using three quarter-hour live talent programs on WIND, Gary, plans to expand to six programs weekly. The firm now deals in retail appliances and may go in for air conditioning courses in the future. Other Chicago stations may be added later, according to Mr. Glaesner, advertising manager of the company. The business is placed direct.

BELL-BROOK DAIRIES Inc., San Francisco (dairy products), on Sept. 20 launched the first of a series of thrice-weekly broadcasts, featuring the transcribed children's story, *Sonny & Buddy*, over KYA, San Francisco. The agency is Long Adv. Service, San Francisco.

ADAM HATS, Memphis branch of the New York chain, has started a quarter-hour sports program on WHBQ, Memphis.

GREATER BROADWAY FURNITURE Co., Los Angeles furniture retailer, is currently placing through Lee Ringer Adv. Agency time signals and spot announcements on KECA, KFWB, KHJ, KMPC and KFAC.

REV. F. F. BOSWORTH, River Forest, Ill., has recently added quarter-hour transcriptions on WMCA and WIP in addition to his broadcasts on three Chicago stations. He plans to use more than 50 stations this fall and winter. Rev. Bosworth's discs are also on WJJD, WCFL and WCBD, Chicago, and will add WRR, Dallas. The business is placed direct.

FOREST LAWN Memorial Park, Glendale, Cal., a consistent user of radio time for many years, brings back its half-hour weekly dramatic and musical program, *Reunion of the States*, on KNX, Hollywood, starting Oct. 3, for 52 weeks, Sundays, 2:30-3 p. m. Agency is Dan B. Miner Co., Los Angeles.

Oil Scripts, Discs

OIL FEATURES Syndicate, Brown Bldg., Wichita, Kan., which has been syndicating dramatized stories of the petroleum and gasoline industry to newspapers in the oil territory, announces its expansion into the radio field and is now offering a series of scripts and transcriptions titled *Oil Oddities* for local sponsorship. Author in both the newspaper and radio features is Sam Kornfeld, geologist and writer.

Sears to Use Radio

SEARS, ROEBUCK & Co., Chicago (mail order house), has placed its radio advertising with Blackett-Sample-Hummert Inc., Chicago. The mail order firm plans on spending $25,000 in radio and will shortly start a test program in the Twin Cities (Minneapolis-St. Paul), Fargo and Duluth.

Roxy Clothes Spots

ROXY CLOTHES Corp., New York (men's clothing chain), has appointed Gussow, Kahn & Co., New York, to direct advertising. Spot announcements, transcribed and live, will be used on WORC, Worcester; WMAS, Springfield; WPRO, Providence; WOKO, Albany; WICC, Bridgeport; WNEW, New York.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

Reps

McCLATCHY Broadcasting Co., operating KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield, all in California, and KOH, Reno, Nev., has opened new sales headquarters in San Francisco on the 18th floor of the Russ Bldg. Don C. Robbins, in charge of local and national sales for the McClatchy stations, is in charge of the San Francisco office.

E. KATZ SPECIAL ADV. AGENCY has been appointed national representative for WCFL, Chicago, in all territory outside of Chicago.

H. K. CONOVER Co., Chicago, and its associate, Niles-Richman & Associates, New York, have been appointed representatives of WCAZ, Carthage, Ill.

FURGASON & ASTON Inc. will assume representation of WHBF, Rock Island, effective Nov. 10.

WKBZ, Muskegon, Mich., has appointed J. J. Devine Co., Chicago, as national representative.

WLEU, Erie, Pa., and WHBL, Sheboygan, Wis., have named Weed & Co. as national representatives. WLEU, a new NBC-Blue outlet, is the only station in Erie, and is operated by Leo J. Omelian. WHBL is a 500-watt, full time outlet owned by the *Sheboygan Press*.

HOWARD H. WILSON Co., Chicago, has moved to larger quarters on the 15th floor at 75 E. Wacker Drive.

RAY LINTON, head of the Chicago representative firm bearing his name, Sept. 24 moved to larger quarters at 360 N. Michigan Ave.

L & T Names Sisson

EDGAR SISSON, who has been with Lord & Thomas, New York, for about a year working on radio production, has been appointed manager of the radio department. He succeeds Thomas McAvity, who has been transferred to the San Francisco office. New members of the Lord & Thomas New York staff are Frank Wilson and Carl Schullinger, both formerly with NBC.

THE annual Ad-Mix Convention of New England Advertising Clubs, affiliated with Advertising Federation of America, will be held Oct. 3-5 in Providence. Among speakers scheduled to appear are Westbrook Van Vorhis, the "March of Time" voice, and Edmund S. Whitten, of the Advertising Club of Boston.

OPEN FOR SPONSOR
"WALKS OF LIFE"
To Sell Shoes
By
PAUL CRUGER
Screen Writer
Footsteps on the Sidewalk
And Each Pair of Feet Tells
A Dramatic Story.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Briggs Firm Adds Radio, With Cohn as Director



Mr. Cohn

WITH the inauguration of a radio department as one of the first tasks, Bernard L. Cohn, one of the South's best known advertising men, has severed his connection as commercial manager of WREC, Memphis, to become general manager of the Thomas W. Briggs Co., a leading newspaper representative organization with offices in Memphis, New York, Boston, Kansas City and San Antonio. Mr. Cohn now manages a firm which for 28 years has been headed by Thomas W. Briggs in creating advertising for newspapers and magazines. He was formerly a partner in Lake-Spiro-Cohn, Memphis agency, and has also had wide experience as a newspaper publisher.

P & G Gotham Discs

PROCTER & GAMBLE Co., Cincinnati, has started *Houseboat Hannah* on WOR, Newark, five afternoons a week in the interest of Crisco. The program, a 15-minute transcription series, is broadcast on only one station for the present, giving Crisco further coverage in the metropolitan area, in addition to *Vic & Sade*, currently heard on both the NBC-Red and Blue networks five days weekly. Agency for Crisco is Compton Adv. Inc., New York.

The
Chamber of Commerce
of
Hot Springs,
Arkansas
owning and operating
KTHS
10,000 watts 1060 kyc.
Announce
the appointment of
S. A. Cisler
General Manager
H. S. Shuman
Sales Director
Experienced management
New equipment
New programs
National Broadcasting Co.
Red and Blue networks
FURGASON & ASTON
Representatives

ADJUST YOUR FILAMENT VOLTAGE
CORRECT YOUR LINE VOLTAGE
with the UTC VARITRAN



The UTC VARITRAN makes possible continuously variable output voltage, using a sliding contact riding over the turns of an auto-transformer.

Standard units are designed for 115 volts input, 0-130 volts continuously variable output.

Model V-1. 570 Watts—5 amp. maximum rating, complete with cord, plug and switch, net.....$10.00
Model V-2. Same as V-1, but uncased, with terminal strip for rack or panel mounting, net.....$9.00
Model V-3. 850 watts maximum rating, 7.5 amps., uncased, with terminal board and provisions for mounting, net.....$14.00
Model V-4. 1250 watts,—11 amps. maximum rating, uncased, net $20.00
Model V-5. 2000 watts maximum rating, 17.5 amps., uncased, net....$32.00

UNITED TRANSFORMER CORP.
72 SPRING STREET NEW YORK, N. Y.

Motta Joins Reiss

CHARLES MOTTA, well known as Charles De La Motta, Italian character actor of stage, screen and radio, has joined Reiss Advertising Inc., Rockefeller Center, New York, as executive in charge of radio. He will head a newly formed foreign advertising department of that agency. Mr. Motta formerly was associated with KTM, KMTR and KMPC in California. His first radio effort is a half-hour transcribed program which he produced and directed and which is now being auditioned.



Get Your Copy Now

WLTH

NEW YORK

Agencies

JOSEPH T. AINLEY, recently appointed radio director of Aubrey, Moore & Wallace Inc., Chicago, has also been given the post of production director of the University Broadcasting Council, Chicago. Ainley, who produces the new Campana *Vanity Fair* NBC show, succeeds James Whipple, resigned. Mrs. Marion Saunders has succeeded Harry Grayson, publicity director and script writer at UBC, who recently resigned to devote his time to free lance work.

L. WARD WHEELOCK, president of F. Wallis Armstrong Co., Philadelphia, was in Hollywood late in September to confer with Diana Bourbon, West Coast production manager, on the Campbell Soup Co. radio shows from that city. CBS *Hollywood Hotel* weekly program goes into its fourth year Oct. 1, and Wheelock was in Hollywood incident to the change over of Ken Murray and Oswald to that series.

MURRAY BOLEN, on the KHJ, Los Angeles technical staff for eight months, has resigned to join Young & Rubicam Inc., Hollywood production staff and has been assigned to the NBC Hollywood *Mardi Gras* program sponsored by Packard Motor Co.

FRED WILE Jr., of Young & Rubicam Inc., New York production department, has been transferred to Hollywood as assistant manager of the West Coast offices, working under Tom Harrington, manager.

DAVID GARTER, formerly CBS West Coast publicity director, has been appointed Pacific Coast representative of H. A. Bruno & Associates, New York public relations counsel. Offices will be established shortly in Hollywood.

Amis Given Post

RAPID expansion of business in radio handled by Brooke, Smith & French, Inc., Detroit and New York agency, resulted late in September in the appointment of the firm's first director of radio, Lewis R. Amis, formerly in the same post with Erwin, Wasey & Co. Inc. Mr. Amis will direct *Hobby Lobby*, the new coast-to-coast program for Hudson Motor Car Co., which will be broadcast over 75 CBS stations and WOR starting Oct. 6. He will also supervise the *Lone Ranger* program for Silvercup Bread, originating in Detroit and going out through MBS, and the State of Maine's new program featuring Marjorie Mills, which will emanate from Boston and be broadcast over both the Yankee and Mutual networks. Brooke, Smith & French Inc. also has several other important new radio projects in process of preparation.

ERIK BARNOUW, formerly with Arthur Kudner Inc., New York, as program director and script writer, will conduct a course at Columbia University this fall on radio writing.

HOLLAND ENGLE, radio director of Erwin, Wasey & Co., Chicago, and director of program operations at WCFL, Chicago, is presenting a musical variety show over the station nightly at 6:30 p. m. Mr. Engle was a piano and song man long before he became an agency executive.

PACIFIC ADV. STAFF recently moved its San Francisco headquarters to the Hunter-Dulin Bldg., 111 Sutter St., taking larger quarters. The firm handles all of Associated Oil Co. radio publicity and other radio accounts.

CYRIL ARMBRUSTER, Benton & Bowles Inc., Hollywood production assistant on the NBC Maxwell House *Show Boat* program, sponsored by General Foods Corp., has left the agency. Donald Cope continues as producer with Sandy Cummings as his assistant.

ADAM REINEMUND, formerly commercial manager of WAAW, Omaha, has been appointed head of the radio department of Buchanan-Thomas Adv. Co., Omaha.

CHESTER J. LAROCHE, president of Young & Rubicam Inc., after four weeks in Hollywood on agency business, has returned to his New York headquarters.

NAT WOLFF has joined Myron Selznick & Co. Inc., Beverly Hills, Cal., talent agency, as head of its radio department, terminating a year's affiliation with H. N. Swanson Inc., for whom he handled radio clients.

WALTER ZIVI, formerly on the continuity staff of H. W. Kastor & Sons Adv. Co. Inc., Chicago, and at one time associated with *Esquire* magazine, has joined Selviair Broadcasting System Inc., Chicago, as account executive.

JIM BEALLE, publicity department, J. Walter Thompson Co., left New York Sept. 24 to join the Hollywood office of the agency, as assistant to Ed Fortman, publicity director.

H. W. KASTOR & SONS ADV. Co. Inc., Chicago, has established a publicity department with Felix B. Streyckmans in charge. Mr. Streychmans was with the *Chicagoan* magazine, and has handled publicity for the Illinois Federation of Women's Clubs, Chicago Safety Council, and the Century of Progress.

DAVE BENNETT, formerly on the advertising staff of the *Chicago Daily News*, has joined Schwimmer & Scott, Chicago, and is specializing in commercial copy for automobile accounts.

DUANE WANAMAKER, advertising manager of the old Grigsby-Grunow Co., Chicago, and recently acting as advertising counselor for the firm, has joined Arbee Adv. Agency, Fort Wayne, Ind., as vice-president.

SHELLEY STARK, formerly of the radio department of H. M. Kiesewetter Adv. Agency, New York, has resigned to join Benton & Bowles Inc., New York, as assistant to Ralph Richmond, head of the radio commercial department. Mr. Stark is author of the scripts of *Famous Jury Trials*, for Mennen Co.

REUBEN PETERSON Jr., formerly with Robert Everett Associates, New York, the old *New York World* and *New York Tribune*, has been appointed publicity director of Erwin, Wasey & Co., New York. He succeeds Innes Harris, who will now devote his full time to radio for the agency.

TARR & ARANY, General Motors Bldg., New York, has been formed by Archie Tarr, formerly in charge of advertising for Brillo Mfg. Co., Brooklyn, and Utility Co., New York, maker of Gre-Solvent, and Armond B. Arany, former sales executive of those companies. The firm will represent food manufacturers in metropolitan New York, cooperating with agency operations.

RALPH STARR BUTLER Jr., of Young & Rubicam Inc., New York, merchandising and research department, was in Hollywood early in September conferring with Tom Harrington, West Coast manager. He is the son of Ralph Starr Butler Sr., vice-president of General Foods Corp.

FRANK HEALY, who recently joined the Helen Ferguson Publicity Service, Hollywood, as head of the radio department, has resigned to fill a similar post with R-K-O Radio Pictures Inc., that city.

ROBERT O. DAVIS, for the past year account executive of KEHE, Los Angeles, and Hearst Radio Inc., resigned that post to become manager of the San Francisco offices of Allied Advertising Agencies Inc., effective Oct. 1.

RUSSEL C. COMER ADV. Co., Kansas City, has acquired exclusive rights to the radio serial *Air Adventures of Jimmie Allen* and is arranging to place the program on 30 stations.

Reach in Syracuse

CHAS. DALLAS REACH Co., Newark agency, has started a branch office in Syracuse, with Howard E. Sands, vice-president, in charge, assisted by Francis R. Risley. Carrier Corp., one of the agency's clients, has consolidated its five plants in the former Franklin auto plant, Syracuse.

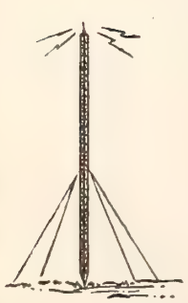
ONE BIG CITY says the U.S. Census



The People who live in Huntington, West Virginia, Ironton, Ohio, Ashland, Kentucky, or any of the smaller incorporated places think of the group as constituting one large city—which in fact, it does—and refer to it as the "Tri-State."

The U.S. Census rates the Tri-State as a Metropolitan District. WCMI covers all of it with a strong 5 millivolt signal—audible over local thunderstorms.

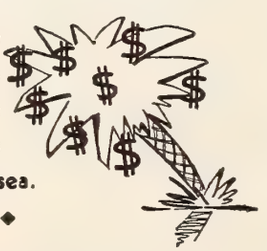
A great spot buy is WCMI. 250,000 metropolitan city coverage at very low cost.



WCMI THE TRI-STATE STATION
ASHLAND, KENTUCKY

Exclusive National Representative
J. J. DEVINE & ASSOCIATES, INC.
405 Lexington Avenue
New York, N. Y.
Chicago, Ill. Detroit, Mich. Atlanta, Ga. Pittsburgh, Pa.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Kaufman Agency Starts Contest for Announcers

THE 1937 contest for commercial announcers of Washington, D. C., conducted for the past two years by Henry J. Kaufman Adv. Agency, was to begin Oct. 1 and extend over a period of two weeks. Graded on diction, sincerity and effectiveness, the 20 contestants are judged by eight radio critics, advertising men and civic leaders who listen in during the contest. The winner is awarded a silver victory trophy at a banquet which terminates the contest.

Lawrence Elliott, CBS announcer of WJSV, won the award last year, while William Coyle, NBC announcer on WRC and WMAL, won the 1935 award. The committee of judges for 1937 includes: Dr. H. G. Dorsey, Coast & Geodetic Survey; E. W. Bond, Bliss Electrical School; John Heiney, *Washington Post*; Chris Mathison, *Washington Star;* Bernard Harrison, *Washington Times-Herald*; Leo Fitzgerald, *Washington Daily News;* E. H. Rietzke, president Capitol Radio Engineering Institute, and F. G. Taylor, advertising manager of BROADCASTING.

Lever Changes Plans

MYRON KIRK, Ruthrauff & Ryan Inc., vice-president in charge of radio, and Clark Andrews, in charge of dramatic shows for the agency, both of New York, are in Hollywood conferring with Tiny Ruffner, West Coast manager, on details for the Lever Bros. new half-hour CBS dramatic series to emanate from the latter city tentatively on Oct. 19. New services will precede or follow the CBS Al Jolson broadcasts also sponsored by Lever Bros. Featured will be Edward G. Robinson and Glenda Farrell, film stars, with a new vehicle and supporting cast each week. Lever Bros. originally was scheduled to sponsor the Walt Disney *Mickey Mouse* series, but it was postponed until early in 1938. It is understood that the *Mickey Mouse* show will undergo several changes and that the sponsor will give it a heavy publicity campaign with a possible contest tie-up in advance of its launching.

Deltah Starts on WOR

HELLER DELTAH Co., New York, started Sept. 26 a Sunday morning quarter-hour news program for women on WOR, Newark, to introduce Deltah cosmetics. While distribution of the new line is now limited to New York, other stations may be used later as the distribution extends to other cities. The present program, titled *Look for the Woman*, features Peggy Grady. Complete Deltah cosmetics sets, worth about $25, will be given weekly for the best stories submitted. Each winner's druggist is given a duplicate of her award. The series runs for 39 weeks, placed by Arthur Rosenberg Co., New York.



The Other Fellow's Viewpoint . . .

ARNEW Protests

EDITOR, BROADCASTING: At the instruction of the Board of Directors of the Association of Radio News Editors & Writers, I am forwarding to you the attached statement which has been passed by the Board of Directors.

In case you do not have a list of the members of the Board, they are as follows: Kendall McClure, WOAI; Bob Hurleigh, WFBR; Erle Smith, KMBC; Foster May, WOW; Ken Miller, KVOO; John Hughes, KFRC; Jack Harris, WSM; Roy Brant, KFYR.

Inasmuch as the statement involved Mr. Van Cronkhite personally, he deemed it wise to not participate in any manner in this statement, hence his name has been omitted, even though, as you know, he is Chairman of the Board.

D. M. ANTELLIN,
Ass'n of Radio News Editors & Writers,
Chicago.

Sept. 22, 1937.

* * *

We the members of the Board of Directors of ARNEW hereby go on record as condemning the news item of the Sept. 15, 1937 issue of the magazine BROADCASTING. Apparently this article is the work of one or possibly two disgruntled members of the organization, and is entirely without foundation in fact or official sponsorship.

There was no rift of any sort on the floor of the recent ARNEW Convention in Chicago. Every official action of the convention was passed either by acclamation or almost unanimously. At no time was a dissenting voice raised on any major issue or election. No talk of misapplication of funds was heard on the floor at any time.

There was no attempt made by any faction or group as reported by BROADCASTING to wrest the power from the duly elected officers. Mr. John Van Cronkhite was re-elected president by acclamation. He immediately resigned due to the press of his personal business. He was, however, elected to the Board of Directors and named chairman. The Board of Directors has ascertained that BROADCASTING magazine failed to make any accurate check on the situation before publishing the aforementioned story, and also failed or neglected to check the matter with any official or board member involved in the implications.

We the Board of Directors feel that we express the opinions of the majority of the members of the association in protesting the story as carried by BROADCASTING in the Sept. 15, 1937 issue. It should go on record that the association members, as well as the directors voted complete confidence in the past administration of Mr. John Van Cronkhite by re-electing him to the office of president and subsequently by unanimous vote elected him chairman of the Board of Directors.

As the Board of Directors of The Association of Radio News Editors and Writers we ask the magazine BROADCASTING to retract the statement in full.

[Editor's Note — BROADCASTING gladly publishes the foregoing in fairness to all involved. The story carried in the Sept. 15 edition was obtained by our correspondent from reliable sources within ARNEW. BROADCASTING'S investigation reveals that factional differences exist within ARNEW, but it has no desire to engage in any intra-mural controversy.]



HEY, HEY! AND ALSO HAY, HAY!

The Red River Valley, noted for its fertility, enables our farmers to make both hay and hey hey!

That's why you find so many of us "hayseeds" living the same cosmopolitan free-spending lives as prosperous people in any section —

. . . And that's why WDAY is a swell medium for any product that's purchased with money . . .

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

WWL

NEW ORLEANS
LOUISIANA'S
most powerful station
★
850 KC. 10,000 WATTS
★
affiliated
C.B.S.

IN Atlanta USE WGST

CBS 5000 watts day
1000 watts nite
Repts: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

Studio Notes

CHEERIO, who has been on the NBC networks for the past decade, returned to the Blue net Sept. 26 with his inspirational morning programs. Assisted by J. Harrison Isles and his orchestra, chorus and guest soloists, Cheerio will go back over the week commemorating the lives of great men of history whose birthdays occurred during that week. Program is heard Sundays, 10:30-11 p. m.

AFTER COMPLETION of program tests, WFAS, White Plains, N. Y., held the dedication of its new 190-foot vertical radiator on Tuesday, Sept. 28.

IN cooperation with the University of Cincinnati, WCKY is broadcasting a sustaining series of Friday night football interviews each Friday at 9:15 p. m., preceding Saturday night games. Coaches of U. C. and the visiting eleven, as well as star players, will be interviewed.

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE
Merchandising Service

MORRIS B. SACHS, Chicago clothier, sponsor of the *Chicago Amateur Hour* over WENR, now has the winning amateurs on the stage of the Stratford theatre, Chicago, every Wednesday night. Schwimmer & Scott, Chicago, is agency.

WIP, Philadelphia, announces a series of dramatic broadcasts from the stages of local legitimate theatres while troopers are in action, combined with interviews of visiting actors by "Top Hat", WIP's theatre commentator.

KRKD, Los Angeles, has subscribed to the full United Press radio news service, effective Sept. 20.

TWO small Ryan open type airplanes have been placed at the disposal of KFI-KECA, Los Angeles, for its special events department, according to Harrison Holliway, general manager. They will be used along with the newly-acquired portable pack transmitter, W6XCI.

DIRECTED by Tro Harper, KSFO news editor and former *Life* correspondent, KSFO has completed a new photographic darkroom. Complete in every detail, equipped with both Leica and regular enlargers, the darkroom is ready to handle prints up to 16x20. Both miniature and speed graphic cameras are available.

SERIES OF PROGRAMS on life insurance reform was started on WMCA, New York, Sept. 16, sponsored by Morris Siegel, life insurance counsel. Entitled *The Counsellor*, program is broadcast Thursdays at 7:45-8 p. m.

RADIO division of the WPA Federal Theater will produce a cycle of Oscar Wilde's plays over WQXR, New York, beginning Oct. 5 at 9-10 p. m., EST. The first presentation will be *The Importance of Being Earnest.*

Vox Copped

GORDON MacCLAIN, vox popper on CHML, Hamilton, Ont., did so good a job during his 30-minute sidewalk interview program Sept. 16 that he got in bad with the law. One of the local helmeted "bobbies", objecting to the traffic jam caused by the broadcast, stepped up to the microphone and in an impromptu radio talk ordered MacClain to "move along". When MacClain refused to move, but continued the program, the irate policeman gave him a ticket. Finally he concluded his program in the sanctity of a nearby store. In the future, he says, he will interview himself.

WLBC, Muncie, Ind., held open house recently for 140 pupils of the Burris School in conjunction with an educational survey of children's programs and listening habits. The teachers and students were conducted through the studios by Earl Kirk, auditor of WLBC, Ottis Roush and Francis Higgins, announcers, and Fred Ayer, merchandising director.

WHILE Gov. Horner and other high state and city notables looked on, Edgar L. Bill, president of WMBD, Peoria, Ill., on Sept. 18 pulled the switch that turned on the power of the station's new 5,000-watt transmitter, which was dedicated at the "WMBD Power Party" attended by more than 10,000 persons who packed the local armory.

FALL series for *People's Forum of the Air* started Sept. 22 on WNYC, New York, with the subject "America's Stake in the Far East". The *Forum's* technique in the discussions is to dramatize the subject in the light of recent events before presenting authorities.

PHIL COOK'S *Morning Almanac* has resumed on WABC, New York, and is heard daily Mondays through Fridays at 8-9 a. m. Editor Cook comments on the weather, daily news, household hints and odd facts, and includes special departments, comedy and music in his program.

DRAMATIC production of the British Broadcasting Corp., *March of the Forty Five*, will be broadcast Saturday, Oct. 2, at 8-9 p. m., over NBC-Blue network. Scene of the play is in both England and Scotland, and production will be divided between the BBC studios in Edinburgh and Broadcasting House, London.

KSFO, San Francisco, CBS outlet, has renamed its news broadcasts *Streamlined Headlines.*

SAN FRANCISCO radio editors were the guests of Jack Moyles, KSFO, San Francisco producer, during a CBS broadcast from a United Airlines plane in a flight Sept. 14. The broadcast from the air went over the Pacific Coast CBS network.

THE Federal Theater of the Air, a new branch of the Federal Theater Project, is broadcasting three programs a week on KROW, Oakland. Phillip Stearns is in charge of the productions. The talent is drawn from the local FTP list of more than 100 actors.

CLAIMING one of the longest remote broadcasts executed by a single station and using that station's own announcer and technician, WBAP, Fort Worth, broadcast a complete description of the Ohio State-Texas Christian football clash in Columbus, O., Sept. 25. When it was learned that NBC would not feed the broadcast to the Southwestern group, WBAP decided to make an independent effort to broadcast the game. Sports Announcer Cy Leland and WBAP Technical Supervisor R. C. Stinson made the trip to Columbus for the pickup.

WMT, Waterloo, Ia., broadcast a special event's program Sept. 20, when Col. Art Goebel flew above the Cedar Rapids business district and skywrote the station's call-letters 10,000 feet above the city. During the flight two-way communication was carried on by short-wave between Benne Alter, WMT announcer on the ground, and Goebel.

WRBL, Columbus, Ga., celebrated the formal opening of its new studios and power increase in September with a week of entertainment. Many men and women of affairs in Columbus and its environs, on invitation from Manager James W. Woodruff Jr., attended the inaugural luncheon of the recently-created "Greater WRBL Radio Council," which was one of the outstanding programs of the week.

KTSM, El Paso, recently celebrated its eighth anniversary with a birthday program. Numerous improvements in equipment and a power boost were effected during the past year.

KYA, San Francisco, recently completed the remodeling of all its studios and reception corridor at its headquarters in the Hearst Bldg.

WHN, New York, is broadcasting *Adeste Fideles*, a Sunday afternoon hour of music and drama under the auspices of Saint Vincent's Home for Boys, Brooklyn, N. Y.



TALL PROFITS
in Tall Corn!

$304,000,000 CORN CROP IN KMA SERVICE AREA

Not only tall corn, but bumper crops of wheat, oats, poultry and livestock are reaching new highs of production and profit. With almost ONE BILLION DOLLARS of cash income assured . . . with buying power greatest since 1929. . . . KMA listeners are **spending freely!**

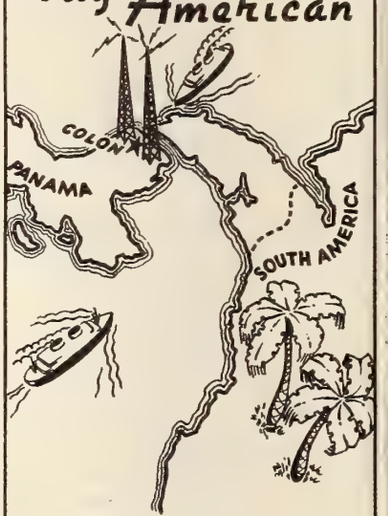
That's where YOU come in! For over 12 years these people have guided their buying habits by the sound, friendly advice of Earl May and KMA. Right now, we're helping other advertisers set enviable new sales records in America's No. 1 Farm Market. We can do the same for you and we're ready to prove it!

The Earl May Station KMA Shenandoah, Iowa

Represented by:
Howard H. Wilson, Co.—New York, Chicago, Kansas City

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

RICH PANAMA and the CANAL ZONE
buy American



.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ *de la* VICTOR
•COLON *Republic of* PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT (SIMULTANEOUSLY) • NBC THESAURUS

THE 1939 Golden Gate International Exposition on September 22 presented the first of a series of unique broadcasts over station KYA, San Francisco. Acting as an "inquiring reporter", Art Linkletter, radio director for the exposition, plants himself with a KYA microphone in the interior of the building in Union Square which houses a $30,000 model of the exposition. He conducts a Vox Pop style of broadcast, interviewing persons as they file out of the building after looking at the pretentious replica of the 1939 fair. There is an evening broadcast on Wednesdays and a forenoon program of the same nature on Thursdays. The programs are produced by Reiland Quinn.

DON LEE Broadcasting System, Los Angeles, on Sept. 26 increased its rate on spot announcements 30%, according to announcements by Lewis Allen Weiss, general manager.

WBBM, Chicago, is sending Hal Burnett, the station's publicity director, to scout opponents of Northwestern University during the football season. Spending three days weekly at the schools, Burnett will also do promotional work in conjunction with WBBM's football broadcasts and assist John Harrington on broadcasts sponsored by Kellogg Co.

AFTER being absent from NBC-Red for two months, *Lights Out* returned to the air Sept. 29. The horror drama, presented every Wednesday night at 11:30 p. m., was brought back after scores of petitions bearing five to 50 signatures and hundreds of letters from individual listeners were received at NBC. The show is written by Arch Oboler, Chicago.

DR. FREDERICK B. ROBINSON, president of the City College of New York, was the first speaker on *Public Service Forum*, which started Sept. 26 on WBIL, New York, and is heard Sundays at 4-4:30 p. m.

CBS will begin a series Oct. 4 titled *New Horizons* featuring internationally known scientists and explorers, Mondays, 6:15-6:30 p. m. The broadcasts will be presented by Columbia's Department of Talks in cooperation with the American Museum of Natural History as part of the latter's Ten Year Development plan.

Suit to Be Heard

SUIT of Hal Fimberg, Hollywood radio writer, against Ruthrauff & Ryan Inc., for $20,000 filed in the Los Angeles Superior Court some months ago, in which he charged breach of an oral agreement, has been set for hearing Nov. 4. Fimberg's contention is that the Hollywood agency hired him away from the now defunct Ken Murray-Oswald show, which was sponsored by Campbell Soup Co., to write material for Al Jolson show (Lever Bros.), and after several weeks discharged him.

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE
•
Why not build your "Spot" around this preference.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company



WMAQ's CAKE—It was two anniversaries in one when Martha Linn, Chicago NBC's only woman announcer, served the cake presented to her by associates. It was her first anniversary on the WMAQ participating program services in which NBC *Thesaurus* is used, and WMAQ's second anniversary as a subscriber to the service. Left to right are Bill Barth, in charge of all transcription shows on WMAQ-WENR; Fred Schweikher, his assistant, and Pats Gallicchio, turntable operator.

PHIL LASKY, general manager of KSFO, San Francisco, has been named chairman of the Public Relations and Radio Committee for the Navy Day Fete in San Francisco Oct. 27.

WHK-WCLE Workshops Opened in High Schools

HIGH SCHOOL radio workshops have been established in three Cleveland high schools by H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, that city. Students are chosen from a selected group to participate in the workshops where they will write, produce and announce programs for monthly presentation on WHK-WCLE. "One of the main ideas of this project is to develop new radio talent," Mr. Carpenter said, "for the industry is greatly in need of new voices and personalities. We at WHK-WCLE feel that one good way of satisfying this demand is by setting up such training courses, which may at the same time scout for talent.

"These young folks may discover they have a bent for radio work sooner or later, but if we can help them embark on a radio career early in life, and they prove successful, our purpose will have been accomplished." The workshop program will include Bedford, Lakewood and John Marshall High Schools.

Kruschen Testing

E GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen salts for reducing), started Sept. 27 *Dr. Friendly*, a dramatic series, on two stations of the WLW Line, WHN, New York, and WLW, Cincinnati. Program, which is a test campaign, is heard Mondays through Fridays at 4-4:15 p. m., EST, and will run for 26 weeks. Stack-Goble Adv. Agency, New York, is in charge.

TRUE CONFESSION



That's Uncle Eph, the only hoarder to be found in the great audience consistently and smartly entertained *and sold* by WOKO, basic Columbia outlet for this rich Capital District, perfectly diversified for perfect marketing. A prosperous rural population, yes, but a half-million buyers whose harvest of steady, high-scale pay spreads *over twelve months.*

In the Heart of "The State That Has Everything"
HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

HERE'S WHAT'S SELLING TO AND FOR SPONSORS
EVERYONE'S A TREND INDICATOR FROM *The Script Library*, THE BROADCASTING PROFESSION'S SOURCE OF MATERIAL FOR LIVE SHOWS (AUDITION SCRIPTS ARE YOURS FOR THE ASKING)

① "YOUR VARIETY SHOW" — A HALF HOUR OF COMEDY, DRAMA AND CONTINUITY
② "OLD MAN OF THE MOUNTAIN" — THE GREATEST 5 MINUTE DAILY FOR BOYS EVER WRITTEN
③ "CRIME QUIZZES" — A 2 ONE MINUTE SERIES THAT HOLDS AN AUDIENCE 17 MINUTES
④ "PETER ANGEL" — A THRILLING SAGA OF A DOCTOR IN A SERIES OF 15 MINUTE SCRIPTS
⑤ "CROOKED HOUSE" — LAST WORD IN MYSTERY SCRIPTS THAT DELIVER CHILLS. 13 ½ HOURS
⑥ "MA RILEY'S BOARDING HOUSE" — A THRILLING ONE-WOMAN SCRIPT THAT CAN IN-CLUDE COMMERCIAL. 5 MIN. DAILY OR 3 A WEEK
⑦ "THE MAN ON THE STREET" — MATERIAL FOR LAUGHS & INTEREST IN SETS OF 550 QUESTIONS
⑧ "ADVENTURES IN LOVE" — 13 FIFTEEN MINUTE ONE-SHOTS IN THE LIGHTER AND GARRISON MANNER
⑨ "JUDGEMENT HOUR" — A HUMAN SERIES OF 2 15-MIN. BROADCASTS THAT COMBINE THE APPEAL OF MINUTE MYSTERIES & TRUE STORIES
⑩ "DAVID COPPERFIELD" — JAY CLARK'S GREATEST RADIOIZATION IN 13 HALF-HOUR EPISODES
⑪ ONE THOUSAND AND ONE TALES — HALF-HOUR SCRIPTS, COMPLETE IN THEMSELVES. LOVE, ADVENTURE, MYSTERY, HUMAN INTEREST *BY NAME AUTHORS*
⑫ QUIZ MATERIAL — 550 UNUSUAL QUESTIONS AND THEIR ANSWERS. THEY'RE THE MAKING OF QUIZ PROGRAMS
SCRIPT LIBRARY CATALOG — A COMPREHENSIVE CATALOG OF EVERYTHING THAT'S FIT TO BROADCAST

The Script Library
535 FIFTH AVENUE
NEW YORK, N.Y.

PLEASE CHECK THOSE DESIRED
1 2 3 4 5 6
7 8 9 10 11 12

PLEASE SEND THE UNDERSIGNED AUDITION SCRIPTS OF THE PROGRAMS INDICATED
CAST
STATION _____ BY _____

New Kansas Station

WITH main studios in Pittsburg, Kan., and with an auxiliary studio in Joplin, Mo., 30 miles away, the new KOAM, 1,000-watt daytime station on 790 kc. authorized last year by the FCC, will go on the air Oct. 11 and expects to be aligned with the NBC Red and Blue supplementary network. It is headed by E. Victor Baxter, local lumber man, who is partner in the enterprise with Norman Baxter and A. Staneart Graham. Equipped with Western Electric apparatus throughout, it employs a 270-foot Blaw-Knox vertical radiator. General manager is Ed Cunniff, formerly with KMA, Shenandoah, Ia. Spencer Allen, recently with KMOX, St. Louis, is program director. Merwyn Love, formerly with KMBC, is continuity editor.

WEBC

Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Horses His Hobby

C. ROY HUNT, general manager of KOIN, and president of KALE, Portland, Ore., took up riding horses as a hobby two years ago and has already become an expert. He took two of his prize animals to the horse show at the Oregon State Fair in Salem in September and came back with several prize ribbons. In stiff competition, he rode his General Freemont, three-gaited chestnut, for second winnings in the big stake event of the show, after carrying off top honors and several place winnings earlier in the week. His second entry, Lady's Fancy, a five-gaited animal, helped pile up his prize-winning collection.

WCKY-WSAI Series

THE first local commercial program ever broadcast jointly by WCKY, operated by L. B. Wilson, Inc., and WSAI, the Crosley Radio Corp., in Cincinnati, will be a series featuring Lynn Cole and his music. The program, sponsored by Sloans Furriers, will be heard Mondays, Wednesdays and Fridays at 6:15 p. m., starting Sept. 27. It will originate in the WSAI studios. Cole is a tenor-baritone, appearing with his own orchestra. Until recently he was heard from Chicago stations and also has been soloist with name bands.

BELL OPEN HOUSE
Phone Company Successful in WKOK Broadcasts



WITH local telephone companies natural sponsors of institutional programs, WKOK, Sunbury, Pa., reports that the Bell System in September bought time for a feature broadcast as well as a series of spots for its "Open House". Results of the tour of the telephone company plant, during which four microphones were set up in various parts of the building, were so gratifying that more similar periods are planned. In this photograph, Earl Peters, foreman of toll test (right), is standing at one of the mikes with Reg Merriden, WKOK announcer. The script was written by the Bell publicity department, and included interviews with heads of the various departments, with the oldest living operator and with guests.

Jessel Show Deferred

THE new George Jessel—Norma Talmadge variety show, *30 Minutes in Hollywood*, scheduled to start on MBS from Los Angeles Sept. 26 under regional sponsorship, has been postponed to Oct. 10, according to Lewis Allen Weiss, general manager of Don Lee Broadcasting System. Jessel has been in New York doing a series of 13-quarter-hour transcriptions for De Soto Motor Corp. which will be placed nationally by Ruthrauff & Ryan Inc. There is a possibility that Miss Talmadge will not participate in the Mutual series. New variety show will be sponsored on the West Coast by Gaffner & Sattler, Los Angeles (gas ranges) for 26 weeks on 11 Mutual-Don Lee stations.

New York Philharmonic Resumes Series Oct. 24

THE Philharmonic-Symphony Society of New York, whose Sunday concerts have been an exclusive CBS sustaining feature since the fall of 1930, will resume on that network Oct. 24, with Deems Taylor as commentator. Its concerts will run 28 weeks, an extension of four weeks over last year. John Barbirolli, young Englishman who distinguished himself as guest conductor last season, will occupy the podium at Carnegie Hall in New York for all but one month of the term. In that month Georges Enesco, Roumanian conductor, composer and violinist, will direct for two weeks and a second guest to be announced will conduct for the following fortnight.

The list of soloists includes the sopranos Kirsten Flagstad and Beal Hober; the baritone Richard Bonelli; the pianists Walter Gieseking, Josef Hofmann, Vladimir Horowitz, Mischa Levitzki, Eugene List, Guiomar Novaes, Arthur Rubinstein, and Ernest Schelling; the British duo-pianists Ethel Bartlett and Rae Robertson; the American composer Abram Chasins as soloist in his own piano concerto; the violinists Mischa Elman, Georges Enesco, Jascha Heifetz, Yehudi Menuhin, John Corigliano, Mishel Piastro, Joseph Szigeti, and Efrem Zimbalist; the cellists Gregor Piatigorsky and Joseph Schuster.

Decade of Symphony

THE *Standard Symphony Hour*, oldest commercial network program on the air in the West, on Sept. 30 celebrated its tenth anniversary as a weekly radio feature over five NBC-Pacific Red stations. With the continued approval of the listening audience, no departures have been made from the original style by Standard Oil Co., of California. Presentation of music of universal appeal has been the desire of the sponsor, and so-called "high brow" works not generally liked have been avoided. Since 1928 the Standard School broadcast, Thursday morning course in music appreciation for elementary and advanced school children, has been a companion network feature, pioneering in radio education. The School broadcast is definitely linked to the *Standard Symphony Hour*, with the morning program serving to develop deeper appreciation of the musical numbers to be played during the evening broadcast. McCann-Erickson Inc., San Francisco, is agency.

SEVENTH consecutive year of Sunday broadcasts of *Church of the Air* has just been inaugurated by CBS. During its six years on the air, the program has presented a total of 532 broadcasts by representatives of the 15 leading denominations in the U. S.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

WDBJ CLIENTS GET VALUABLE
Publicity AND *Merchandising* ASSISTANCE

WDBJ is owned and operated by the Times-World Corporation, publishers of the only local morning and evening newspapers. This affiliation assures WDBJ advertisers liberal newspaper publicity. WDBJ also gives complete and thorough merchandising service to its clients . . . from the writing of letters to dealers, to personal contacts among leading local dealers.

Representatives

CHICAGO — Sears & Ayers
NEW YORK — Craig & Hollingbery

WDBJ *in the heart of a great* TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

THEY'RE TUNING IN WATL IN ATLANTA

First In Atlanta With The News
EVERY HOUR ON THE HOUR
News Periods Open for Sponsorship
WATL ATLANTA

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

California State Fair Is Host to Radio Group

THIRTY-EIGHT Northern California radio station managers, executives, artists and publicity men took an overnight steamer trip up the Sacramento River Sept. 6 as guests of the California State Fair to attend "Radio Day" at the annual carnival. The party was headed by Lew Frost, assistant to Don E. Gilman, NBC vice-president, who was chairman of the day. Lloyd E. Yoder was assistant chairman.

Among radio folk on the excursion were: Mr. Frost, Mr. and Mrs. Jennings Pierce, Milton Samuel, Mr. and Mrs. Charles Marshall, Janet Baird, Memory Roberts, Beryl Cameron, Mr. and Mrs. David Elton, Mr. and Mrs. George Nickson, Bob Stevens, John Teel, Harvey Peterson, Mr. and Mrs. Armand Girard, Mr. and Mrs. Bennie Walker, Mr. and Mrs. Donald Stuart, all of NBC; C. L. McCarthy and Mrs. Sherwood Brunton, KJBS; C. S. Harper, KQW: L. B. West, KGMB; Mr. and Mrs. Keith Kerby, Gertrude Chavis and Blenda Newlin, KSFO; Leon Churchon and J. Clarence Myers, KYA; M. F. Woodling, KYOS; Mr. and Mrs. Art Westlund and Mr. and Mrs. Don Hambly, KRE; S. W. Warner and F. Wellington Morse, KLS; J. Lester Malloy, KGGC; Preston Allen, KLX.

Oh Henry Sketches

WILLIAMSON CANDY Co., Chicago (Oh Henry bars), recently started one-minute transcriptions on WGY and WTAM, making four stations carrying the announcements, since KOA and WBZ-WBZA had already started carrying them. WBS, Chicago, cut the discs which are dramatized sketches broadcast daily except Saturday and Sunday after 6:30 p. m. John H. Dunham Co., Chicago, is the agency.

Payson's MBS Series

PAYSON PUBLISHING Co., New York (*Commentator* Magazine), which started on 13 MBS stations Sept. 19, is heard twice weekly instead of once, as originally scheduled. Entitled *Commentator Forum*, the program is heard Sundays at 9:30-9:45 p. m., and Thursdays at 10-10:15 p. m. Charles Payson presides over the forum, and speakers include Lowell Thomas, John B. Kennedy, Boake Carter, H. V. Kaltenborn, Gabriell Heatter, George Sokolsky, Upton Close and Linton Wells. Agency is Cecil, Warwick & Legler Inc., New York.

BOB GREEN, author of the *Crime Reporter* series on KRLD, Dallas, is handling script writing, and Switzer McCrary, director and producer of the series, is handling microphone technique on the faculty of Southwestern School of Radio Broadcasting which opens classes Oct. 1 in the Melba Bldg., Dallas. Gordon Butler, head of Butler Recording Studios, is president of the school.

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS

Funds for Lungs

KWBG, Hutchinson, Kansas, recently conducted a campaign for funds with which to buy two "iron lungs" for the two city hospitals. Prompted by the spread of infantile paralysis, W. B. Greenwald, president of KWBG, began a drive for contributions on Sept. 11. For a week, announcements were made several times each day reminding listeners of the campaign. At the close of the drive Sept. 18, $2,913 had been received, more than needed for the "iron lungs", so the extra money was used to purchase two baby incubators.

Use *Feature Foods*

SIX national advertisers are participating on the *Feature Foods* program for women recently begun over WGN, Chicago. They are Bird's Eye Frosted Foods Co., New York (frosted foods), through Young & Rubicam Inc., New York; Penick & Ford, New York (Brer Rabbit molasses), through J. Walter Thompson Co., New York; Burham & Morrill, Portland, Me. (B & M beans), Rapinwax Paper Co., Minneapolis (wax paper), Steele-Wedeles Co., Chicago (Savoy Foods), and Squire Dingee Co., Chicago (Ma Brown pickles), all through Mitchell-Faust Adv. Co., Chicago. The program is broadcast at 9-9:30 a. m. daily except Sunday, was formerly on WLS where it was one of the largest mailing programs on the station. Martha Crane and Helen Joyce, who conduct the show, estimate that over a million letters and cards have been received from listeners during the past nine years.

Local Gas Drive

LOS ANGELES and suburban gas companies, through McCann-Erickson Inc., that city, on Sept. 20 launched a seven-week cooperative effort using daily spot announcements on KFI, KHJ and KNX. Instead of calling attention to the various participating sponsors, announcements are directed to the modern kitchen and use of gas appliances in general.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Mennen Commentator

MARY MARGARET McBRIDE, best known in radio as Martha Deane, WOR's much-sponsored lady, will for the first time in her three years on the air use her own name, as a news commentator for Minute Tapioca, product of General Foods Corp., New York. The program starts Monday, Oct. 4, over 45 CBS stations, and will be heard Mondays, Wednesdays and Fridays at 12-12:15 p. m. The agency is Young & Rubicam Inc., New York. Her daily 45-minute participation program on WOR will continue without change.

Mennen Active

MENNEN Co., New York, Brushless Shave Cream, has resumed *Famous Jury Trials* Monday evenings on two MBS stations, WGN and WOR. While the program originates at WLW, Cincinnati, it is not broadcast over that station until Wednesdays, when it is heard at 9-9:45 p. m. on three stations of the WLW Line (WLW, WFIL, KWK). Both contracts are for 52 weeks. Mennen is also sponsoring 15-minute news programs three mornings a week on the Don Lee network and on WCAE, Pittsburgh.. H. M. Kiesewetter Adv. Agency, New York, is in charge.

JIMMY FIDLER, Hollywood news commentator, sponsored weekly on the NBC-Red network from that city by Procter & Gamble Co., has been signed by Warner Bros. First National Studios for five pictures. He will receive $55,000 for his first film and increasing to $100,000 for the fifth if all options are taken up. First picture is to start within 30 days after Jan. 1.

WAVE CLAIMS EVERYTHING (IN SIGHT!)

Even if WAVE didn't reach a soul who lived outside Jefferson County (Louisville) we'd still be able to offer you a market that does 27% of Kentucky's entire business! And this includes only the people who live virtually *within sight of our tower!* . . . We believe any station which delivers a market like that is doing a pretty good job—even without claiming all the rest of the U. S.—and China! Shall we send some data?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Heh! Heh! — two ducks with one shot





— Reminds me of the Carolina Combination

One low rate bags the Carolina Combination—WIS-WPTF and gives you intense coverage of the two rich cotton-tobacco areas of the Carolinas.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC

560 WIS 680 WPTF

Represented by Free & Peters, Inc.

Sold at one low rate

MacFadden Auditioning

MacFADDEN PUBLICATIONS Inc., New York (*True Story* magazine) is planning to inaugurate a new program under the present title *True Story Court of Human Relations*, on the NBC-Red network, Fridays from 9:30 to 10 p. m. Arthur Kudner Inc., New York, agency now placing this program, and Erwin, Wasey & Co. Inc., New York, which handles the same sponsors *Goodwill Court* broadcasts, are both auditioning new shows.



AFM-IRNA Approach Understanding

(*Continued from page 11*)

such stations out of all the 259 in the group; 150 of the affiliates employed no musicians whatever. The eight originating key stations employed about 360 staff musicians. Among the non-network stations, 85 stations out of a total of about 325 stations employed a total of about 420 staff musicians. Grand total approximately 1,555 staff musicians."

Objection to Rate Basis

Pointing out its success in demonstrating to the union the inability of the broadcasting industry to meet the original demands for employment of 3,500 additional musicians, in securing a postponement of the strike deadline from Sept. 16 to Oct. 15, and in working out a tentative trade agreement for network affiliates (the committee did not attempt to bargain for key or non-network stations), the committee continues:

"All of this is, however, subject to adoption of a formula for distribution of the labor cost. At the convention an advisory vote taken disclosed that the affiliates were fairly evenly divided between a formula based on published rates and one based on net revenue. The objection, in many cases, to the rate basis, was that the published rate is a national rate on which only a small proportion of the actual business is accepted. The objection to the revenue basis was the unwillingness of many to disclose this figure to competitors and to unions. After further careful study since the convention your committee is pretty well convinced the inequalities involved in the use of rates as a basis will cause so many complaints it cannot be satisfactorily relied on, at least as the sole criterion. Any formula adopted will have to give at least some consideration to the factor of revenue.

"In order to attempt to protect stations from improper disclosure of this figure when furnished, it has been decided to operate this inquiry through a highly reputable nationally known firm of certified public accountants. Every station is requested to furnish figures to this firm. Ernst & Ernst has agreed to act for this purpose. In case of question, the certificate of Ernst & Ernst will be accepted without any competitor or union having the right to examine your books. The totals, however, for each station and for the group, must be accessible to your committee in order that it may make the computations necessary for devising an acceptable formula. For this purpose a questionnaire has been prepared by this committee, aided by a subcommittee composed of John Shepard 3d and Emile J. Gough.

To Analyze Data

In addition to such routine data as call letters, ownership, power, time of operation, population of city and station's primary area, the questionnaire specifically asks for the net receipts during the year ended Aug. 31, 1937, with net receipts from NBC or CBS as a separate item, and the amount spent during this period for employment of staff musicians belonging to AFM. The questionnaires were mailed on Sept. 18 to the 259 network affiliates. Ten days later, Ernst & Ernst reported the receipt of more than 200 completely filled out forms. This prompt response was gratifying to the committee which took it as evidence that the broadcasters are more aware of the seriousness of the situation and of the necessity for their individual cooperation than they were a month previous when the NAB questionnaire was sent out.

When all of the stations have answered, the subcommittee will meet with the accounting firm to analyze the response in an effort to determine a trend that will enable the selection of an allocation formula that will be fair to all stations. The subcommittee admitted it had a number of possible yardsticks in mind but refused to discuss any of them at this stage of the investigation.

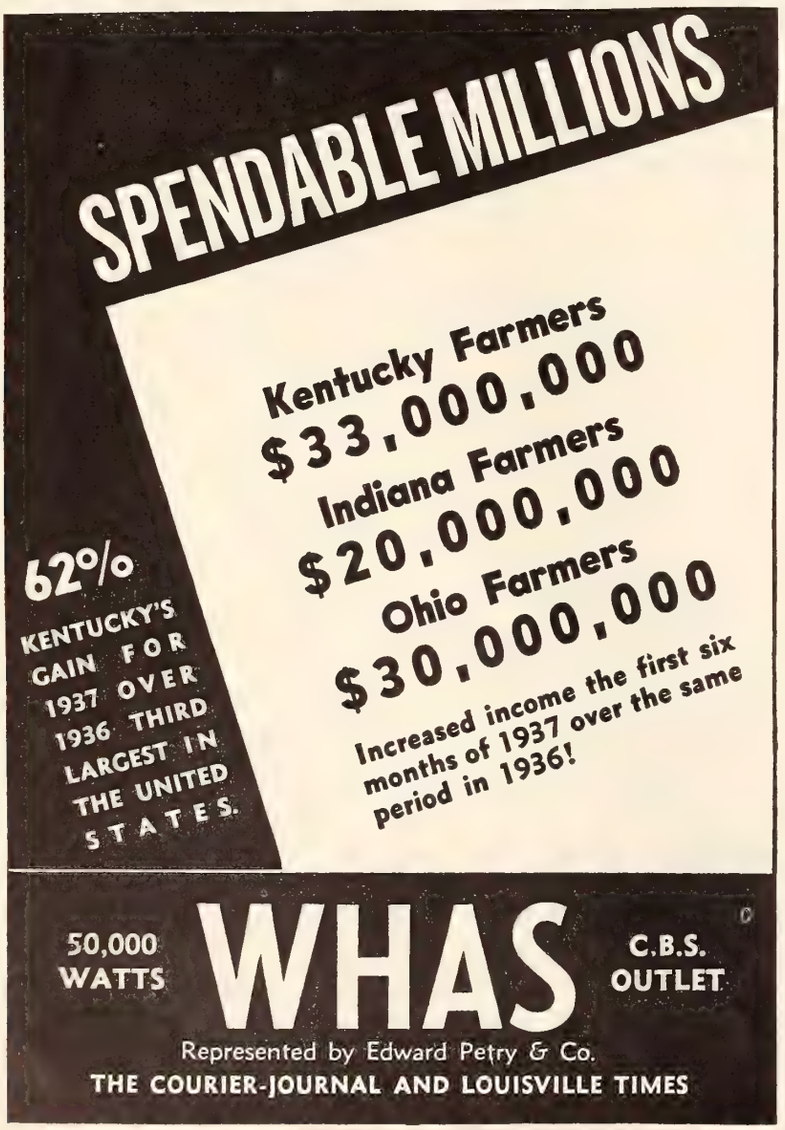
Absorbing the Costs

Question of how much and in what way the networks should absorb a portion of the additional expense to be assumed by their affiliates is still unsettled. The offer of the networks to assume 10% of the burden, to be distributed as they saw fit, which the IRNA negotiating committee had secured, was rejected by the convention and the committee was asked to attempt to secure a better offer. A single meeting was held following the convention, but no agreement was announced. A report that the networks had increased their offer to 15% was denied by officials.

Negotiating Committee members looked upon network contribution as one of the salient factors in the situation. CBS, it has been indicated, has evinced a willingness to revise the 10% offer upward. On the other hand, the intimation was that NBC thus far has objected to any modification of the projected 10% fund. Committee members nevertheless were hopeful that some tangible basis would be worked out preparatory to the Oct. 12 meeting.

Another open question is the employment of additional musicians at network key stations. A series of meetings, attended by Mark Woods, treasurer, and Niles Trammel, vice-president, of NBC, and by CBS Vice-presidents Edward Klauber, Lawrence Lowman, Mefford R. Runyon and Leslie Atlass, with the AFM subcommittee, had failed to produce any tangible results as this issue went to press Sept. 29. The last meeting on Sept. 27 broke up in a deadlock. Neither the broadcasters nor the AFM officials would disclose the demands of the union, but it was understood that the networks felt they are already employing a maximum number of musicians and were standing pat on their refusal to increase expenditures.

Mutual was not included in these negotiations as it is organized on a different basis from NBC and CBS and does not sell sustaining programs to its affiliates. Mr. Weber said that the question of



K ★ M ★ P ★ C

"The Station of the Stars"

Beverly Hills, Calif.

A clear channel station . . . in the middle of the dial (710) . . . covering Southern California like the proverbial sunshine and by far the most talked of station on the Pacific Coast.

Keep your "eyes and ears" on this fast stepping station.

G. A. RICHARDS, *President* ★ LEO B. TYSON, *Vice-Pres. — Gen. Mgr.* 710 KILO.

increased employment of musicians at MBS key stations would be considered separately.

Asked about the Canadian stations, Mr. Weber said that the five stations in the Dominion which are affiliated with NBC, CBS and MBS will be expected to sign the same agreement as the United States affiliates, and that the other Canadian stations will be treated the same as the non-network broadcasters within the U. S. Mr. Weber planned to leave New York Oct. 1 for Denver to attend the AFL convention there, returning to New York on Oct. 13 or 14.

While authorized to represent only the network affiliates, the IRNA negotiating committee and its subcommittees have tried to keep in mind the interests of the non-network stations as well, it was reported. Mr. Weber and other union officials have consistently held that any contract shall apply to the entire industry and that they shall expect every station to sign on the same basis, regardless of any question of network affiliation. For this reason, the IRNA committee has in a sense been forced to represent all broadcasters, whether it wished to or not. By persuading the union to postpone its strike deadline until after the NAB convention the committee has given the industry as a whole a chance to approve or reject its negotiations before any station, network or not, is faced with the necessity of signing a new contract with its local union.

Representatives of a number of makers of transcriptions and phonograph records met with the AFM executive board Sept. 17 for a short session in which Mr. Weber informed them of the state of negotiations with the broadcasters and that no further dealings could take place with this group until an agreement had been reached with the broadcasters. Another meeting was set for Oct. 16, day following reconvening of the AFM board which adjourned its meeting on Sept. 22, after the final session with the IRNA subcommittee. Meanwhile, an AFM subcommittee of three members: Mr. Weber; James Petrillo, head of the Chicago Federation of Musicians; and Fred W. Birnbach, Newark, secretary of the international board, was appointed to continue negotiations with the subcommittee and with network executives.

WNBC, New Britain, Conn. on Sept. 28 was authorized by the FCC Broadcast Division to increase its hours of operation from daytime to unlimited time on 1380 kc. with a change in power from 250 watts to 1,000 watts day and 250 watts night, effective Nov. 16.



Scope of AFM-IRNA Tentative Agreement

WHILE substantial agreement has been reached by the negotiating committee of Independent Radio Network Affiliates with a committee of the American Federation of Musicians during the last fortnight under which those stations would commit themselves to a 100% increase in their expenditures for union musicians, or an aggregate of $3,000,000 annually, actual terms of the contract and trade agreement have not yet been approved.

A half dozen tentative revisions of the trade agreement, it is understood, have been drafted — the last as of Sept. 28—with the language not yet decided upon even as between the two negotiating groups. Basic principles, however, evidently have been agreed to and the committees are hopeful of reaching a definite understanding shortly.

Some three dozen provisions, it is understood, are contained in the tentative agreement, which would run for two years. Moreover, it is proposed that the same terms as specified for the network affiliates also shall apply for all other stations, with the exception of network key stations.

"Unfair" Stations

Having sent questionnaires to all network affiliated stations as a means of procuring information upon which it can base an allocation to each affiliate covering expenditures for musicians, the IRNA committee proposes to submit its suggested allocation to AFM for approval preparatory to invoking the proposed trade agreement. Some 200 stations out of 259 network affiliates already have replied to this questionnaire, it is understood.

A strike date of Oct. 15 has been established in the trade agreement unless a further postponement is agreed upon. AFM will declare as unfair any stations not agreeing to the terms of the contract. Moreover, network key stations or stations transmitting programs by wire to others would be prohibited from doing so if the receiving stations do not agree to union terms. There would be a provision, however, that if the number of affiliates of a network satisfactory to AFM have signed contracts, then the union will permit the key station to provide service to the network upon assurance that the music will be transmitted only to affiliates which contracted for employment and to no affiliates which have not accepted contracts.

Definite provision would be made that the scale of hours, wages and local working conditions for musicians should be determined by the local union having jurisdiction. Specific provisions would be made, however, that no station shall pay less for union musicians than the amount it is now paying, whatever the effect of the allocated quota. Moreover, no local union would be permitted to require an affiliate to increase its payments during the contract tenure except under certain conditions.

Nine-Month Guarantee

Stations would be permitted to expend the entire amount of their quotas for the employment of staff musicians over a period of not less than nine months in each year. There would be exceptions to this requirement in resort cities, where the business season might be less than nine months and where the provisions might involve undue hardship.

A staff musician would be described as one paid on a weekly basis rather than by performance. Musicians hired as extra men or employed for other work than that of playing musical instruments would not be included in the expenditure quota. Overtime and extra rehearsal compensation likewise would be excluded.

Apropos commercial programs, the understanding is that if a local requires a higher rate for use of staff musicians in commercial programs as well as in sustainings, the aggregate pay of the broadcaster to the staff musicians on the regular payroll would be credited against the station's quota irrespective of the number of commercial hours involved.

Stations would be required to employ union musicians in good standing as staff members but with the provision that the station shall be permitted to employ virtuosos of high standing, novelty acts of nonmembers, and similar extra musical talent subject to conditions prescribed by the local. Specific requirements as to qualifications of musicians also will be written into the agreement. The stations would have full control over program material, selection of music, instrumentation and the like, and if it has any complaint as to qualification of the musician furnished by the local union, an examination by the Federation will be ordered. If the examiner then finds the musician is incompetent, the station then will have the right to hire a union musician from some other local.

No Ban on Records

As was understood in the original conversations, the agreement will carry a proviso that stations contracting with AFM for guaranteed expenditures for musicians will receive from it the right to use phonograph records and electrical transcriptions along with the privilege of receiving network programs. AFM, however, would require stations to contract only for recordings and transcriptions made by manufacturers licensed by the Federation. AFM has withheld making agreements with transcription and record manufacturers until arrangements are completed with stations and networks.

Regarding recordings made for audition purposes or for filing, the agreement is expected to specify that stations may make such records but that they cannot be broadcast. Moreover, AFM would require notice from the stations when such records are made. Stations making transcriptions for broadcast use would be required to agree to regulations prescribed by the Federation for such purposes.

In connection with recordings of sponsored programs, AFM has insisted upon a provision that in the event such a program cannot be broadcast at the allotted time, a transcription may be made to be put on the air not later than a week from the time it was made. In such instances too, AFM would have to be advised of the recording and after it is used, destroy it.

Since the agreement terms were

(*Continued on Page 81*)



Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

COLOR: For almost ten years without interruption, WSBC has carried Chicago's only program appealing to, and staffed by, colored folk exclusively. There are a quarter million negroes in Chicagoland! The broadcast talent, unearthed on this program, has won national prominence.

* * * *

PLACID: Howard Zile, engineeer, chose the 400-foot level of WCBD's new vertical radiator for an unexpected snooze recently, after long hours of testing. Luckily a safety belt kept his name out of the obituaries.

* * * *

FRIENDS: An honor this writer humbly received recently, a membership in the Illinois Club for Shut-Ins, a tribute to the service of these stations in aiding these unfortunates.

* * * *



DOUBLING: That German-American program that is bringing so much good comment on Milwaukee's WEMP is announced both in German and English by Carl Zimmerman, versatile ace WEMP staff announcer. Milwaukee's vast German audience is remarkably responsive. Americanization material is used much.

* * * *

MILESTONE: WGES is completing its tenth uninterrupted year of the exclusive broadcast of Catholic High Mass. It's the greatest single friend-making program on WGES among a million and a half Catholics in Chicagoland.

* * * *

COMMENT: We've kept a pretty careful check on the alleged "success" of youngsters who have been led into amateur (and later professional) pugilism through much-publicized tournaments of fisticuffs. Results of "success" is a lot of "punch-drunk" young men who might otherwise be good citizens.

* * * *



AIR - MINDED: The Chicago Girls Flying Club looked to WGES, WCBD and WSBC to put over its successful "Air Carnival" the other week. From time on the air to public address system, these stations served effectively.

* * * *

FIDELITY?: One of radio's worst enemies is the "midget" radio receiving set!

Gene T. Dyer

Lesson in Crashing

THE SCRIPT of the *Fibber McGee & Molly* program Sept. 20 called for a porch crash. So sound man Don Mihan got together the following paraphernalia: A set of wooden stairs, a flour barrel, an orange crate, eight wooden beer boxes, six music racks, a flour sifter, a tea kettle and 12 tin cans. After repeated trials, Mihan found that the porch crash wasn't realistic enough. Fibber himself (Jim Jordan) finally suggested the final ingredients that proved satisfactory. Fifty small wooden berry boxes were added to the pile and Mihan jumped on them to provide a perfect porch crash.

HEAR EXECUTIVE

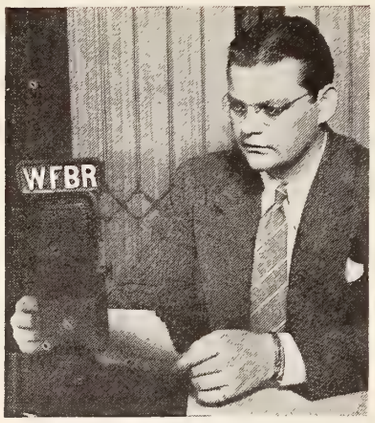
KLZ Uses Discs to Repeat 70-Minutes Program

KLZ, Denver, remoted 70 minutes of President Roosevelt's stopover at Cheyenne, Wyo., and repeated the program by transcription the same evening. The remote crew was headed by Howard Chamberlain, production manager, aided by Charles Inglis. Chief Engineer T. A. McClelland ordered the recording. They worked in cooperation with Sterling Fisher, CBS director of talks, and Clyde M. Hunt, chief engineer of WJSV, Washington, who were with the presidential party.

During a talk by Senator Joseph C. O'Mahoney, before the party reached Cheyenne, the Senator remarked: "This seems to be Hamlet without a Hamlet." Fearing a political tirade, the KLZ crew prepared to cut off the remarks but the subject veered into a less delicate vein.

Eaton Paper Poll

EATON PAPER Corp., Pittsfield, Mass., on Sept. 15 started a nationwide radio poll to continue for 90 days, offering a $1,000 prize to the fan writing the best letter about a radio artist. The poll is to be broadcast 26 times from eight stations. A Letter of Gold trophy will be awarded the most popular artist. Stations are WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ, KFI.



YOUNGEST—Of all the news commentators in radio is Bob Hurleigh, 25, according to a claim by WFBR, Baltimore, over which he handles Transradio news for American Oil Co., Baltimore (Amoco oil and gas). Despite his youth, Hurleigh has had seven years of newspaper and radio experience, having started as assistant dramatic editor of the *Washington Times* and edited several local magazines and having started in radio as an announcer on WOL, Washington.

New Camel Series

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., Sept. 28 started its new double-feature *Camel Caravan*, first half-hour of which is *Jack Oakie's College*, with Jack Oakie and Stuart Erwin, and second half of which is Benny Goodman in a new *Swing School* series. Program, broadcast on 96 stations of the CBS net, is in the interest of Camel cigarettes and Prince Albert smoking tobacco. The agency is Wm. Esty & Co., New York.

Vick Starts Two

VICK CHEMICAL Co., Greensboro, N. C., started its two new series of CBS programs, *Vick's Open House with Jeanette MacDonald* and *Tony Wons and His Scrapbook* on Sept. 26 and 27, a week ahead of the previously announced opening dates. The MacDonald programs will be broadcast Sundays from 7 to 7:30 p. m. EST, and the Wons series on Mondays, Wednesdays and Fridays from 10:30 to 10:45 a. m. Morse International Inc., New York, places both series.

Federal Control Status Reviewed by Law Group

CUSTOMARY recommendations that it be authorized to confer with committees of Congress and the FCC on matters affecting radio and communications law and that it be authorized to attend international conferences and congresses having to do with communications regulations, were made to the American Bar Association by its Standing Committee on Communications at the 16th annual convention in Kansas City, Sept. 27-Oct. 1.

In a brief report the committee reviewed the status of federal regulations affecting communications, pointing out that some 40 separate bills are now pending in Congress. Activities of the FCC during the past 12 months together with a review of cases appealed from FCC decisions constituted the major portion of the report.

The committee comprises John W. Guider, Washington attorney, chairman; Douglas Arant, Birmingham; Edward Borchard, Yale professor; Raoul E. Desvernine, New York, and J. B. Faegre, Minneapolis.

Imperial Sugar on TQN

IMPERIAL SUGAR Co., Sugarland, Tex., on Sept. 27 started Mondays, Wednesdays and Fridays, 9-9:30 a. m., on the Texas Quality Network, featuring one transcription and two live talent shows weekly and keyed from WFAA, Dallas. Sponsor last spring conducted a "Get What You Want" contest to determine the popularity of three types of transcribed programs. The audience reacted favorably to all three but asked for more variety. Agency is Tracy-Locke-Dawson, Dallas and New York.

Work Starts on KWNO

WORK was scheduled to begin Oct. 1 on the new KWNO, 100-watt daytime station on 1200 kc., which the FCC recently authorized for construction in Winona, Minn., and it is hoped to have the station on the air by Thanksgiving Day. Western Electric transmitter and studio equipment will be used with a Blaw-Knox 199-foot vertical radiator. Staff selections have not yet been made, according to Maxwell H. White, president of the Winona Radio Service, a partnership which includes Herman R. Weicking, Harry Dahl and Otto M. Schlabach. Mr. White is business manager and Mr. Weicking is editor of the *Winona Republican-Herald*. Mr. Dahl is chief owner of WKBH, LaCrosse, Wis., and Mr. Schlabach is a LaCrosse attorney interested also in WKBH.

THOMAS S. LEE, president of Don Lee Broadcasting System, Los Angeles, and J. C. Lewis, producer of KHJ, the network's outlet in that city, have collaborated in writing a new song, *It Must Be You*, to be used by a major Hollywood motion picture studio.

CHOOSE A LIVE SPOT
$100,000,000 Cotton Crop
MEMPHIS
Wide Range Transmission—5,000 Watts Power
WREC
NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

Film Academy Planning To Include Radio Data

GROWING importance of radio in Hollywood and its near-parallel to films in various activities and objectives, is reliably reported to have impressed leading Academy of Motion Picture Arts & Sciences figures to the extent that pressure may be brought to enlarge activities of that organization to include the new industry.

Growing interrelationship of films and radio, the intermingling of talent in both media, and the fundamental purposes of both in providing entertainment for the masses, plus concentration of production resources in Hollywood, lead sponsors of the proposal to bring radio under the Academy's wing to believe the plan feasible.

Look Still Placing

LOOK Inc., Des Moines, Iowa (semi-monthly picture magazine), has started half-hour recording programs over WJSV, Washington, D. C., featuring Arthur Godfrey as master of ceremonies. Programs are broadcast Tuesdays, Thursdays and Saturdays, 11:00-11:30 p. m. The magazine has also started a nightly except Sunday half-hour show on WCKY, Cincinnati, 10:30-11 p. m. Because Philadelphians are said to retire early, *Look* is using recorded programs 8:30-9:00 a. m. over WCAU. *Look* is continuing full-hour nightly shows on WTMJ, KRNT-WMT and WGAR. Half-hour nightly broadcasts are being used on WMCA, with a full hour show on Sundays. In addition, minute dramatized transcriptions are being used on KFI, KGO, KWK, WNAC and WCAU. Schwimmer & Scott, Chicago, is agency.

Spots Promote Film

UNIVERSAL PICTURES Co. Inc., New York, for "One Hundred Men and a Girl" broadcast on WOR, Newark, on Friday, Sept. 17, three 50-word announcements; Saturday, Sept. 18, three 50-word announcements; Sunday, Sept. 19, announcement on program of Transradio News, 10-10:15 a. m., EDST, and on program of Stan Lomax, sports, 7-7:15 p. m. Universal agency is J. Walter Thompson Co., New York.

Iodent Tests on WMAQ

IODENT CHEMICAL Co., Detroit (Iodent toothpaste), started sponsorship of *Don Winslow of the Navy* on WMAQ, Chicago, Sept. 27. The program which is broadcast daily except Saturday & Sunday, at 5 p. m. (CST), will go on an extensive NBC network if a 13-week test proves successful. Vanderbie & Rubens Inc., Chicago, is the agency.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Minor Film Folk Getting Radio Roles As Writers Introduce Special Types

By DAVID GLICKMAN

THE virtual monopoly of supporting roles held in Class A network broadcasts emanating from Hollywood by strictly radio acting talent is facing a breakdown. Insiders viewing changes in the Hollywood radio production setup and the interrelationship growing between radio and films predict a rapid infusion in radio of picture players known for their talent, but nameless outside the studio walls.

Hollywood radio production executives heretofore conscious only of stellar names are now building up their files on supporting talent and the fall network programs will bring to the front many new players. A prime factor in the increasing swing to film talent of the "character" type is the introduction of film writers in rapidly growing number to radio production.

By word of mouth, and by insertions of character description, such as a "Joe Doaks type," the film writers now in radio are advertising the backbone of film acting talent below the feature billing class. By writing them directly into scripts, they are paving the way for a lucrative new outlet for this type of talent. Radio casters heretofore restricted only to the small circle of radio actors familiar to them, now look to films to augment the talent market many times over.

Radio for some time has been rubbing elbows, getting on congenial terms and offering to work hand in hand with pictures, and the bigoted attitude taken by many film studio executives is rapidly disappearing. They have come to realize that radio is a valuable asset to exploit a picture and to build up unknown talent. These two industries are in a position to give and take. Radio is dipping deeper and deeper into the production resources of pictures and in turn is giving much of its star and near-star talent to the films. Smart Hollywood showmen connected with the films now offer to "play ball" with radio. They realize that a picture plug on a transcontinental program means much to the success of a film.

Energine Discs

CUMMER PRODUCTS Co., Bedford, O. (Energine), will make discs of *Radio Newsreel*, starring Wallace Butterworth and Parks Johnson. Transcriptions will be made during the network broadcasts, which start Oct. 24 on 23 stations of the NBC-Red net, Sundays at 3-3:30 p. m. List of stations for the transcribed series is not yet available. The agency is Stack-Goble Adv. Agency Inc., New York.

Sponsors Tennis Tourney

ARROWHEAD SPRING WATER Co., Los Angeles (bottled water), from Sept. 17 to 26 inclusive, sponsored daily (12:30-12:45 p. m. and 2:30-4 p. m.) the annual Pacific-Southwest Tennis Tournament from the Los Angeles Tennis Club, on KMPC, Beverly Hills, Cal., giving elaborate coverage. Broadcast series was supplemented several days prior to the opening of the tournament with interviews of internationally known participants. Allied Adv. Agencies Inc., Los Angeles, handled the account. Final three days of the tournament, Sept. 24 to 26 inclusive, were also broadcast over KHJ, Los Angeles, and the Mutual-Don Lee network on a staggered schedule, the event going transcontinental.

DRYDEN & PALMER Inc., New York (Gravy Master), will start Oct. 6 participation in established programs on WFBR, Syracuse, and WGY, Schenectady. The agency is Samuel C. Croot Co., New York.

Cavalcade Wins Citation Of Women's Committee

"THE RADIO program most acceptable and worthwhile to the general family audience,"—such was the designation awarded Sept. 22 to *Cavalcade of America* by the American Legion Women's Auxiliary, following a ballot conducted among thousands of women throughout the country by the Women's National Radio Committee. It was the second annual radio program award by the Auxiliary and was announced by Mrs. William H. Corwith, chairman of the Auxiliary radio committee, on the CBS broadcast of the seventeenth annual convention of the Auxiliary in the Hotel Astor. William A. Hart, du Pont executive, accepted the award on behalf of his organization, which sponsors the program.

RADIO NEA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

250 Park Avenue New York

Spot NEWS!



United Press HEADLINE News every hour on the hour, from Vt.'s HEADLINE Station.

1390 KC

WQDM 1000 WATTS

ST. ALBANS VERMONT

EXCLUSIVE!

Tidewater-Associated Oil Co. chooses KEHE to broadcast the Loyola University football games to the thousands of alumni and fans in Southern California.

Another KEHE "exclusive" . . . another good advertiser on a powerful and capable station.

5000 Watts **KEHE** 780 Kilocycles

Los Angeles, California

Member of the California Radio System

"Serving the Public Interest"

National Representative: Hearst Radio

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Bowey's to Change

BOWEY'S Inc., Chicago (Dari-Rich chocolate drink), on Nov. 1 will start sponsorship of *Terry & the Pirates*, radio version of the syndicated comic strip, on the NBC-Red network from 5:15 to 5:30 p. m., and will be heard Mondays, Tuesdays and Wednesdays. Company has been sponsoring *While the City Sleeps* at the same time on Mondays, Wednesdays and Fridays. Carried on 16 stations, the pick-up point of the broadcasts will be shifted Nov. 1 from Chicago to New York. Program will be rebroadcast for the West at 6:15-6:30 p. m., EST. Stack-Goble Adv. Agency, Chicago, has been appointed to direct the series.

You'll want an Encore when you try the Tune:
"MORE BUSINESS"

Strike the Key with
KWK
Thomas Patrick, Inc.
Hotel Chase St. Louis
Representative:
PAUL H. RAYMER CO.
New York - San Francisco - Chicago

Status of Engineers at Issue

(Continued from page 13)

ney Cohn, CBS by Sol Rosenblatt, ABT by Leon Despres, and the NLRB by Charles A. Graham. Testimony as to the technical make up of CBS was given by E. K. Cohan, director of engineering, and as to the difficulties caused by the IBEW affiliation of KMOX engineers by R. W. Chubb, attorney for KMOX. H. E. Davis, former president of ACBT, and Charles H. Kleinman, former secretary of the New York chapter of ACBT, testified regarding the move to dissolve the New York chapter and to join ARTA. The hearing adjourned Sept. 29.

Invites Free Lancers

Definitely throwing down the gauntlet to the recently organized American Federation of Radio Artists, AFL union holding jurisdiction over all persons "appearing before the microphone," with the exception of union musicians, the American Guild of Radio Announcers and Producers has announced the formation of an artist freelance chapter, which will make AGRAP membership available to artists not on station staffs. Already members of this new AGRAP branch are David Ross, Ted Husing, Paul Douglas, Andre Baruch, Fred Uttal, Del Sharbutt and Andrew Stanton, according to the announcement made Sept. 25 by Roy S. Langham, AGRAP head.

Stating that "the entrance of the AFRA into the field of organizing radio talent and particularly announcers has had no effect on the progress of AGRAP" the announcement lists the recent gains of this independent organization which has no affiliation with AFL, CIO or any other general labor group. Announcers at KYW, Philadelphia, have joined the Guild 100% and bargaining will soon be begun for this group. Admission of announcers at WCAU, Philadelphia, WEEI, Boston, and WBBM, Chicago, gives AGRAP a majority of CBS announcers. Addition of WBNX, WNEW, WOV, and two other stations in which organization is now under way, to WABC, WOR and WMCA, for whose announcers AGRAP has already won contracts, is said to give it a majority of the announcing staffs in New York City.

In the newly-entered sound effects field, AGRAP states that it is now bargaining for the sound effects technicians of WABC and WBBM, CBS keys in New York and Chicago, and for the sound effects staff of WJZ and WEAF, NBC's keys in New York. Admitting that the membership in Actor's Equity Association has caused many actors and singers to join AFRA, AGRAP says that its own enrollment in this field is steadily growing.

Other Negotiations

Negotiations for the announcing staffs of WORC, Worcester, and WAAT, Jersey City [BROADCASTING, Sept. 15], are still under way, and organization is complete at WRAX-WPEN, Philadelphia, and WFBL, Syracuse. Organization at 11 other stations is under way; enrollment has been started in an additional 12 stations and individual memberships received from 40, the statement reports. In three cases before the National Labor Relations Board AGRAP has won three favorable verdicts.

The first national convention of AGRAP will be held Oct. 1, in New York City.

Decision by Mrs. Emily Holt to accept the position of executive secretary of AFRA, which had been offered her earlier in the month [BROADCASTING, Sept. 15], is said to have brought together the various factions of this new talent union which had developed during the campaign to select a leader. A graduate of Cornell U. law school, Mrs. Holt served for seven years as associate counsel of Equity, in particular charge of arbitrations, and before her resignation in 1934 she was a member of the Code Authority of the Radio Broadcasting Industry as representative of performers other than musicians. George Heller, member of Equity council since 1933, and extremely active in organizing the radio field when it came under Equity jurisdiction, has been named as assistant executive secretary of AFRA, in addition to serving as treasurer.

With a claimed membership of 2,000 radio actors already, AFRA is expected to begin shortly a nationwide radio drive toward its goal of 20,000 members. However, the first council meeting since Mrs. Holt's acceptance of leadership, held on Sept. 23, had no plans to report. One pressing question, which will have to be decided by the Associated Actors & Artists of America, under which AFRA is chartered, is that of the transfer of actors from the stage, where they are under Equity jurisdiction, or the movies, where they come under the jurisdiction of the Screen Actors' Guild, to radio.

When an actor moves from stage to screen, or vice versa, he changes from one jurisdiction to the other for the period of his dues, and at the end of that period pays his dues to the organization under which he then comes. But whereas it is not ordinarily possible for an individual to work for both stage and screen simultaneously, it is fairly common for players from both fields to appear in a radio series without interrupting their stage or screen work. If they are allowed to continue this practice without paying additional dues to AFRA or without having some part of their previous dues transferred to this radio union, it is apt to find itself with a continually depleted treasury.

AFRA in Golden Gate

A San Francisco chapter of the American Federation of Radio Artists was formed Sept. 19, with jurisdiction over Northern California from the Tehachipi mountains to the Oregon line and over all of Nevada. A charter was granted by the AFRA national board in New York. Vic Connors, executive secretary of the local, stated that more than 75 members had signed.

"AFRA is not making any promises as yet," John B. Hughes, MBS announcer, stated. "But when it becomes solid and thoroughly organized then steps will be taken for the betterment of working conditions. We are not going to go gunning for the radio employers."

Norman Field, national executive secretary of AFRA, announced that members of the Screen Guild of AFRA will be able to take out membership in one or the other at a reduced rate and that the cards will be interchangeable. In concluding his address Field explained that AFRA was organized to check any other group from making mandatory demands upon radio workers such as "join de union or take a good sock in de jaw."

ARTA has signed the technicians, announcers and continuity writers of KOMA, Oklahoma City, 100%. While ARTA has hitherto concentrated chiefly on the engi-



THE BUTCHER, THE BAKER AND THE CANDLESTICK MAKER DO!
In 1936, some 125,000 butchers, bakers and candlestick makers in WBNX's area, sold over $2,500,000,000 worth of standard advertised products to the 4,000,000!
1000 WATTS DAY AND NIGHT
WBNX NEW YORK
"It's the Four Million who Listen to WBNX"

"This is . . .
WBNS
COLUMBUS, OHIO
"This is Our Representative . . .
JOHN BLAIR & CO.
"Ask John . . . he knows"

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

neers in its radio organizing, officials explained that in accordance with the CIO policy they were organizing any unorganized and that such small groups as the announcers and writers of KOMA had not and probably would not be strong enough to set themselves up as individual locals. However, the union spokesmen stressed the fact that ARTA is not attempting to provoke any jurisdictional battles and that if any more appropriate union affiliation were offered these announcers and writers ARTA would gladly relinquish them on request. The first conference with the station management was held on Sept. 17.

The entire technical staff of WBBZ, Ponca City, has also joined ARTA, it was stated.

Officials of the union, whose new name, American Communications Association, will not become official until it has been ratified by the membership, stated that the technical staff of WWSW, Pittsburgh, had signed up 100% and that negotiations would soon be started with station officials. Negotiations are now progressing rapidly at WCAU, Philadelphia, where the engineers were signed several weeks ago, and a contract is expected in the near future.

Negotiations with officials of WHN, New York, which was ordered to deal with ARTA by the National Labor Relations Board after a series of hearings in which the International Alliance of Theatrical & Stage Employes, AFL union, had claimed the sole right to represent any employes' organization at Loew's Inc., owner of WHN, are temporarily at a standstill pending the outcome of the NLRB hearing on ARTA's case versus CBS, started Sept. 28, after two postponements. Meetings between union and WHN officials failed to reach an agreement and a strike had been expected, but the union decided to withhold action until after the CBS decision.

Conferences are now being held with officials of RCA Communications, which has recognized ARTA as bargaining agent for its "live traffic" employes and messengers. An election held under NLRB auspices last summer showed a large majority of the company's employes in the New York area to be ARTA members, and upon proof that a similar condition exists throughout the country the company agreed to recognize the union as national agent. ARTA expects to enforce its closed shop demands and to have a signed agreement with the company in the near future.

A Chicago branch of AFRA was formed Sept. 26 with Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary. Following artists are on the executive committee: Hugh Studebaker, Bess Flynn, Henry Saxe, Forrest Lewis, Virginia Payne, Bernard Burke, Judith Lowry, Mark Love, Edward Davies, Harry Walsh, Pat Peterson, Philip Culkin, Richard Wells, Major Holmes and Myles Reed.

KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland

Five favorite stations available with a single contract.



UP THEY GO—For a stunt broadcast from the top of the 190-foot Blaw Knox tower of KGNF, North Platte, Neb. John Alexander, program director, has started the climb while Chief Engineer Buford Eaves waits his turn. They described the nearby countryside and conversed with Gene Rhein, announcer, who remained with a crowd of 500 persons at the base of the tower. A handful of theatre tickets was thrown from the top.

Heatter's Committee

A FIFTH AVENUE mannequin, a New York business man, a Manhattan tailor, and a housewife comprise the Radio Listener's Committee to serve with Gabriel Heatter for *We, the People,* starting Oct. 7 on CBS for Sanka coffee. The group will act as a governing committee to select most interesting applications of persons wishing to relate their life-stories on the air. Members of the committee are Nancy Bigelow, model; Wallace Seymour, business man; Amato Violetti, tailor, and Mrs. Lena Murphy of Otisville, N. Y., housewife and mother.

Nash Announces Models

NASH division of Nash-Kelvinator Corp., Kenosha, Wis., starting on Oct. 19 will broadcast for two weeks a series of two daily minute announcements by Boake Carter to promote new models. Geyer, Cornell & Newell Inc., New York, is agency.

COLGATE-PALMOLIVE-PEET Co., Jersey City, is dropping its CBS *Palmolive Beauty Box Revue,* to be replaced in November by a daytime script show. Benton & Bowles Inc., New York, is agency.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

BIG RESULTS FROM SMALL BUDGETS!

On WDRC you can concentrate your sales message in a major-opportunity, major-profit market . . . and how little it costs! Investigate WDRC before making your winter plans.

Basic Network Station of the Columbia Broadcasting System

No Series Client

PROSPECT that coverage of the World Series will be handled by networks on a sustaining basis was indicated as BROADCASTING went to press. A last-minute effort to secure sponsorship of the series was being made but the high cost of rights plus the expense of network facilities appeared to be standing in the way of prospective advertisers.

Anacin Adds Discs

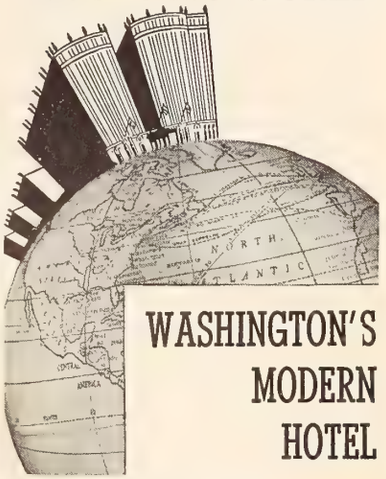
AMERICAN HOME PRODUCTS Co., Newark (Anacin), at the end of September started a thrice weekly quarter-hour daytime RCA disc series featuring *Easy Aces* on a group of American and Canadian stations, in addition to the NBC-Red list. Weed & Co., station representatives, placed the Canadian series.

Stations are: KPRC WTNC WWL KLZ KSL WOAI WCSH WOOD WKY WRVA WFAA WTMV WSB WIOD KSFO KOMO KHQ KGW CJCA CKWX CKY CJAT CKKL CFCH CKGB CFCF CHNS CJRM CFCN CFRB. KNX and WDAF also have been taking the *Easy Aces* program via disc. Blackett-Sample-Hummert Inc., New York, is agency.

MICKELBERRY'S FOOD PRODUCTS Co., Chicago (Mickelberry's sausages), will start a quarter-hour sports program preceding the football games every Saturday over WBBM, Chicago. Pat Flanagan will handle the series. Neisser-Meyerhoff Inc., Chicago, is the agency.

HARRY LAYMAN, chief engineer of WFTC, Kinston, N. C., and W. C. Ewing, wholesale fertilizer distributor, have applied to the FCC for a new 250-watt daytime station on 1340 kc. in Fayetteville, N. C.

HOST *to the* WORLD



WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4
Double Rooms from $6
All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, *Manager*

IN NEW ORLEANS

use

WDSU

First with the latest and always a few wave-lengths ahead

•

Representatives

JOHN BLAIR & CO.

Affiliated

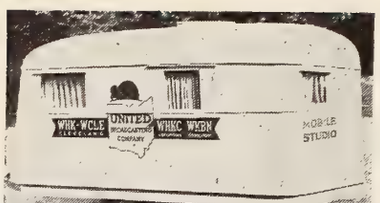
NATIONAL BROADCASTING CO. BLUE NETWORK

Fisheries Using Spots

GORTON PEW FISHERIES Inc., Gloucester, Mass., started Sept. 13 one-minute spot announcements on KYW, KDKA, WTAM, WGY, WMAL, WMAQ, WBZ-WBZA. Schedule is for 20 weeks, placed through H. B. LeQuatte Inc., N. Y.

Vermont Syrup Spots

PENICK & FORD Ltd., New York (Vermont Maid Syrup), on Oct. 4 starts a series of transcribed announcements to run daily except Sunday for 13 weeks on 24 stations, placed through J. Walter Thompson Co. Inc., New York.



ROLLING—This studio on wheels has been placed in service by WHK-WCLE, Cleveland. It includes a piano and 100-watt short-wave transmitter. The trailer is attached to the regular mobile unit.

Biscuit Firm's Time

SAWYER BISCUIT Co., Chicago, currently using a sidewalk program featuring Bob Elson over WGN, will add a second Chicago station, WMAQ, Oct. 4 to promote its fig bars. Bob Hawk will announce *Studio Stooges*, daily except Friday and Sunday at 1:45-2 p. m. Other stations carrying sidewalk programs for United Biscuit Co., with which the Sawyer firm is affiliated, are WWJ, WTAM, WDAY, WTMJ, WIRE and KMOX, plus six stations of the Michigan Network. Neisser-Meyerhoff Inc., Chicago, is the agency.

BOB CUNNINGHAM, program director of KOIL, Omaha, is again teaching the credit course in radio methods at the Municipal University of Omaha which he taught last year. Class meets one night a week for two hours in the KOIL studios.

KVRS are the call letters assigned for the new local station at Rock Springs, Wyo., authorized Sept. 14 by the FCC [BROADCASTING, Sept. 15.]

Institute to Place

UTILITIES Engineering Institute, Chicago (air conditioning courses), started a quarter-hour live talent show on WBBM, Chicago, Sept. 26 making the sixth station to be used by the air conditioning firm. The new show features Winston & Sutton, double piano team, every Sunday at 10:45-11 a. m. Quarter-hour programs varying from one to six times weekly are being presented on WWVA, WHAM, KFEL, WNAX and WMMN. At least 15 other stations to be added sometime in October. First United Broadcasters Inc., Chicago, is agency.

L. L. HILLIARD became controlling owner of KGKY, Scottsbluff, Neb., by action of the FCC Sept. 28, authorizing transfer of the stock of Ruth K. Hilliard and Myron E. Kluge of Los Angeles.

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An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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McNARY and CHAMBERS
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There is no substitute for experience
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32 ROCKLAND PLACE
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NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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JOHN BARRON
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Earle Building, Washington, D. C.
Telephone NAtional 7757

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RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
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A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.

The Largest Independent Frequency Measuring Service in the Country
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Manufacturers and Engineering Consultants
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Small station in delightful Southern city desires immediately real go-getter salesman with knowledge of local and national advertising. Must be trustworthy and real salesman to meet requirements. Small salary. Congenial surroundings. Tell all in first letter. Box 775 BROADCASTING.

Situations Wanted

Licensed 1st class telephone operator and announcer, 25, married, sober and reliable. South or West. Box 779, BROADCASTING.

Experienced Radio Press Operator Desires Position Copying Transradio, International News, United Press, etc. Box 772, BROADCASTING.

ANNOUNCER. Well-rounded experience. Affiliated with two network stations. Available immediately. Smart wardrobe. Gentile-operated station preferred. Box 776, BROADCASTING.

Young, Experienced Radio Worker Desires Position On Small Southern Station. Can Announce, Sell, Write Commercial Continuity. Any Job Considered. Box 780, BROADCASTING.

Engineer: three years experience, construction, installation, maintenance. Assoc. I. R. E. See Communication and Broadcast Engineering, page 12, Aug. 1937. Box 782, BROADCASTING.

Secretary Stenographer six years radio advertising experience Chicago; six years previous legal and commercial experience; knowledge bookkeeping. Box 781. BROADCASTING.

Licensed operator, radio telephone first class, young, married, go anywhere. Some experience. Salary secondary to securing work. Desire permanency. References furnished. Have had instruction in television. Box 773, BROADCASTING.

ENGINEER: RCA Graduate. Telephone first, telegraph second licenses. Three years station experience including installation, survey, copy Transradio, and supervising technicians. Highest recommendations. Married. Now Available. Box 778, BROADCASTING.

If you are looking for a capable Manager or Assistant, my clean and successful record, 4 years Program Director, 2 years Sales Manager, 1 year Manager, 2500 watt metropolitan station, should interest you. Excellent references. Available November first. Box 777, BROADCASTING.

Wanted to Buy

Wanted: Used Esterline Angus 5 milliampere recording meter. Advise price and conditions. Box 784, BROADCASTING.

Wanted: 100 Watt Transmitter not over two years old. Composite not wanted. Quote cash price and full details. Box 774, BROADCASTING.

Would be interested hearing from some small station owner who would be interested partial or outright sale. Box 783, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories.
Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories; 260 East 161st Street, New York City.

Convention to Test NAB Unity

(*Continued from page 12*)

of casting several votes rather than a single vote on elections, whereas now 100-watter and 50,000-watter alike, irrespective of dues paid, have equal voting privileges. This was described as the system used in principle by other trade associations, notably the American Newspaper Publishers Association.

Urges Meeting in Denver

Another proposal for an NAB departmental came Sept. 25 from Gene O'Fallon, manager of KFEL, Denver, and a member of the NAB board, in a letter to western stations. Urging a meeting of western stations in Denver Oct. 4, Mr. O'Fallon suggested that those men solely in the business of broadcasting have interests differing from those to whom broadcasting is only an adjunct to another business. He also advocated full attendance at the Oct. 12 special convention.

"The threat of labor trouble is different to a man with an insurance company, a newspaper, or a manufacturing concern to think of and protect, than it is to a man who depends entirely upon broadcasting for his entire livelihood. So my thought is that our crying need is an NAB department for those who are broadcasters exclusively, and who cannot be guided by regard for the interests of any other business or industry."

Mr. O'Fallon's letter followed one Sept. 16 from T. W. Symons Jr., KFPY, Spokane, and KXL, Portland, Ore., to all western stations upon his return from the IRNA sessions in New York, as well as the NAB board meetings. He likewise had suggested a special meeting, and Mr. O'Fallon referred to Mr. Symons' suggestion.

Network affiliates, Mr. O'Fallon said, will receive some assistance by reductions in sustaining program charges, but non-network stations will have to carry the additional music burden themselves unless they take steps. "If you believe the radio industry should tell the musicians to 'go ahead and walk out'," he added, "it's time to speak your piece. If you think the industry should try to work out a 'compromise', this is your chance to have a voice in it. The plan to further departmentalize NAB is intended to give every class of station an opportunity to solve the problem as it applies to that particular class of station."

Advocating Oct. 4 for the special western meeting to "thrash out some of these things in advance and go back with some definite ideas, Mr. O'Fallon pointed out that the AFL convention is meeting in Denver at that time. Moreover, he said that Joseph N. Weber, AFM president, and other AFM officials will be in the city, and that a meeting might be arranged.

Many favorable responses to the O'Fallon letter are being received, it is reported, and there were indications that the regional meeting would be held as suggested in Denver. The proposal for a departmental within the NAB of broadcasters exclusively in the broadcasting business appeared to arouse spontaneous support, it is understood.

The plan for reorganization of the NAB's basic structure by setting up state and regional groups advanced at the last two conventions by Fred J. Hart, president of KGMB, Honolulu, also is expected to be raised. The state and regional committee project of Mr. Elmer is a variation of that plan.

How long the special convention will run is problematical. Speedy action on the musicians' matter is necessary, since the AFM has scheduled its new strike deadline of Oct. 15—three days after the meeting begins. NAB officials are hopeful of reaching agreement on the essential points within two days.

Chamber Contends Radio Is Outside State Control

THAT radio is necessarily a subject for federal rather than state regulation, but that regulation should not invade private management, is asserted in a report on *Policies Advocated by the Chamber of Commerce of the United States* made public in September. The report declares that radio regulation "should be based upon the principle that the interest of the listening public is the paramount consideration in radio broadcasting."

"No regulation," it continues, "should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material."

WBBM Aids Ad Clinic

WBBM, Chicago, is cooperating with 17 other Chicago business firms in Northwestern University's "Interneships in Advertising Plan" directed by Prof. Lloyd D. Herrold of the school's College of Commerce. WBBM is the only station participating in the plan, sponsored by the Chicago Federated Advertising Clubs. Eighteen graduates of universities throughout the country are studying for the degree of Master of Science in Advertising while holding junior advertising posts with large Chicago advertisers. The "interne" assigned to study radio broadcasting at WBBM is John Alden, a Carleton college graduate, who has joined the WBBM continuity staff. In addition to directing the activities of the one graduate student assigned to radio, WBBM executives will deliver "guest" lectures on radio broadcasting before advertising groups at McClinlock Campus and at Evanston.

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dramatized 5-minute transcriptions (or scripts) of selected syndicated stories by Kornfeld, on the Petroleum Industry.

Write

Oil Features Syndicate

415 Brown Bldg.,
Wichita, Kansas.





TELEPHONE ENGINEERS learned early in the life of chain broadcasts that sound is very touchy. For instance: The telephone circuits that faithfully reproduced human speech were inadequate for symphonies and song.

An elaborate system has been put into service *just* to transmit radio programs. Special wires are included in telephone cables to carry the extremely high and low sound frequencies of broadcasting.

Special switching panels enable skilled telephone men to route and reroute programs—dovetail the facilities of the telephone companies with the needs of radio.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

New Business

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), Oct. 5 starts unnamed dramatic show on the CBS network, Tues., 8-8:30 p. m. Agency: Ruthrauff & Ryan Inc., New York.

CHEVROLET MOTOR Co., Detroit, on Sept. 26 started *Romantic Rhythm* on 101 CBS stations, Sun., 6:30-7 p. m. Agency: Campbell Ewald Co. Inc., Detroit.

GENERAL FOODS Corp., New York (Minute Tapioca), Oct. 4 starts *Mary Margaret McBride* as news commentator, on 45 CBS stations, Mon., Wed., Fri., 12-12:15 p. m. Agency: Young & Rubicam Inc., N. Y.

FRIENDS
AND
DIVIDENDS

WSOC has earned its enviable popularity. Every listener is a friend . . . every friend a supporter . . . every supporter a nice ripe prospect for your product. You can depend on WSOC's friends to pay YOU dividends! Let's get together.

WSOC Charlotte, N.C. an NBC Affiliate

LEHN & FINK PRODUCTS Co., New York (Tussy cosmetics), on Sept. 27 started for 13 weeks, dramatic and musical show, on 2 CBS Pacific stations (KNX-KSFO), Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Wm. Esty & Co. Inc., N. Y.

RAYMOND'S Inc., St. Paul (permanent wave & cosmetics), on Oct. 17 starts for 13 weeks *Lloyd Pantages Covers Hollywood* on 26 CBS stations, Sun., 2:30-2:45 p. m. (EST), repeat 8 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

GENERAL FOODS Corp., New York (Jell-O), on Oct. 3 renews *Jack Benny* for 144 weeks on 86 NBC-Red stations, Sun., 7-7:30 p. m., repeat 11:30 p. m. Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Nov. 4 replaces *Maxwell House Show Boat* with a new series featuring M-G-M stars, on 51 NBC-Red stations, Thurs., 9-10 p. m. Agency: Benton & Bowles Inc., N. Y.

GENERAL MILLS Inc., San Francisco (flour) on Sept. 27 started five-weekly transcribed feature *Jack Armstrong, the All American Boy*, Mon. thru Fri., 6-6:15 p. m. (PST) over 11 stations of the Mutual-Don Lee stations. Agency: Westco Adv. Agency, San Francisco.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for bakers), on Sept. 27 started *Getting the Most Out of Life*, on 15 Yankee Network stations, Mon. thru Fri., 12-12:15 p. m. Agency: J. Walter Thompson Co., N. Y.

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), on Sept. 24 started *Football Forecasts* by Jack Barry on 14 Quaker State Network stations, Fri., 7-7:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

WANDER Co., Chicago (Ovaltine), on Sept. 27 started *Little Orphan Annie*, on 23 NBC-Red stations, Mon. thru Fri. 5:45-6 p. m. (EST), repeat 6:45 p. m. (EST). Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL FOODS Corp., New York (Log Cabin Syrup) on Oct. 9 starts *Log Cabin Show* with Jack Haley and Ted Fio Rito's orchestra on 55 NBC-Red stations, Sat., 8:30-9 p. m. (repeat 12:30 a. m.). Agency: Benton & Bowles Inc., N. Y.

BONEY'S Inc., Chicago (Dari-Rich chocolate drink), on Nov. 1 starts *Terry & the Pirates* on 16 NBC-Red network stations, Mon., Tues., Wed., 5:15-5:30 p. m., replacing *While the City Sleeps*, shifted to New York, repeat 6:15 p. m. Agency: Stack-Goble Adv. Agency, Chicago.

STANDARD BRANDS Inc., New York (Fleischmann's Yeast for Bakers), on Oct. 3 starts *Baker's Broadcast* on 61 NBC-Blue stations, Sun., 7:30-8 p. m., replacing *Werner Janssen*. Agency: J. Walter Thompson Co., N. Y.

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), on Sept. 24 started *Football Forecasts* by Jack Ingersoll on 5 CBS stations in New England, Fri., 6:16-6:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

FLORIDA CITRUS COMMISSION, Lakeland, Fla. (grapefruit, oranges, and tangerines) on Oct. 19 starts *How to Get the Most Out of Life*, with Emily Post, on 32 CBS stations, Tues. and Thurs., 10:30-10:45 a. m. Agency: Ruthrauff & Ryan Inc., N. Y.

SKELLY OIL Co., Kansas City (gas and oil), on Oct. 11 starts *Skelly Court of Missing Heirs* on 20 Midwest and Mountain CBS stations, Mon., 7-7:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

BEAUMONT LABORATORIES, St. Louis (4-Way cold tablets), on Oct. 4 starts for 26 weeks *Four Stars Tonight* on 4 WLW Line stations (WLW, WHN, WFIL, KQV), Mon. and Fri., 7:15-7:30 p. m. Agency: H. W. Kastor & Sons Adv. Agency Inc., Chicago.

WASEY PRODUCTS Inc., New York, N. Y. (Barbasol), on Oct. 29 starts for 26 weeks program on WLW Line (WLW, WHN and others as yet unannounced), Fri., 7:45-8 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

MENNEN Co., New York (Brushless Shave Cream), started Sept. 22 *Famous Jury Trials* for 52 weeks on 3 WLW Line stations (WLW, WFIL, KWK), Wed. 9-9:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

MENNEN Co., New York (Brushless Shave Cream), started Sept. 27 *Famous Jury Trials* for 52 weeks on 2 MBS stations (WGN, WOR), Mon., 10-10:45 p. m. Agency: H. M. Kiesewetter Adv. Agency, N. Y.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Oct. 17 starts *Rising Musical Stars* on 40 NBC-Red network stations, Sun., 10-10:30 p. m. Agency: McKee, Albright & Ivey Inc., N. Y.

MENNEN Co., Newark (cosmetics), on Sept. 28 started for 52 weeks, *Transradio News*, on 6 Don Lee stations (KHJ, KFRC, KGB, KDB, KDON, KXO), Tues., Thurs., Sat., 7:45-8 a. m. (PST). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

Renewal Accounts

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on Oct. 1 renews *Music From Hollywood* with Alice Faye and Hal Kemp on 95 CBS stations, Fri., 8:30-9 p. m. (rebroadcast 11:30-midnight). Agency: Newell-Emmett Co., N. Y.

BATHASWEET Corp., New York (bath salts), on Sept. 20 renewed for 52 weeks *News With Knox Manning*, on 7 Don Lee stations (KHJ, KFRC, KGB, KDB, KDON, KXO, KGDM), Mon., Wed., Fri., 7:45-8 a. m. (PST). Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer), on Nov. 15 renews *Uncle Ezra* for 52 weeks on 49 NBC-Red stations, Mon., Wed., Fri., 7:15-7:30 p. m. (repeat 11:15 p. m.). Agency: Wade Adv. Agency, Chicago.

GENERAL ELECTRIC Co., New York, Oct. 11 renews for 13 weeks *Hour of Charm* on 55 NBC-Red network stations, Mon., 9:30-10 p. m. Agency: Maxon Inc., N. Y.

GENERAL FOODS Corp., New York (Huskies), on Oct. 9 shifts *Believe It or Not* from 48 NBC-Blue stations, Fri., 9-9:30 p. m., to 58 NBC-Red stations (repeat midnight-12:30 a. m.). Agency: Benton & Bowles Inc., N. Y.

VARADY OF VIENNA Inc., Cleveland (cosmetics) on Sept. 26 renewed *Ted Weems* on 9 MBS stations, Sun. 1:30-2 p. m. Agency: Baggaley, Horton & Hoyt, Chicago.

F. W. FITCH Co., Des Moines, Ia., (shampoo), on Sept. 5 renewed *Sunset Dreams* on 31 NBC-Red stations Sun., 7:45-8 p. m., repeat 11 p. m. On Sept. 26 program was replaced by *Interesting Neighbors*, with Jerry Belcher. Agency: L. W. Ramsey Co., Davenport, Ia.

RIO GRANDE OIL Corp., Los Angeles (petroleum products), on Sept. 28 renewed for 52 weeks *Calling All Cars*, on 2 CBS Pacific stations (KNX, KSFO), Wed., 9-9:30 p. m. (PST). Agency: Hixson-O'Donnell Inc., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles, on Oct. 17 renews *Gus Edwards' School Days of the Air* for 13 weeks on 6 CBS Pac. stations, Sun., 7:30-8 p. m. (PST). Agency: Barnes Chase Co., Los Angeles.

KELLOGG Co., Battle Creek, Mich. (cereals), on Oct. 11 renews *Girl Alone* on 8 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

Network Changes

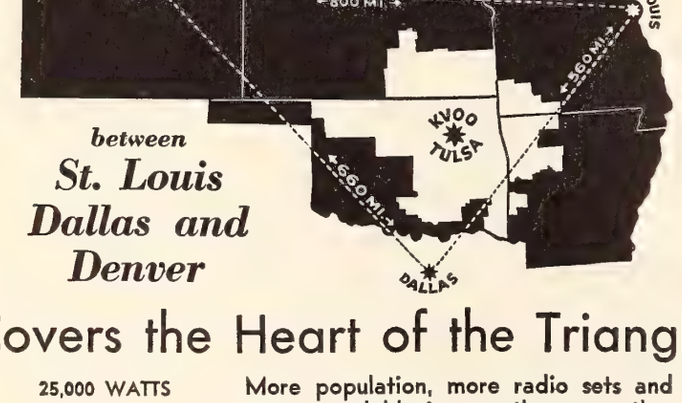
GENERAL FOODS Corp., New York, adds seven stations to Kate Smith (Swansdown, Calumet), on CBS, WEOA, KDAL, WKBH, CKAC, WBT, WDBJ, WRVA. Young & Rubicam Inc., New York, is agency.

GEORGE A. BELSEY, Co., Los Angeles (General Electric products), on Sept. 17 added KFRC, KFXM, KDON, KVOE, KXO to Don Lee California stations carrying *David Brockman Presents*, Fri. 7-7:30 p. m.

GENERAL FOODS Corp., New York (Sanka coffee), adds eight stations to list of 41 CBS outlets scheduled to carry *We, the People*, starting Oct. 7 at 7:30-8 p. m.

BENEFICIAL MANAGEMENT Corp., Newark (financial), on Oct. 2 shifts *Your Unseen Friend* on 11 CBS stations from Tues., 10-10:30 p. m., to Sat., 8-8:30 p. m. Agency: Albert Frank-Guenther Law, N. Y.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA" — TULSA



RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT

WMCA's Participating

TO CONTINUE its *Grandstand & Bandstand* programs, which have been broadcast from 2:30 to 5:30 every afternoon during the baseball season under the sponsorship of General Mills Inc., WMCA, New York, has renamed the program *Six Star Revue* and is making it available for sponsorship by six non-competing advertisers. In its new setup, which will begin following the end of General Mills' contract on Oct. 12, the program will continue to feature Don Kerr and Joe Tobin as masters of ceremony, Bob Carter on racing results, Garnett Marks on news, Joe O'Brien on sports, Powell Clark on Hollywood news, Lee Grant's 13-piece orchestra and the same soloists as during the summer. The only change will be the necessary omission of baseball scores and the curtailment of the Sunday broadcast to an hour and a half, to give time for the previously scheduled Father Coughlin series to start Oct. 31. WMCA also announced that General Mills will continue as one of the participating sponsors.

Signs 1938 Baseball

JOHN R. THOMPSON Co., Chicago (restaurant chain), will sponsor full-hour reenactment of the Chicago Cubs and White Sox ball games every evening for the entire 1938 baseball season over WJJD, Chicago. The Cubs sponsored reenactment of their own games the past season. Baggaley, Horton & Hoyt Inc., Chicago, is the John R. Thompson agency. The WJJD contract marks the second baseball pact on Chicago stations for 1938. General Mills Inc. and Socony Vacuum Oil Co. will complete their two year contract with WBBM next year for sponsorship of the Cubs and Sox games over WBBM.

FTC Stipulations

ADVERTISERS signing recent stipulations with the Federal Trade Commission to cease making certain claims for their products are: Duart Mfg. Co., San Francisco (cosmetics); Affiliated Products Inc., Chicago (cosmetics); Rap-I-Dol Distrib. Corp., New York (shampoo); Bristol-Myers Co., New York (Minit-Rub); Knox Co., Los Angeles (Cystex).

FTC Music Conference

THE Federal Trade Commission will supervise a trade practice conference of the music publishing industry, to be held Oct. 4 at the FTC offices in Washington. Industry members will be given a chance to consider rules designed to prevent unfair competition, subject to FTC approval. Commercial bribery and song plugging are two of the practices to be considered.

UNDERWOOD-ELLIOTT-FISHER Co., New York (office equipment), used spot announcements for two weeks, starting Sept. 17, on KOY, KHJ, KFRC, WNLC, WFLA, WBBL, WGST, WCOC, WCOA, WAAW, KSTP, WGBI, KOL, KOMO, KXA, KFIO, WMBH, and the entire Don Lee Network. The business was placed direct.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 27 started a five day a week 15-minute morning program on CFCF, Montreal, featuring the *Gospel Singer*. Compton Advertising, Inc., New York, handles the account.



SPONSORED INAUGURAL—Here is Gen. Hugh S. Johnson, erstwhile custodian of the NRA Blue Eagle, and one of the best phrase-turners in the business, in his inaugural NBC-Blue broadcast Sept. 27 for Grove Laboratories Inc., St. Louis (Bromo-Quinine). On left is John de J. Almonte, assistant to NBC President Lohr, and on right Frank E. Mason, NBC vice-president in charge of station relations.

Late News and Personal Notes

WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to return Sept. 30 from Europe on the French liner *Normandie*.

ROBERT E. BARRINGER, well known to Pacific Coast listeners as the "Arkansas Minstrel", joined KINY, Juneau, Alaska, in September as program director. Wilson K. Foster, KINY sports announcer, arrived with his bride from Seattle Sept. 26 after spending three weeks in the states.

STEPHEN WELLS, former free lance news and publicity man, has joined the staff of WTCN, Minneapolis, as director of publicity and special events. Wells has worked on papers in Canada and the West Coast and has been active in publicity and public relations work in the Twin Cities.

RUSS LAMB, formerly of WBAP, Fort Worth, is the latest addition to the announcing staff of WTCN, Minneapolis. Laurent Dupont, WTCN announcer, in latter September was married to Mary Fredericks, Minneapolis girl.

JOSEPH HERSHEY McGILLVRA on Sept. 20 opened a San Francisco office in the Russ Bldg., with Harlan Oakes in charge. Mr. Oakes, who had been in the firm's Chicago office for a year, was succeeded Sept. 8 by George Roesler, formerly of Roesler-Howard Inc.

AL SPAN, CBS engineer, has been sent to Hollywood to work on Phil Baker's series for Gulf Oil Co., which starts Oct. 3. Mr. Span has improved the apparatus required for sound effects on the program, especially the ghostly voice of "Beetle", which necessitates an entire miniature broadcasting system and a special loudspeaker.

J. OLIN TICE, Jr., formerly of WFBC, Greenville, and WAIM, Anderson, S. C., has joined the announcing staff of WIS, Columbia, S. C.

CHARLES FLESHER, formerly an NBC San Francisco producer, has joined the Hollywood production staff of Young & Rubicam Inc., He will assist Joe Stauffer on the Phil Baker show (Gulf Oil Corp.), for a few weeks and then take over entire production of the series.

WELI, New Haven, Conn., has named Furgason & Aston, Inc. as its national representatives.

RUTHRAUFF & RYAN Inc., Chicago added Ward H. Webb to its Radio Sales department, Ros Metzger, radio director, announced Sept. 27. Mr. Webb will devote his time exclusively to the sale of radio time. He was formerly account executive with the Russel C. Comer Co., Kansas City.

KIRTLEY BASKETTE, magazine writer, has been signed by J. Walter Thompson Co., Hollywood, to write script for NBC *Seein' Stars*, sponsored by Standard Brands.

SADA COWAN, veteran Hollywood screenwriter, has been signed through J. Walter Thompson Co., that city, to prepare script for the CBS *Lux Radio Theatre* series (Lever Bros.).

KMPC, The Station of the Stars Inc., is the new corporate name of the Beverly Hills outlet recently purchased by G. A. Richards, principal owner of WJR, Detroit, and WGAR, Cleveland. The FCC Broadcast Division Sept. 28 authorized a change in name from Beverly Hills Broadcasting Corp.

HAL HUDSON, formerly with the Los Angeles office of Neisser-Meyerhoff Inc., where he was writing copy for the Wrigley Co.'s *Scattergood Baines* show, has been transferred to the agency's Chicago office.

WORLD WIDE RADIO PRODUCTION Corp., new program and production concern, has been organized in Los Angeles with Lieut. William L. Biber as president. Offices have been established at 1105 Stock Exchange Bldg., and will later be moved to Hollywood.

GEORGE BESSE, head of the Chicago office of Joseph Hershey McGillvra, was taken to the hospital Sept. 27, for observation. He was injured in an auto accident last summer but came out apparently unscathed. Three weeks ago he was wracked with severe pains and was forced to remain at home until Sept. 27 when the doctor ordered him to the hospital.

Benny's Long Contract

GENERAL FOODS Corp., New York, for Jell-O, has renewed *Jack Benny* for 144 weeks, through June 30, 1940, on the NBC-Red network. Young & Rubicam Inc., New York, is agency.

ATTORNEY HEARING DEFERRED BY FCC

POSTPONEMENT until Oct. 19 of the hearing on charges of improprieties in practice before it by Paul M. Segal and George S. Smith, Washington radio attorneys, was authorized by the FCC Sept. 27. The postponement was from Oct. 5, and was on motion of the attorneys.

Additional issues in the proceedings were raised on Sept. 16 when the FCC, on motion of its special counsel, Samuel H. Kaufman of New York, enlarged the charges to encompass three other applications for facilities. Following this action, Messrs. Segal and Smith secured the postponement, so as to have the additional witnesses present.

It is understood that the additional issues were the subject of discussion between the FCC special counsel and Mr. Segal when the latter appeared before Mr. Kaufman several weeks ago in an informal proceeding. The broadened issues involve applications filed in behalf of Commercial Broadcasters Inc. for a new station in Moorhead, Minn.; of Great Western Broadcasting Association Inc., for new stations in Provo and Logan, Utah, and of Geraldine Alberghane, for a new station in Pawtucket, R. I.

Columbia Artists Adds Writers and Producers

COLUMBIA ARTISTS Inc., New York subsidiary of CBS, announces the extension of its managerial activities to include the contracting of talent qualified to write, produce and direct programs. Prior to this change, Columbia Artists had confined its activities to performers and announcers. In announcing the shift, Lawrence W. Lowman, CBS vice-president in charge of operations, said that director-management contracts have been signed with Brewster Morgan, Irving Reis, Earl McGill, William Robson and Nila Mack.

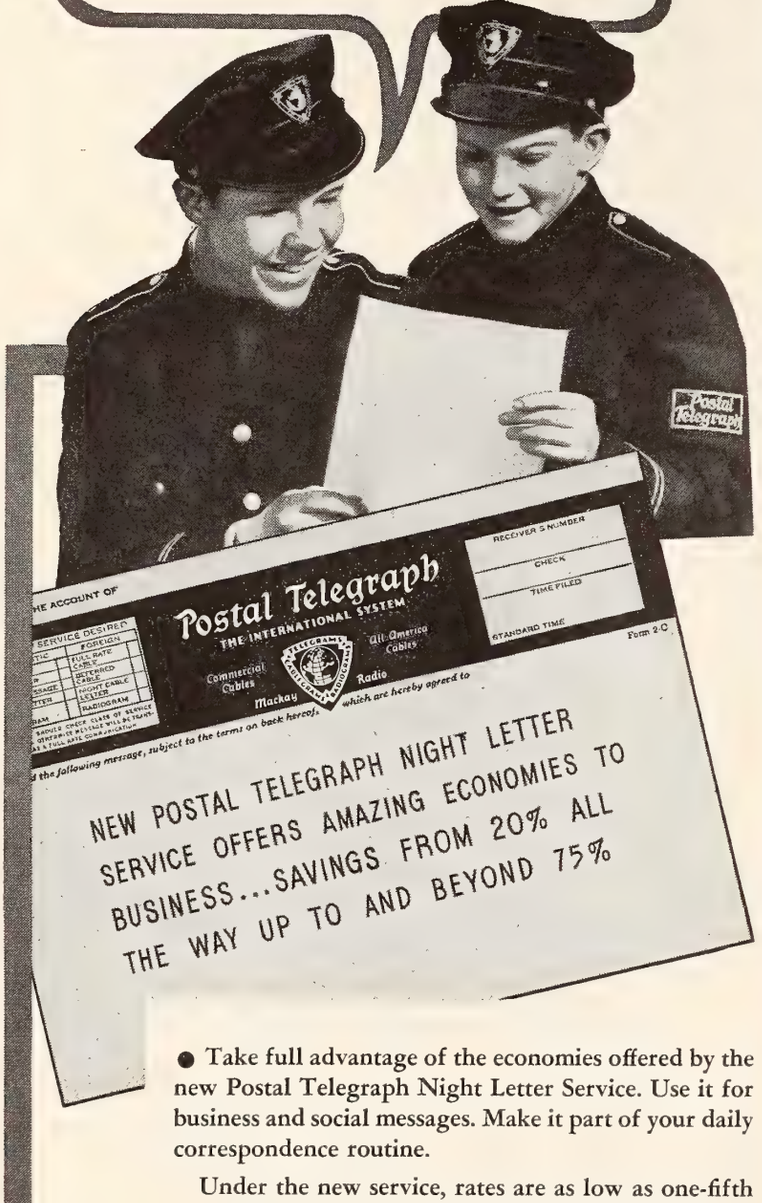
Mr. Morgan recently directed the CBS Shakespearian series and has had extensive training at the Oxford Theatre in England. Mr. Reis was the author of the playlets on the CBS *Columbia Workshop* series and was formerly a studio engineer. Mr. McGill and Mr. Robson studied drama at Yale and have had considerable experience on the legitimate stage. Miss Mack has been director of the CBS children's series.

Rit on 10 Stations

RIT PRODUCTS Corp. Chicago (Rit Dyes), started one-minute transcriptions on 10 stations Sept. 14. Announcements are broadcast Tuesday thru Friday about noon. RCA Mfg. Co., Inc., Chicago, made the transcriptions. Earle Ludgin Inc., Chicago, is the agency. Stations are WSM, WSB, WBT, WAPI, WMC, WWL, KWKH, WFAA-WBAP, WOAI and KPRC.

SEMINOLE FLAVOR Co., Chattanooga (Double Cola), has started a quarter-hour sports series thrice weekly on KECA, Los Angeles, with the possibility that other stations in the South may be used this winter. McJunkin Adv. Co., Chicago, is the agency.

BOY—WILL WE BE BUSY NOW!



● Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Make it part of your daily correspondence routine.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points. Messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Call Postal Telegraph now and ask for further information concerning this new service and the staggering economies it offers.

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

NO POSTAL TELEGRAM EVER HIT THE WASTE BASKET WITHOUT BEING READ!



KILOCYCLE COLLECTORS—Of KMBC, Kansas City, got together Sept. 18 when Wilbur Cramer, engineer, left the organization. It was a stag in his honor in the attractive apartment of the KMBC transmitter house. Opening a can of malt juice is James Gardner, as Kenneth Krahl, studio director, reaches for another, as Ray Moler, heavyweight technical supervisor, looks on. Arrayed around the room, left to right, are Earl Reynolds, Gardner, Frank Mandancina, Roy Barron, the honor guest, Allen Jacobs and Woody Smith.

Equipment

TWO new audio frequency amplifiers, 94 C and 94 D, have been introduced by Western Electric Co. for use in operating monitor loudspeakers. They are designed for all general purposes where a gain of approximately 45 db (on a 600 ohm input circuit) is sufficient, except in the lowest level circuits. They also provide amplification suitable for line use where good performance at low cost is desired but where the grade of service does not require the use of equipment especially designed for line amplification.

WCOA, Pensacola, Fla., is installing new equipment including a Blaw-Knox shunt-excited radiator, a WE program amplifier and WE speech input console. The station expects to be ready for broadcasting with 1,000 watts by Nov. 1.

KOOS, Marshfield, Ore., on Sept. 19 dedicated its new Hoke vertical radiator, which is located atop the Hall Bldg. and stands 250 feet above the ground—the tallest structure, according to Managing Director Walter L. Read, in Oregon outside of Portland.

USING a Western Electric transmitter and speech input equipment and a 179-foot Blaw-Knox radiator, the new KVOX, Moorhead, Minn., 100 watts on 1310 kc., is now under construction and will be on the air either Oct. 15 or Nov. 1, according to R. K. Herbst, head of the Herbst Department Store, holder of the CP.

CJRC, Winnipeg, has installed and on Sept. 29 put into operation a new Northern Electric 1,000-watt transmitter with a coaxial transmission line to a new Blaw-Knox radiator. A new line of speech input equipment and a program expander, also of Northern Electric make, have been added.

KGDM, Stockton, Cal., is modernizing with new Western Electric equipment, according to A. H. Green, station manager.

AN INCREASE in day power from 100 watts to 250 watts on 1370 kc. was authorized WGL, Fort Wayne, Ind., by the FCC Broadcast Division on Sept. 21. The station will continue operation at night with 100 watts.

J. M. McKIBBIN Jr., employed by Westinghouse Electric & Mfg. Co. since 1922, has been appointed apparatus advertising and sales promotion manager of the company.

PROTECTION GIVEN 455 KC. BY FCC

AS ANOTHER step in its effort to give the public best possible reception, the FCC on Sept. 22 approved an understanding whereby present assignments of coastal, ship and government stations in the band 450 to 460 kc. will be retained in the status quo. Interference resulting to listeners using superheterodyne sets in the vicinity of coastal operations in this band prompted the action following discussions by the FCC engineers and representatives of the Interdepartmental Radio Advisory Committee of the government and of radio set manufacturers.

By agreeing to protect the intermediate frequency of 455 kc. in that manner, it will be possible for broadcast set manufacturers to control sales of their sets so that those by-passing this intermediate frequency will not be sold in areas close to coastal and government stations. The nature of the interference on superheterodyne sets has been that of picking up the powerful code signals.

In a letter to the Radio Manufacturers Association on the subject, the FCC said it would endeavor not to authorize any new frequency assignments in the band 450-460 kc.; that no change in existing assignments in this band will be made by the Commission, and that in case a change of policy is necessitated at a later date, the Commission will notify the RMA of any contemplated action.

KHBG, Okmulgee, Ready

WITH T. W. Putman as manager but with its staff still incompleted, the new KHBG, Okmulgee, Okla., 100 watts daytime on 1210 kc. authorized last June by the FCC, expects to go on the air the first week in October, according to L. M. Sepaugh, part owner, who is also identified with the ownership of KRRV, Sherman, Tex.; KVOL, Lafayette, La., and KPLC, Lake Charles, La. Station has been equipped with an RCA transmitter, Western Electric speech input and a 204-foot Blaw-Knox radiator.

CKCH, Hull, Quebec, Canadian bilingual station, has installed a Blaw-Knox radiator.



WRTD · RICHMOND, VA.

328 FEET HIGH

•

COPPER BEARING SEAMLESS TUBULAR STEEL VERTICAL RADIATOR

•

FURNISHED
ERECTED
PAINTED
LIGHTED
FOUNDATIONS
CLIMBING STEPS
5 YEAR INSURANCE

•

COST COMPLETE

$5700.00

Radiators of other heights proportionately low in cost.

FOR OPTIMUM PERFORMANCE AT LOWERED COSTS, LET US QUOTE YOU ON FURNISHING & ERECTING LINGO TUBULAR STEEL VERTICAL RADIATORS, INDIVIDUALLY ENGINEERED FOR YOUR STATION AND FULLY INSURED FOR 5 YEARS.

JOHN E. LINGO & SON, INC.

ESTABLISHED 1897
CAMDEN, NEW JERSEY

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

SEPTEMBER 15 TO SEPTEMBER 29, INCLUSIVE

Decisions . . .

SEPTEMBER 21

APPLICATIONS GRANTED:

KTFI, Twin Falls, Id.—CP move locally, new antenna.

WCBD, Chicago—License for CP.

WAYX, Waycross, Ga.—License for CP; mod. CP increase D to 250 w.

WMBF, Miami—License aux. trans.

KRLD, Dallas—License for CP.

WJAR, Providence—License for CP.

WBHP, Huntsville, Ala. — License for mod. CP.

WMC, Memphis—License aux. trans.

WDBJ, Roanoke, Va.—Same.

SET FOR HEARING — WACO, Waco, Tex., CP increase D to 250 w; WFIL, Philadelphia, CP increase D to 5 kw directional; WFBR, Baltimore, CP move trans., directional antenna, increase to 1 kw 5 kw D; NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, CP amended re freq.

SPECIAL AUTHORIZATION — WFIL, Philadelphia, ext. 1 kw N.

APPLICATIONS DENIED—WESG, Elmira, N. Y., temp. auth. Simul.-WWL; WELI, New Haven, temp. auth. unl. 10-10-37; Walter Biddick Co., auth. supply transcrip. to XEMO.

APPLICATIONS DISMISSED — NEW, Decatur Newspapers Inc., Decatur, Ill., CP 1550 kc 1 kw unl.; NEW, Athens Times Inc., Athens, Ga., CP 1210 kc 100 w unl.; NEW, Port Angeles Brdcstgrs., Port Angeles, Wash., CP 1500 kc 100 w unl.; NEW, Walker & Chapin, Oshkosh, Wis., CP 1010 kc 250 w unl.

ACTION ON EXAMINERS' REPORTS: WPEN, Philadelphia, granted mod. license from Sh.-WRAX to unl., directional (facilities WRAX), auth. transfer control from Clarence H. Taubel to John Iraci, mod. license 250 w 500 w D to 1 kw; WRAX, Philadelphia, granted auth. transfer control Clarence H. Taubel to John Iraci and mod. license same as WPEN, both sustaining Ex. Berry in part; WGL, Fort Wayne, Ind., granted CP increase D to 250 w, unl., sustaining Ex. Berry.

MISCELLANEOUS — KWBG, Hutchinson, Kan., granted pet. intervene applic. John P. Harris; KROW, Oakland, granted pet. intervene applic. Larry Rhine; NEW, James T. Hurley, Salisbury, N. C., granted pet. intervene applic. Earl Vance Hedrick; KJBS, San Francisco, granted pet. intervene applic. Larry Rhine; NEW, Times Ptg. Co., Chattanooga, granted pet. intervene applic. Voice of Detroit Inc.; NEW, Lawrence K. Miller, Pittsfield, Mass., denied pet. amend applic. CP, now set for further hearing 9-23-37; NEW, Y. W. Scarborough & J. W. Orvin, Charleston, S. C., denied pet. amend applic.; WCLS, Joliet, Ill., granted pet. withdraw applic. mod. license without prej.; NEW, Natl. Life & Acc. Inc. Co., Nashville, granted continuance hearing.

RATIFICATIONS—KPRC, Houston, ext. temp. auth. 5 kw N; WAVE, Indianapolis, granted pet. intervene applic. WPHR.

SEPTEMBER 22

ACTION ON PETITIONS—Pittsburgh Radio Supply House, Head of Lakes Brdcstg. Corp., Intermountain Brdcstg. Corp., dismissed petition for rehearing and applicant's (WTAR) statement in opposition involving CP 1290 kc 250 w unl., since parties have filed notice of appeal in court; NEW, Hildreth & Rogers Co., Lawrence, Mass., dismissed pet. extension effective date applic. Merrimac Brdcstg. Co. for satellite station; NEW, Michael F. Murray, St. Cloud, Minn., denied pet. rehearing and ext. effective date applic. Times Pub. Co. and Michael F. Murray; KWBG, Hutchinson, Kan., denied further hearing applic. CP directional antenna, change 1420 to 550 kc, increase power, and dismissed demurrer thereto of Pulitzer Pub. Co.

RATIFICATIONS — Approved corrected order in Brooklyn cases; denied Continental Radio Co. postponement date order of 7-6-37 granting applic. Community Brdcstg. Co. and denying Continental applic. retired to files pet. Lawrence K. Miller asking rehearing applic. Harold Thomas for CP at Pittsfield since notice of appeal to court has been filed; adopted and published statement of facts and grounds for decision in Brooklyn Cases, WBBC and others.

SEPTEMBER 28

APPLICATIONS GRANTED:

WGAR, Cleveland—CP change equip.

KELA, Centralia, Wash.—Mod. CP re trans., equip., radiator.

KMPC, Beverly Hills, Cal.—Mod. license to KMPC The Station of the Stars Inc.

KTFI, Twin Falls, Id.—Ext. spec. auth. 1 kw N.

KGKY, Scottsbluff, Neb.—Auth. transfer control to L. L. Hilliard, renewal, license.

WHO, Davenport, Ia.—Exp. auth. facsimile signals.

WWSW, Pittsburgh — Ext. license 30 days.

WISN, Milwaukee—License for CP.

WJRD, Tuscaloosa, Ala.—License for CP.

KMAC, San Antonio—Ext. license 1 mo.

KFDQ, Anchorage, Alaska—Ext. license 2 mo.

WBRC, Birmingham—Ext. license 1 mo.

SET FOR HEARING—CP amended to 1150 kc 1 kw D; WMBG, Richmond, Va., CP amended to 1 kw directional; WQDM, St. Albans, Vt., exp. auth. increase D to unl.; WMIN, St. Paul, assign. license to WMIN Brdcstg. Co.; NEW, Roberts-McNab Co., Livingston, Mont., CP 1210 kc 100 w 250 w D; NEW, DuMont Labs., Upper Montclair, N. J., CP television station; WRTD, Richmond, Va., CP change 1500 to 1050 kc, 100 to 500 w unl.; WKBZ, Muskegon, Mich., col. assign. to Ashbacker Radio Corp.; NEW, W. H. Kindig, Hollywood, CP 710 kc 500 w ltd. asks facilities KMPC; KMPC, Beverly Hills, renewal license.

ORAL ARGUMENT — Ann Arbor Brdcstg. Co., Ann Arbor, Mich.; Summit Radio Corp., Akron; Geo. W. Taylor Co., Williamson, W. Va.

ACTION ON EXAMINERS' REPORTS:

WNBC, New Britain, Conn.—Granted CP directional, change 250 w to 1 kw D 250 w N, D to unl., sustaining Dalberg.

NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia.—Denied CP 1310 kc 100 w unl., sustaining Hill.

WLB, Minneapolis—Granted CP change 1250 to 760 kc, increase D to 5 kw, change spec. to Sh.-WCAL, sustaining Seward.

WTCN, Minneapolis—Granted mod. license spec. to unl., sustaining Seward.

WCAL, Northfield, Minn.—Granted CP change equip., change 1250 to 760 kc, increase D to 5 kw, change spec. to Sh.-WLB, sustaining Seward.

APPLICATIONS DISMISSED — NEW, Honolulu Brdcstg. Co., Honolulu, 1010 kc 250 w unl.; KGMB, Honolulu, 580 kc 1 kw unl.

RATIFICATIONS—WCAX, Burlington, Vt., granted temp. auth. spec. hours; Sentinel Brdcstg. Corp. granted pet. intervene Colonial Brdcstg. Co., Morristown, N. J.; KLX, granted pet. intervene applic. Larry Rhine, San Francisco; KTBS, Shreveport, granted waiver Rule 103.8, accept amendment CP without prej. hearing cancelled; First Baptist Church, Pontiac, Mich., granted pet. and accepted appearance applic. transmit programs to CKLW, Windsor; W. H. Hartman Co. granted Continuance applic. new station at Waterloo, Ia., hearing postponed to 11-29-37; Seaboard Brdcstg. Corp. granted continuance hearing applic. new station Savannah to 10-26-37; Earl Weir, St. Petersburg, denied pet. withdraw without prej. applic. CP; Havens & Martin, Richmond, denied pet. withdraw without prej. applic. new station at Petersburg, Va.

MISCELLANEOUS — WDOD, WAPO, granted pet. intervene Times Printing Co.; KGGC, granted pet. intervene Larry Rhine; CKLW, granted pet. intervene First Baptist Church, Pontiac; WIBA, granted pet. intervene Four Lakes Brdcstg. Co.; WAPO, granted pet. intervene WWPC Inc.; KIT, granted pet. intervene Shirley D. Parker; WAPO, granted pet. intervene Voice of Detroit Inc.; WTCN, WDGY, granted pet. intervene KSTP; Food Term. Brdcstg. Co., granted pet. intervene WGAR; WSIX, granted pet. intervene Natl. Life & Acc. Ins. Co.; Broadcasters Inc., 30-day continuance applic. CP Gastonia, N. C.; Summit Radio Corp., Akron, denied motion strike exceptions of American-Republican Inc. to Ex. Rep. I-476; Santo Settile, Charleston, N. C., granted postponement 60 days; Wichita Brdcstg. Co. denied extension time oral argument; Rapids Brdcstg. Co. denied reopening Docket 3922; KVSO, applic. held in suspension file; Auburn Pub. Co., applic. held in suspension file pending action on WMBO applic.

Examiners' Reports . . .

WKOK, Sunbury, Pa.—Examiner Bramhall recommended (I-496) that applic. change spec. to unl. be dismissed with prejudice.

Applications . . .

SEPTEMBER 16

WOOD, Grand Rapids, Mich.—CP new trans., change 1270 to 1010 kc, 500 to 250 w, Sh.-WASH to unl., more trans.

WJNO, West Palm Beach, Fla.—CP new trans., increase 100 w 250 w D to 1 kw, change 1200 to 1330 kc.

SEPTEMBER 17

WPRA, Mayaguez, P. R.—CP change 1370 to 630 kc, increase 100 w 250 w D to 250 w, spec. to unl.

KPAC, Port Arthur, Tex.—CP change trans., directional N, change 1260 to 1230 kc, increase 500 w to 1 kw, change D to unl.

WAPO, Chattanooga — CP new trans., directional N, change 1420 to 1120 kc, increase 100 w 250 w D to 500 w 1 kw D.

NEW, Clinton Brdcstg. Corp., Clinton, Ia.—CP 1310 kc 100 w 250 w D unl.

SEPTEMBER 21

WOKO, Albany — License for CP aux. trans.

WSAL, Salisbury, Md.—Mod. CP re antenna, trans., studio.

KTBS, Shreveport, La.—CP change 1450 to 620 kc, directional D & N, amended re antenna, trans.

KGFW, Kearney, Neb.—CP new trans., vert. antenna, increase D to 250 w.

KGEZ, Kalispell, Mont.—License for CP new antenna, move trans.

NEW, Mollin Investment Co., Huntington Park, Cal.—CP 1160 kc 100 w D.

SEPTEMBER 22

WAAB, Boston—Mod. license aux. trans.

WTAR, Norfolk, Va.—CP new trans., increase 1 to 5 kw.

WFOY, St. Augustine—License for CP increase power.

KSOO, Sioux Falls, S. D.—License for CP vert. antenna.

WHO, Davenport, Ia.—Exp. auth. facsimile station 1000 kc.

NEW, Evening News Press Inc., Port Angeles, Wash.—CP 1500 kc 100 w 250 w D unl.

NEW, Kenneth H. Thompson, Whittier, Cal.—CP 1170 kc 100 w ltd.

SEPTEMBER 23

WBRC, Birmingham — Invol. transfer, control from Marcellus D. Smith Jr., deceased, to Eloise H. Smith, executrix.

WRGA, Rome, Ga.—License for CP change trans.

WJBY, Gadsden, Ala., License for CP change equip., etc.

WAML, Laurel, Miss.—Same.

WFLA, Tampa—Mod. license re studio.

WMBD, Peoria, Ill.—License for CP new trans., increase power.

WJBL, Decatur, Ill.—Mod. license 1200 to 1310 kc, hours to unl., asks facilities WBOW if WBOW is assigned 1290 kc; amended to omit request for change in freq., hours, and omit request WBOW facilities.

WHBF, Rock Island, Ill.—CP vert. antenna etc., amended 1210 to 1240 kc, new trans., increase 100 w D to 500 w 1 kw D, directional N.

KSRO, Santa Rosa, Cal.—License for CP as mod. new station.

SEPTEMBER 24

WHAL, Saginaw, Mich.—Mod. CP new station D to unl. 500 w.

WTAL, Tallahassee, Fla.—CP increase D to 250 w.

KELO, Sioux Falls, S. D.—License for CP as mod.

WTMJ, Milwaukee—License for CP new trans.

KFAM, St. Cloud, Minn.—Mod. CP amended re equip.

KDYL, Salt Lake City—Mod. CP increase power etc. amended re trans.

KEHE, Los Angeles—Mod. license N to 5 kw.

SEPTEMBER 28

WLAW, Lawrence, Mass.—Mod. CP re antenna, studio, trans.

NEW, Sentinel Brdcstg. Corp., Syracuse—CP 620 kc 500 w unl. directional N.

NEW, Cleveland Board of Educ., Cleveland—CP high-freq. 500 w.

WOSU, Columbus—CP vert. antenna, move trans.

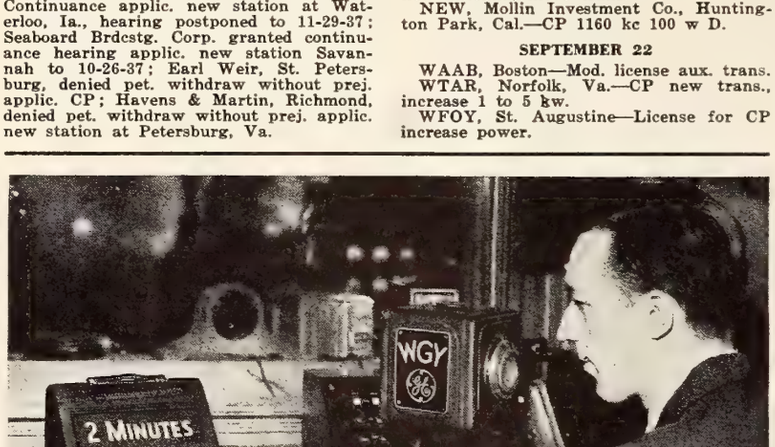
NEW, Piedmont, Brdcstg. Corp., Salisburg, N. C.—CP 1500 kc 100 w D.

WCLS, Joliet, Ill.—Transfer control to L. W. Wood.

KPFA, Helena, Mont.—License for CP as mod.

KIEM, Eureka, Cal.—Auth. transfer control to William B. Smullin, Times Pub. Co., and Standard Printing Co.

NEW, Mountain Top Trans Radio Corp., Denver—CP 1370 kc 100 w 250 w D unl. (formerly Newsteter Suit Co.).



TIMER—This electric gadget warns speakers at WGY, Schenectady, of the two-minute line and the conclusion of his speaking period. It may be set for any time up to 30 minutes, a telechron motor operating a set of switches which in turn operates relays. A tone chime can be used with the "finis" warning.

New Station to Be Asked By Newport News Group

FORMATION of Colonial Broadcasting Corp., with principal offices in Newport News, Va., was announced Sept. 1 by Major Raymond B. Bottom, president of the Daily Press, Inc., which publishes the *Daily Press* and the *Times Herald* in Newport News. It is expected that the new corporation shortly will file an application for a new station in the Norfolk-Newport News area.

Charter for the new corporation was granted Sept. 14 with Major Bottom as president; H. L. Collier, Norfolk, first vice-president; C. G. Marshall, of Washington, managing editor of the *United States* News, second vice-president; W. R. VanBuren, Norfolk, treasurer, and L. T. Jester, Newport News, secretary. All of those mentioned are officers or directors of the Newport News corporation.

THE *National Farm & Home Hour* will begin its 10th year on NBC Oct. 2, on that day the program will be aired over the NBC-Blue when the 2,771st program will be broadcast.

Tests of Facsimile Permitted by FCC

WHO Gets Permission to Use Its Transmitter Late at Night

TO TEST facsimile coverage in remote areas, the FCC Broadcast Division on Sept. 28 authorized WHO, Des Moines 50,000-watt clear channel station, to use its regular transmitter for experimental facsimile transmission from 12 midnight to 6 a. m. daily on its 1000 kc. channel. The station will place 50 to 75 facsimile recorders, which function as an attachment to a regular receiving set, in homes located in both its primary and secondary service areas or possibly as far as 500 miles away.

The grant is the second to be made by the FCC during the last two months for the same purpose. WGH, Newport News, Va., was authorized to broadcast on its local frequency for purely city coverage of facsimile transmission. Both WHO and WGH stated they intended to use the Finch system of transmission and reception, patented by W. G. H. Finch, New York consulting engineer and former assistant chief engineer of the FCC.

Under its new requirements governing television grants, the FCC specifies placing of recorders by stations so that public reaction can be procured. The view is that facsimile transmission technically is feasible but that the need for the service has not been demonstrated by public reaction.

Chairman Sykes of the Broadcast Division, in an address before the NAB convention in Chicago last June, urged stations to experiment with facsimile during early morning hours on their regular frequencies with the objective of getting public reaction. A number of other stations are experimenting with facsimile transmission but not on their regular broadcast frequencies, and not under the new emperical requirements that recorders be placed within the service areas of the stations.

Durkee Food Discs

DURKEE FAMOUS FOODS Inc., Chicago (Durkee's Margarine), will start quarter-hour transcriptions on various stations Oct. 1 with the possibility that others may be added later. New show is titled *Komedy Kingdom* features many famous personalities including Elvia Allman, Gus Van, Loretta Lee and others. Show is broadcast from one to three times weekly depending on the market. Premiums will be offered to users of Durkee's Margarine who collect 24 coupons, one coupon being enclosed in every pound carton of the margarine. Stations already set are KMOX, KOA, WFAM and WGBF. Radio Transcription Co. of America Ltd., Chicago, cut the transcriptions. C. Wendel Muench & Co., Chicago, is the agency.

Oshkosh Overalls

OSHKOSH OVERALL Co., Oshkosh, Wis., will start *Lem & Martha*, quarter-hour six-weekly discs on WHO, Des Moines, Oct. 4. About 10 stations will be added soon. Ruthrauff & Ryan Inc., Chicago, is agency.

CONTROL BY GOBO

Two-Faced Screens Devised to Regulate Echoes



"GOBOES" is the technical name for the portable acoustical screens shown above surrounding John Holbrook. Developed at WOR, Newark, by engineers C. C. Babcock and Ray Lyon, the gobo is covered on one side by a rock wool blanket an inch thick, which has a great absorptive effect, and on the other by a smooth wooden surface which is extremely live.

Their use is to enable the production of a variety of effects in a single studio. When an actor is surrounded by the screens deadside inwards his voice is muffled; when the screens are reversed their lively reflections admirably simulate the effect of outdoors, one of the hardest effects to create in studio broadcasts.

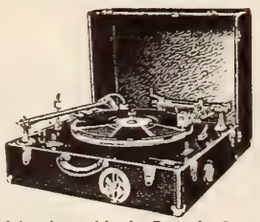
Beaumont's Schedule

BEAUMONT LABORATORIES, St. Louis, has started quarter-hour discs on five WLW Line stations (WGN, WMAQ, KFI, KRLD, WNAC), with others to be added. Transamerican cut the series. WBS has recorded minute discs placed on 21 stations, with others to be scheduled, placed through H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Stations are KFAB KFI KMBC KSFO KSTP KWK WAPI WHB WHO WJR WLAC WOOD-WASH WOW WSB WTIC WWL WFAA KRLD WFBL KTRH WBZ-WBZA.

LAWRENCE J. CONNERY, of Lynn, Mass., brother of the late Chairman Connery of the House Labor Committee, on Sept. 28 was elected to succeed his brother in Congress on the Democratic ticket. The late Mr. Connery was author of the resolution for an investigation of radio.

UNIVERSAL PORTABLE RECORDING MACHINE



Precisioned machined. Rugged. Compact. Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 volts AC. Leatherette carrying case. Five models of recorders.

Recording Division
Universal Microphone Co. Ltd.
424 Warren Lane, Inglewood, California

Agreement Scope

(*Continued from page 69*)

designed to apply only to network affiliates and to the five Canadian stations on the major networks, a proviso in it will be that AFM agrees it will not make an agreement with independent stations in this country and in Canada containing conditions more advantageous than those given the affiliates.

General clauses in the agreement cover such matters as change of station ownership, termination of a station's Federal license or discontinuance of operation caused by fire or Act of God and definite agreement by AFM to guarantee full performance of the contract by its locals with the stoppage of work as long as there is no violation of any of the provisions.

Apropos Canadian stations, the agreement would specify that union musicians will not perform for stations interchanging programs with any Canadian outlets unless the Canadian stations have entered into agreement with AFM locals covering employment of union musicians.

Insurance Company Plans

STERLING CASUALTY INSURANCE Co., Chicago, through Presba, Fellers & Presba, Chicago, will start quarter-hour shows on 20 stations Oct. 4. Some 35 or 40 stations will be on the schedule by Nov. 1.



QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

NOW ONLY $40.00 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature.

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND
Send for our price list and booklet

Dept. B-1017



12H SPEECH INPUT ASSEMBLY

Accepted as the most dependable and finest speech input console, the 12H is being adopted as standard equipment in more and more broadcast stations. 12N and 12Q Consoles (similar to 12H, but modified in circuit and switching arrangement) meet special requirements in large studios.

COLLINS RADIO COMPANY
CEDAR RAPIDS IOWA
NEW YORK, N. Y: 11 WEST 42 STREET

Merchandising & Promotion

Taxi Tuning—Kitchen on Tour—Hot Spots—Yardstick—Neighborly—Trips to Gotham—Game

THE John B. Hughes nightly news broadcasts for General Motors Acceptance Corp. on Mutual-Don Lee from KFRC, San Francisco, are being heard in five theaters in Imperial Valley (Calif.) cities as a regular feature preceding the running of the evening motion pictures. The theatres advertise the radio news programs with large signs in front of the lobbies. The complete broadcast, including the sponsor's message is presented in the theatres. Signs on display in front of the houses read: "Come early—hear the news broadcast and stay for the show."

* * *

WHN, New York, has made arrangements with one of its sponsors, National Transportation Co., operator of Parmelee taxis, to change the faces on the radio dials in 2,300 taxis in New York so that the complete dial is covered with the words "WHN DIAL 1010." Words are printed on a large arrow pointing to 1010. In plugging its program, the taxi company also uses cards reading "At home dial 1010 — in your Parmelee taxicab, the arrow."

* * *

HYDE PARK BREWING Co., St. Louis, is promoting its sponsorship of sporting events over KWK by numerous billboards scattered throughout the city. Johnny O'Hara handles the seven ten-minute sportcasts weekly. The brewing company, represented by Ruthrauff & Ryan Inc., reports marked success through its air campaign which also includes all sporting events, wrestling, boxing, etc., over KWK, as well as several program features.

* * *

STANARD-TILTON MILLING Co., Dallas (American Beauty flour), is offering cash prizes ranging down from $1,000 for the best 100-word letters on their product. Contest, which started Sept. 14 and will run to Nov. 15, is conducted through spot announcements on KSD and KWK, St. Louis, and WFAA, Dallas. The contest is directed by Certified Contest Service.

* * *

KMOX, St. Louis, has sent Jane Porter and her *KMOX Magic Kitchen* on a midwestern tour, the kitchen having been packed into a trailer. She visits a store every morning, records interviews with customers, and puts them on her 12:30 p. m. program. Cards announce her visit to stores and are distributed in advance. Free recipe books are distributed at stores.

* * *

NEARLY 50,000 CFRB listeners have requested the new CFRB Yearbook and Radio Log, issued in commemoration of the Tenth Anniversary of the Toronto station. Each listener was required to send 10c to cover cost of handling and mailing the 64 page book.

* * *

CKLW, Detroit-Windsor, publicized success of Varady of Vienna cosmetics in using the station by issuing a folder titled *This May Mean $40,000 to You.* It tells the story of how the firm, starting from scratch, has sold $40,000 worth of cosmetics in nine months.

TO ANNOUNCE its affiliation with CBS, WGAR, Cleveland, used every known type of promotion medium in an eight-day campaign. Five hundred taxis carried tire covers; street car cards were used; shields were placed on downtown light poles; direct mail folders were sent to agencies and clients; a blimp flew over Cleveland for two hours each day; stickers were placed on outgoing mail; newspaper advertisements were run; station facilities were used extensively, winding up with a special program including Bob Feller, Eleanor Holm Jarrett and other well-known talent.

* * *

JOHN BLAIR & Co., Chicago, is sending out a single page promotional piece, called *Radio Hot Spots,* which presents an outstanding program on one of the stations represented by the Blair firm. Pictures of the program as presented from the station, a brief synopsis of what the program has done in the past, and rates are included in the summary. The pieces are under the direction of Dick McBroom, head of the Blair promotional department.

* * *

A LIST of advertisers using WOR, Newark, during the first six months of 1937, classified by type of business and showing sponsor, product and program, has been issued in booklet form by the station.

* * *

WIBW, Topeka, mailed a promotion folder to which was attached a five-foot cloth rule to emphasize the "yardstick of results" argument.

STAR RADIO PROGRAMS Inc., has just released the *Good Morning Neighbor* sales brochure to every station in the U. S. and Canada as promotion work on the new women's program. The brochure contains new merchandising plans, with samples of form letters for station use, press releases and membership certificates for the "Good Morning Neighbor Club." Stations KDB, CJOC, WORL, WMPS, KOVC, KTAT, WSPD and CFAC are the latest to sign for the popular women's feature. KBTM has just obtained exclusive right for *County Fair* in its area and KGKO has started broadcasting Star's *The Adventures of Dexter Randolph.*

* * *

COCA COLA Bottling Companies of Texas are repeating the *College Night* broadcasts so successful during the football season last year. A football winner contest is a feature of the two-month campaign, 1936 entries last year running as high as 50,000 a week. The program is broadcast Thursdays and Fridays, 6:30 p. m., from every major campus in Texas, using Texas Quality Network (WFAA, WOAI, KPRC). Crook Adv. Agency, Dallas, has the account.

* * *

42nd St. Sales Co., Chicago (cosmetics) on its WJJD, Chicago, programs, is offering an all-expense trip to New York for the two best letters on "Why I Like 42nd St. Products." A label from any of the firm's four products must accompany each entry. McGiveran-Child Adv. Agency, Chicago, handles the account.

* * *

WRBL, Columbus, Ga., has inaugurated the *WRBL Fan Mail Club,* to promote correspondence from distant points. Every day the person writing from the farthest point is acclaimed a full-fledged club member and is honored with a special musical tribute.



EVERY DAY — From the recent Carthage Fair, WKRC, Cincinnati, picked up the frolic of the farmers. In front of its booth near the talent boards are Dick Bray (left), special events announcer, and Maynard Craig, staff announcer of WKRC.

KRNT, Des Moines, has issued a pamphlet titled "KRNT Sports Roundup" which contains a diagram of a baseball diamond, and the instructions for a new parlor game. The game is played with red paper chips furnished by KRNT and a pack of cards. The idea is to draw a card from the deck placed downward, and read the play on the page for the card drawn. The radio feature of the game consists of merely using the red chips, putting them on bases representing players, and moving them as the announcer gives the plays.

* * *

HERB SHERMAN, sales manager of WJJD, Chicago, has compiled a promotional booklet presenting three of the station's most popular features, *Warren Brown Talks Football, The Courthouse Reporter* and *The Complete Story Hour.* In addition, attention is called to the recent affiliation of the station with the WLW Line.

* * *

AN ATTRACTIVE volume describing "California's billion dollar market" served by KFBK, KWG, KMJ and KERN, along with the McClatchy Newspapers, *Sacramento Bee, Fresno Bee* and *Modesto Bee* has been distributed to the trade. It is thumb indexed and plastic bound with varnished cover.

* * *

NBC has distributed a brochure reviewing its spring and summer radio drama productions. The cover is done in antique type and features the Shakespearian series, the Eugene O'Neill cycle and the two dramas written for NBC by Maxwell Anderson.

* * *

KGIR, Butte, Mont., is giving souvenirs of all sorts to children at its theatre parties, with sling shots, howling balloons, dictionaries, memo pads and other trinkets as trophies. Each week children from orphan homes are guests.

* * *

CONCURRENTLY with the appearance of the Sept. 20 issue of *Life,* containing the RCA-NBC advertisement entitled "Listen", NBC distributed to advertising and business executives a recorded dramatization of the sales message.

* * *

FLOWERS are delivered daily in Lamar, Col., in connection with the *Flowers for the Living* program of KIDW, to those having anniversaries or otherwise deserving.



CARD AND COIN — Members of Heine's 3-G Club, of WTMJ, Milwaukee, are given cards like this, as well as shiny pocket coins. Heine and His Grenadiers has been a WTMJ feature for 5½ years. The three "G's" are Gemutlichkeit, Gesundheit and Gluck (harmony, health, happiness). The program is an evening participator. No dues or assessments are involved. Young Milwaukeeans are showing a lot of interest in the club and the membership is growing rapidly.



INEXHAUSTIBLE

The vast, rich WLW territory offers almost unlimited sales opportunities.

Additional, individual WLW shows for network advertisers yield a richer harvest of sales . . . and strengthen entire campaigns.

WLW—THE NATION'S STATION

A NEW SIMPLIFIED 1KW TRANSMITTER AT LOWEST PRICE IN RCA HISTORY!

This RCA High Fidelity one-Kilowatt Transmitter provides performance which sets a new standard of price value

IT'S HERE—an RCA High Fidelity transmitter offering exceptional performance—at the lowest price in RCA's history.

New, simplified construction is responsible for the extremely low cost of this transmitter—with no sacrifice of performance.

The RCA 1-G has a high efficiency circuit... offers uniform frequency response, low distortion and low hum level. Tubes of brand new design, including the RCA 833, 805 and 802 increase its efficiency and cut operating expenses.

Just as this transmitter is a big money saver in first cost, so it gives you unusual operating economy. Its unusually low power drain averages 4 kilowatts. Audio line amplifier is not required. And a complete set of tubes runs to less than $500! Further details on request.

Modern features of this modern transmitter!

- Low purchase price
- High fidelity
- High efficiency tubes
- High efficiency circuit
- Low operating cost

RCA

Broadcast Equipment

RCA Manufacturing Co., Inc.
Camden, N. J. • A Service of
Radio Corporation of America

New York, 1270 Sixth Ave. • Chicago, 589 E. Illinois St. • Atlanta, 490 Peachtree St., N. E. • Dallas, 2211 Commerce St. • San Francisco, 170 Ninth St.

BROADCASTING

Broadcast Advertising

Vol 13 • No. 8

WASHINGTON, D. C.
OCTOBER 15, 1937

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$4.00 the Year

$3.00 the Year
15c the Copy

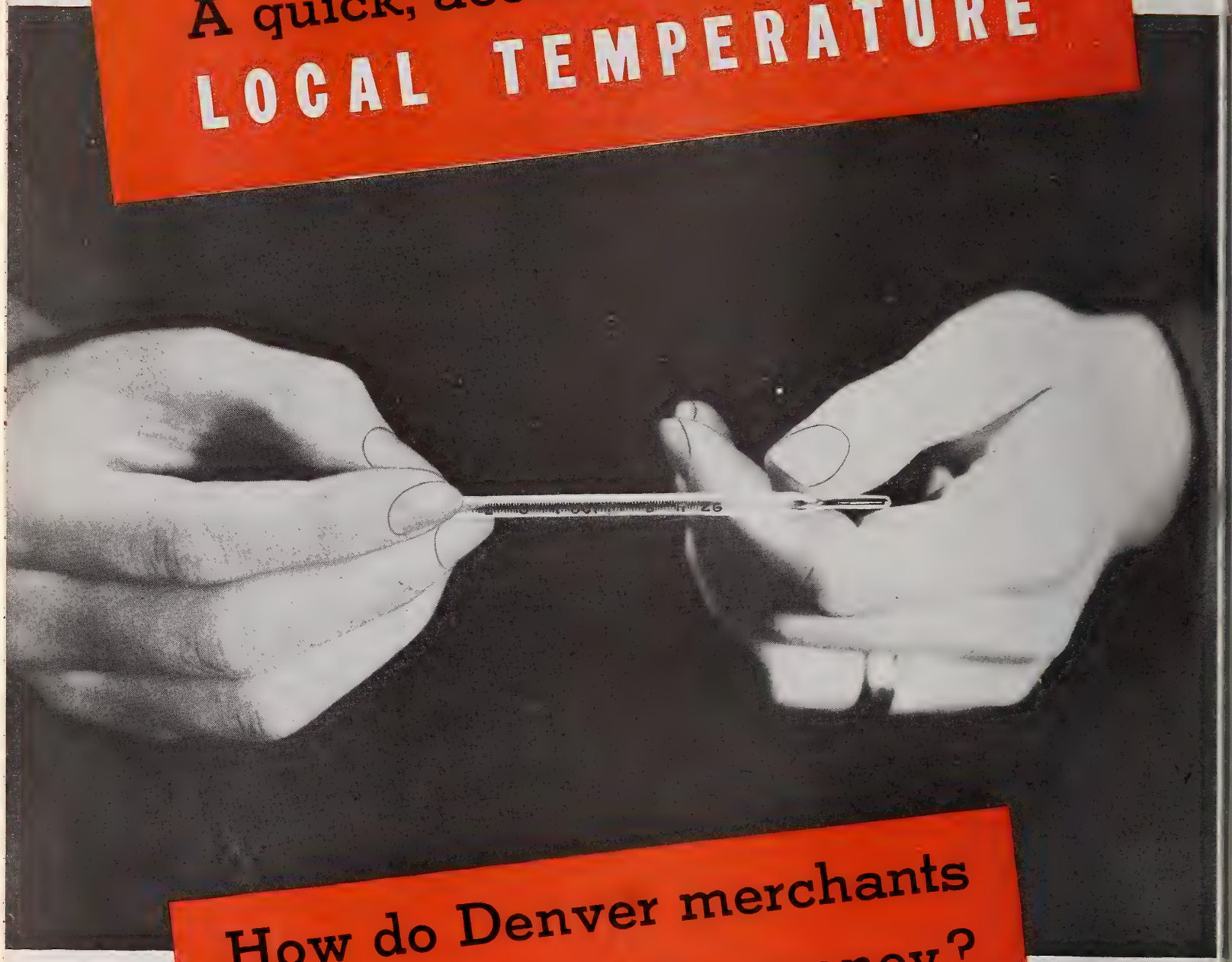
Published Semi-Monthly. 25th issue (Yearbook Number) Published in February

BROADCASTERS · WALDORF-ASTORIA · N.Y.

With sympathetic understanding of your problems, Mutual salutes stations assembled in special convention. Our group of self-governing stations have solved a major problem through the free exchange of program material. Under this system each station retains full freedom of decision, yet all share in programs and profits. Result, Mutual Stations today divide profits from more than two million annual billing from such veteran advertisers as Hecker's, Kellogg and Barbasol, and such new ones as Admiracion, Commentator Magazine and Varady. Sincere wishes for a successful convention. ★ MUTUAL BROADCASTING SYSTEM.



A quick, accurate check-up on LOCAL TEMPERATURE



How do Denver merchants spend their radio money?

Local advertisers have the warmest feeling for the station that produces the biggest box office wallop. By the way they spend their radio money you can measure accurately the warmth of this feeling.

In Denver, merchants register favorably toward KLZ. Department stores in Denver . . . furniture, men's clothing, ladies' ready-to-wear and jewelry stores . . . all spend more money with KLZ than with any other station.

The customers of these stores are YOUR customers, too. With KLZ you can take your sales story into the homes of the Denver-Rocky Mountain region over the same route which the big and successful stores of Denver have found most economical and resultful.

KLZ *Denver*

CBS

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

Representative E. KATZ SPECIAL ADVERTISING AGENCY



Wild Geese fly in formation

with leadership and a definite objective

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

The flight of your broadcast sales message must be as well controlled if it is to reach the most profitable and productive territory.

In New England there are fourteen objectives, each a rich market region with an urban shopping capitol.

You can direct your sales message to each of these regions through the Colonial Network of popular local stations, each situated in one of the urban centers.

This fourteen-station group gives you thorough coverage of the entire New England market quickly and economically.

The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



THE COLUMBIA



WHO'S GOING IN?

The Rover Boys at end? Stover of Yale? Hardly. The coach is short on fiction and strong on facts. He'll send in a young dynamo. Packed with brawn. Fast as an antelope. ***WHO'S GOING IN*** for the successful advertiser? Radio packs both power and speed. Tackles every distribution problem. Puts 86,000,000 customers on the line. And gets brand names over. It's today's high-scorer for All-American advertisers! ***WHO'S GOING IN*** on Columbia? Year after year, the Columbia Broadcasting System is the choice of more of the country's largest advertisers than any other network.

SOME COLUMBIA SCORES AT THE BEGINNING OF THE LAST QUARTER:

For the first nine months of 1937 over 1936, the volume of advertising on Columbia (after a record-breaking 1936) increased 33.7%. TOBACCO, FOOD and AUTOMOBILE advertising increased over 50% . . . And since January 1st, 15 additional radio stations have increased the Columbia "team" to a grand total of 107 Columbia Network stations . . . the largest network in the world.

BROADCASTING SYSTEM

TIME WAS MONEY TO HARRIMAN IN THE GAY 90's



TIME IS MONEY TO YOU IN THE *Thrifty 30's*

TIME was money in those days when there were giants in the stock markets and fortunes hinged on the speed with which information could be gathered ahead of competitors . . . . and time is money today when radio's choice periods of time are becoming increasingly scarce. . . . You can't add a single second to an hour. . . . You can't make a single sponsor's time do double duty.

That's where the Buffalo Broadcasting Corporation brings joy to the heart of the harried time-buyer, BBC is still able to offer choice available time and to *guarantee* that time. BBC is able to offer time between 7:00 P.M. and 9:00 P.M., peak periods with peak listener interest.

These periods have been "built-up" over a period of months to deliver a valuable habitual audience the moment a sponsor takes his advertising message to the air. Naturally BBC cannot guarantee to have these periods available a week or a month from now.

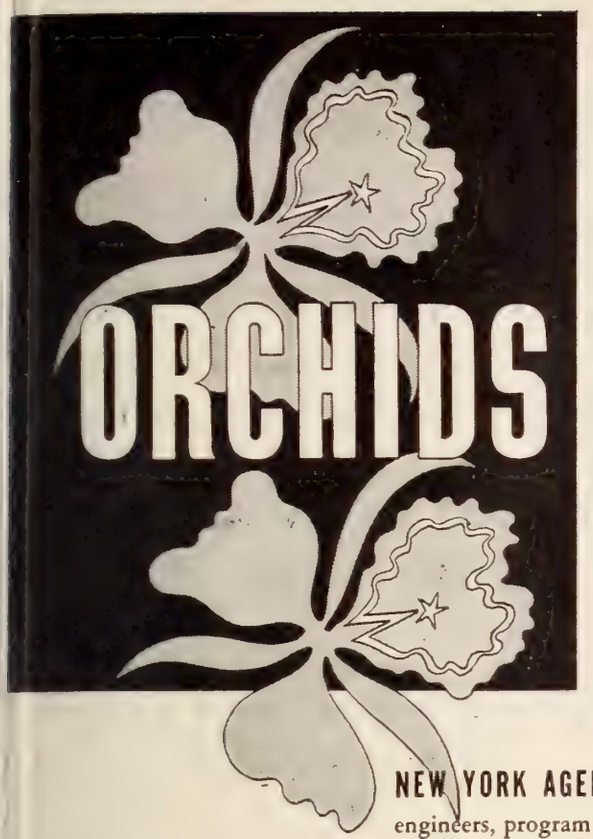
That's why time is money to you in more ways than one. This choice guaranteed time represents far too valuable a franchise to be available indefinitely. It is time that means money in the cash register for the radio advertiser who has learned that good time at peak hours always means money.

Let us show you exactly where these choice guaranteed periods are and exactly why they are the most unusual American radio buys today.

WGR·WKBW

THE ENDS OF THE DIAL

OWNED AND OPERATED BY THE BUFFALO BROADCASTING CO., *Represented by* FREE & PETERS, Inc.



for a Grand Job

Some excerpts from mail recently received by KNX, Columbia's Los Angeles station, from clients and their advertising agents:

NEW YORK AGENCY EXECUTIVE... "I want to thank you and your West Coast staff of engineers, program department, and production staff for their splendid co-operation and help in putting over the ..... program while out here in Hollywood. Without a single exception, everyone who has been assigned to the program from your organization has been of great help."

EASTERN CLIENT... "I want to thank you for your conscientious interest in our program series and the excellent work you have been doing in our behalf. From every indication, the program today is better than ever and I am sure you are entitled to most of the credit."

LOS ANGELES AGENCY EXECUTIVE... "Orchids for the grand job. Our client can be justly proud of this production .. their first venture in radio advertising."

WESTERN CLIENT... "This broadcast has been the means of establishing one of our finest connections, namely the ..... Hardware Company, who have complete hardware store distribution throughout Southern California and Arizona, and whose initial order was for 120 dozen packages of our product."

ANOTHER N. Y. AGENCY EXECUTIVE... "Everything seems to be rolling along beautifully as far as our client is concerned. The program, judging by the scripts, seems to be good, the sales are swell and the client is happy."

DETROIT AGENCY EXECUTIVE... "I take this opportunity to thank you and every member of the CBS staff for the splendid co-operation you have given us in solving our problems."

COLUMBIA BROADCASTING SYSTEM **KNX**

Represented Nationally by RADIO SALES

KNX 50,000 Watts, 5939 Sunset Blvd., Los Angeles



6 YEARS OF LEADERSHIP

With this issue BROADCASTING enters its seventh year. Paced by a fast advancing industry, its growth has been rapid. Since 1931 BROADCASTING has gone ahead apace with the radio industry.

BROADCASTING
Broadcast Advertising

Let's glance at our first year — and today, comparatively:

★

★

Staff 1931 : 🚹🚹🚹🚹

Staff Today : 🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹🚹

★

Offices 1931 : WASH.

Offices Today: WASH. N.Y. CHI. HOLLYWOOD

★

Circulation 1931 : (Each represents 1,000 Circulation)

Circulation Today :

★

Advertising Lineage : (FIRST 9 MONTHS)

1932	1933	1934	1935	1936	1937
131,208 LINES	175,714 LINES	234,080 LINES	374,682 LINES	497,112 LINES	674,754 LINES

In policy BROADCASTING remains unchanged. Alert, accurate, complete, honest news coverage continues our editorial keynote. And, as ever, BROADCASTING strives to serve the best interests of its Industry.



Nice shootin' Kid!

1199 TAX-FREE "MUSICAL HITS"

AVAILABLE TO RADIO ADVERTISERS EVERYWHERE
THROUGH *Lang-Worth Licensed* STATIONS

Instrumental Selections

220	Dance (55 with vocals)
195	Full Concert (Soloists)
111	Salon Orchestra
53	String & Gypsy (Soloists)
37	Military Brass Band
44	Hawaiian (Soloists)
49	Pipe Organ
24	Violin Solos
57	Instrumental Novelties
790	**Instrumental**

Vocal Selections

115	Male Quartette
82	Solos (Concert)
7	Duets (Concert)
60	Male & Mixed Chorus
24	Hymns (Mixed Quar.)
24	Hymns (Male Trio)
29	Quintette
38	Hill Billy
30	Character & Work Songs
409	**Vocal**

TOTAL—1199 Tax-Free "Musical Hits"

ADVERTISERS: Custom built programs, applicable to any product, instantly available through special continuity. This service provides quality programs at minimum cost.

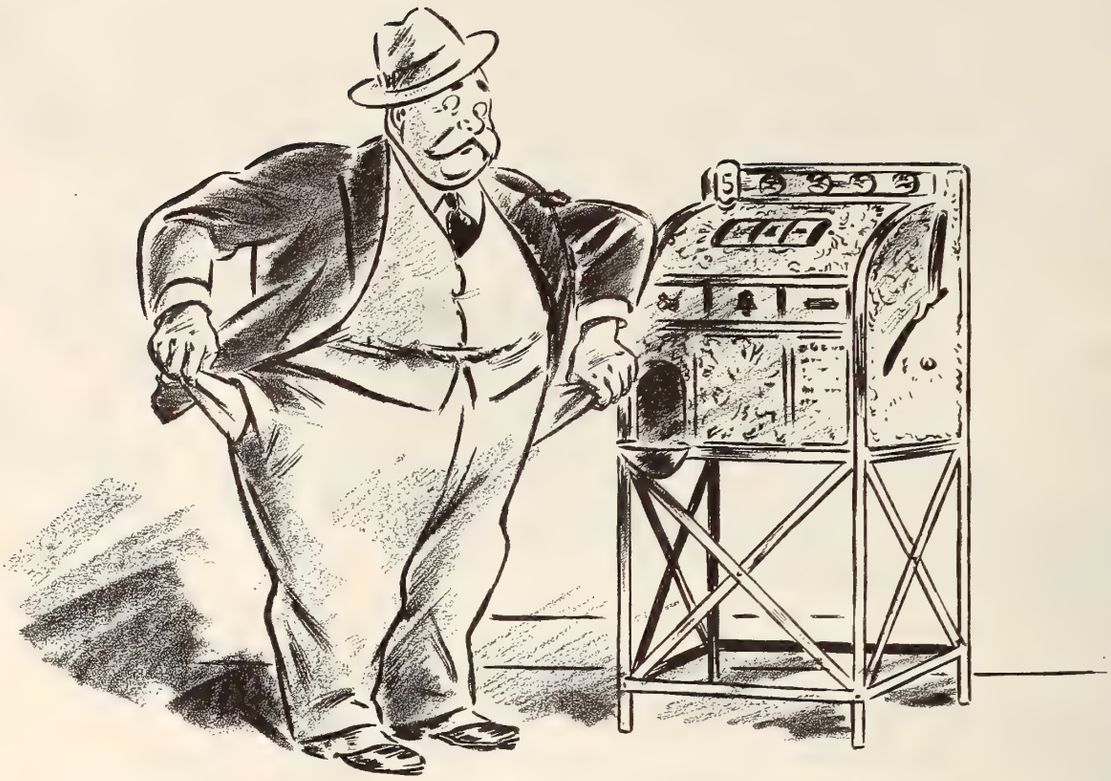
RADIO STATIONS: Total playing time (transcriptions and continuity) over 800 quarter hours in program form! Elaborate catalog in preparation. All Lang-Worth "Musical Hits" recorded by RCA—insured by Lloyd's—ready for immediate delivery.

LANG-WORTH FEATURE PROGRAMS, INC.

Originators and Largest Producers of Tax-Free Transcriptions

420 Madison Avenue **New York City**





"Why won't it pay, dern it?"

IF you're thinking about a flyer in radio, you have your choice of "systems".

First, there's the so-called flying trapeze, or slot-machine, technique. That's where you put in your coin, shut your eyes and pray . . . Second, there's the Free & Peters plan, by which you consider all available data and precedent, and very carefully test your ideas, your towns and your stations before making any large commitments. Then, when you feel reasonably sure you can't miss, you blast away with what it takes.

In dead earnest, we've got some proven dope for several advertisers and agencies who covet the jack-pot, but who don't care for slot-machine uncertainty. Are you one of them?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WCLE	Cleveland
WHKC	Columbus
WOWO-WGL	Fort Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle

Radio Station Representatives

CHICAGO 180 N. Michigan Franklin 6373	**NEW YORK** 110 East 42nd St. Lexington 2-8660	**DETROIT** New Center Bldg. Trinity 2-8444
ATLANTA 516 Bona Allen Bldg. Jackson 1678	**SAN FRANCISCO** One Eleven Sutter Sutter 4353	**LOS ANGELES** C. of C. Bldg. Richmond 6184

WCSC	Charleston
WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa
WKBN	Youngstown

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 8 WASHINGTON, D. C., OCTOBER 15, 1937 $3.00 A YEAR—15c A COPY

NAB Votes Sweeping Reorganization

By SOL TAISHOFF

Powerful Committee to Select 'Paid President'; Names Loucks Counsel; Revamped NAB to Meet Early in 1938

PROCLAIMING unanimously their determination to set up a virile, aggressive trade association, to supplant an "innocuous" NAB, some 300 broadcasters attending the special NAB convention in New York Oct. 12-13 — called coincidentally with group meetings considering demands of the American Federation of Musicians—created machinery to accomplish this goal by early next year.

The mandate for new leadership, calling for the employment of a paid president imbued with broad powers and the setting up of new departments within the association, came with the adoption of an all-inclusive resolution drafted and offered by Edwin W. Craig, WSM, Nashville, with the approval of the NAB board of directors. Adopted at the opening session unanimously and without change, the resolution was reconsidered the following day and amended in such fashion as to make it even stronger.

By its action, the convention delegated to a Reorganization Committee of five, with the advisory assistance of Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times* which operate WHAS, broader powers than ever before given any NAB group. Its functions in effect supersede those of the NAB board of 20 members. Its other members are Mr. Craig, who was drafted as a member by floor action; John Shepard 3d, president of Yankee and Colonial networks; Ed Craney, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee, former NAB president, and Edward A. Allen, WLVA, Lynchburg, Va., leader of non-network independents.

Action At Winter Convention

This Committee was given the responsibility of bringing in the new organization structure, including possibly the name of a man to be placed at the industry's helm, at the next general convention of the NAB which will be held in January or February. The Committee will notify the board, upon completion of its preparatory plans, that it desires the convention to be called at a given period, and the board, by instruction of the membership, will follow through.

The new movement was given immediate impetus with the adoption of an amendment to the NAB by-laws under which membership dues are increased 50% effective at once. Assuming the Association's membership remains at its present figure of approximately 400, it will mean an increase in annual income from about $80,000 to $120,000.

The first action of the Reorganization Committee, which held its initial meeting Oct. 13, was to retain Philip G. Loucks, Washington attorney who for five years was the NAB managing director, as its advisor and counsel. Upon him will devolve the task of revising the constitution and by-laws of the NAB to make possible the proposed new organization. He will also advise on the proposed hiring of an outstanding figure, probably with a $50,000 annual salary, to become the NAB head. Mr. Loucks made a flying trip to New York on Oct. 13 to confer with the Committee and outline immediate plans.

At this meeting the Committee decided upon its immediate course of procedure, after inducing Mr. Loucks to assume the counselship and become the executive officer. Suggestions will be sought from all elements in the industry preparatory to writing the report. The best guess now is that the next convention will be held in Washington in February to put through the reorganization.

The complete registration of delegates attending both IRNA and NAB conventions in New York will be found on pages 76 and 77.

The reorganization movement was precipitated by the plight of the industry over the demands of union musicians for reemployment on an industry-wide scale, and the failure of the NAB to act in a manner regarded as essential by the majority of the membership.

Baldwin's Status Uncertain

The future status of James W. Baldwin, managing director, was thrown in doubt by the action of the convention. There was sharp criticism on the floor of the "executive direction" of the NAB as at present constituted, with no names mentioned. But in the half-dozen Board meetings, no words were minced, and in two instances some members went to the extreme of demanding the resignation of the entire slate of officers and directors.

Storm center of intramural conflicts practically since he became managing director in 1935, Mr. Baldwin did not participate in any of the floor discussions on reorganization except in connection with his public domain library of transcriptions, which was thrown out of the NAB fold and ordered to function as a separate corporate structure as part of the Craig resolution. It now must, in effect, pay its own way.

The specific instruction to the Reorganization Committee, as contained in the all-inclusive resolution, charges it with the duty of "perfecting and presenting to the Association detailed plans for the reorganization and future development of the Association". The Board was instructed to appropriate and pay for the Committee's expenses, including the employment of a counsel [Mr. Loucks], and other necessary personnel.

Movement for Aylesworth

Names were avoided in connection with the selection of the new industry head, but there persisted a strong movement for M. H. Aylesworth, former NBC president, now identified with the Scripps-Howard Newspapers, even though he has turned a deaf ear to the entreaties of delegations of broadcasters to preliminary propositions. A. H. Kirchhofer and Ed Twambly, of WBEN and WEBR, Buffalo, just prior to the convention, sent a letter to all stations urging that he be drafted for the position. His name unquestionably will be considered by the Reorganization Committee.

Despite the unanimous vote on the Craig resolution, there was evident dissatisfaction in some quarters over failure to act immediately. It was solely for this reason that the convention did not adjourn following the Oct. 12 session, but reconvened the next morning. A substantial group wanted the reorganization process to begin at once, rather than await the next convention, despite the fact that the by-laws prevent any change in the basic structure of the NAB except at a regular convention and on proper notice.

Convention Awaits Committee

In its original form, the reorganization proposal specified that the NAB board fix the date and place for the next regular convention some time in January or February. This was amended so the board could await the recommendation of the Reorganization Committee.

In its original form, the resolution ordained that at the special convention there be adopted a program for departmentalization of the NAB into administrative divisions, and that the Board be directed to give "immediate effect" to such program. This called for administrative, engineering, legal, economic and information and library departments—all to function as administrative as distinguished from policy-making entities. On motion of Don S. Elias, WWNC, Asheville, N. C., this whole provision was stricken out, so that the

'Broadcasting' Moves New York Offices

BROADCASTING Magazine takes pleasure in announcing the removal of its New York offices from the RKO Bldg., to Suite 426, Postum Bldg., 250 Park Ave., effective Oct. 15. The new telephone numbers will be Plaza 5-8355 and 5-8356. The editorial staff will continue to be headed by Bruce Robertson, assisted by Edith Crain. Our advertising representative is Maury Long. Visitors are cordially welcome.

The New NAB: A Call for Industry Support—*An Editorial*

IT TOOK A JOLT like the musicians' sandbagging, to the tune of several millions annually, to shake the broadcasting industry out of the stupor of disorganization. It took a new element of leadership in the industry, as exemplified by the Independent Radio Network Affiliates, to set the reorganization on the proper course.

The special convention of the NAB in New York was not a meeting of despair and forlorn hope, though it started out that way. A well-balanced, competently manned committee has been given plenary powers to draft a broad reorganization plan as expeditiously as possible and to select a leader—possibly a paid NAB president—for the industry. The committee is being ably advised and assisted by Philip G. Loucks, for five years NAB managing director, and a man who has thorough comprehension and a deep appreciation of the problems confronting organized broadcasting.

The NAB is still on trial. The first hurdle of averting a schism in the industry was cleared at the special convention in New York City. A new element has taken over the leadership. It has a tough assignment. It must work with dispatch. Before individual broadcasters will be in position to determine whether they will hang together in the "New Deal NAB" or whether they will risk hanging separately in separate groups, which would only mean more internecine warfare, the new organization plan must be appraised and then effected at the next regular convention.

Infusion of new blood in the broadcasting industry is deemed necessary. Certainly there was more clear thinking at the special convention than has been exhibited in the past. The manner in which Edwin W. Craig, of WSM, set in motion the reorganization machinery was exceptional. The generalship of Mark Ethridge, a newcomer in radio from the newspaper-owned WHAS, as chairman of IRNA, won spontaneous admiration from the membership at large.

No one questions the motives of those who have directed the NAB. The association has not been adequately staffed or financed to cope with the constantly increasing welter of problems confronting the industry. Errors are only human, and an error was made in the AFM situation. That was the sense of the NAB membership at the special convention. No personalities should be involved and none are. The stakes transcend individuals. There should be no recriminations.

The job immediately ahead is of paramount importance. The NAB needs the help of every station. Dues have been increased 50%. To get the man power of the calibre required, to procure a new leader, there must be adequate finances. The NAB has gotten just what it has paid for in the past. The fault has been that of the membership itself, which failed to take cognizance of its vast and intricate problems and of the requirements of its trade association. It will get what it pays for in the future.

Member stations should pay their increased dues promptly and willingly. Non-member stations should join. They should have a voice in the affairs of their industry. A trade association is an insurance proposition and the dues are the premiums—insurance against anti-radio onslaughts bound to recur, which can only be combated by a well-organized, adequately financed and ably-staffed trade association.

* * *

The best, and perhaps the most constructive single step that has been taken since the AFM volcano erupted, was the adoption of the resolution by the NAB board recommending that no hard and fast contracts, which would imperil the ability of stations to serve the public interest mandate, be accepted.

The resolution expresses the good faith and the willingness of broadcasters to help alleviate the unemployment problem among musicians, and on the same general terms agreed to. They offer this voluntarily. But they do not, and perhaps cannot, accede to arbitrary terms in a uniform contract that would endanger their Federal franchises or interfere in any way with their obligations under these franchises.

Reorganization Committee, rather than the Board, is authorized to proceed with all phases of reorganization.

The original resolution named Mr. Ethridge as chairman of the Reorganization Committee of five, and Mr. Craig was not named a member. Mr. Ethridge, who won the plaudits of the convention repeatedly for his work as chairman of the Independent Radio Network Affiliates in the AFM negotiations, explained he could not accept the chairmanship because of his duties in Louisville, but he volunteered to serve in an advisory capacity. His superiors, Ambassador Robert W. Bingham, and Barry Bingham, co-publishers of the newspapers, he reported, had deemed it inadvisable for him to accept the post. Mr. Craig's appointment was voted from the floor. The Committee received in writing numerous proposals for reorganization, which were discussed and turned over to Mr. Loucks for analysis.

Reconciled to Musicians

Despite the evident dissatisfaction of the NAB body politic with the tentative terms for reemployment of musicians, the majority of broadcasters appeared reconciled to acceptance of the same broad terms agreed to by the IRNA group. That group has agreed to an additional payment of $1,500,000, a 50% increase, under a two-year contract, but with details of the agreement to be worked out in further conferences with AFM. [See story by Bruce Robertson on page 13.] The AFM threatened strike deadline date has been postponed for the third time, having been advanced from Oct. 15 to Nov. 1. It is expected that a further postponement will be forthcoming.

A new and potent element in the AFM situation developed after the convention closed Oct. 13 when the NAB board at a five hour session, adopted a resolution which in effect rejected the "licensing" of stations by AFM under contract. The proposal, offered by T. W. Symons Jr., KFPY, Spokane and KXL, Portland, held that the Federal government has the exclusive right to license stations; that the AFM proposition might be a usurpation of that exclusive right, and that it might constitute restraint of trade.

There were 297 stations represented at the special convention—the first in NAB's 15 years of history. Of these 150 were network affiliates and 97 non-network. The attendance was regarded as disappointing, since not only all 400 NAB members but the 300 non-member stations had been invited to the emergency sessions.

Among the proposals expected to be made for reorganization probably will be one whereby the voting privilege will be altered to be exercised in proportion to payments of stations into the NAB exchequer. Whereas now each station, whether a 50,000-watter or a 100-watt part-timer, has one vote on election of officers and directors, the possible new arrangement would be to allot voting privileges according to dues paid into the Association. Thus, a group of 100-watters, substantial in number but contributing only a fractional portion of the NAB fund, would not be in position to outvote the larger stations. This formula is employed by other trade associations, it was pointed out. Heretofore stations have been paying their highest quarter-hour rate quarterly as NAB dues to make up the $80,000 annual income. Under the revised schedule approved unanimously at the Oct. 12 meeting, they will pay their highest quarter-hour rate each two months for an estimated income of $120,000.

Whether there will be defections from the NAB because of the increase was not ascertainable, though some station owners indicated that course. On the other hand, a number of stations which have resigned from the Association in recent months have indicated their intention of returning to the fold because of confidence in the new order. Others, including the Levy-owned WCAU, Philadelphia 50,000-watter, will remain outside until the revitalized association shows what it can accomplish. Isaac D. Levy, who dramatically walked out of the NAB two years ago after a bitter speech castigating the Association and its then leading lights, made his reappearance at the special meeting. By invitation he spoke his mind again, and stated he would return only when the NAB had proved its value.

The revolutionary reorganization plan was brought in by Mr. Craig from the Board of Directors, of which he is a member, after days of planning. It evoked no discussion, but won a unanimous vote. It came after Mr. Craig made a plea for unity in the industry, and after a morning session Oct. 12 during which President John Elmer, WCBM, Baltimore, and Mr. Ethridge as chairman of IRNA had made similar strong pleas. The morning session had been devoted to talk about the AFM situation.

In explaining his resolution, Mr. Craig pointed out that the convention had the power to adopt a program for departmentalization of the NAB. He outlined the proposed structure as follows:

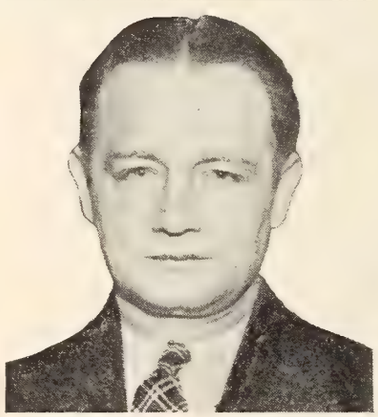
"1. *Administrative.* This division would have charge of all office records, billings, collections, payment of current bills, stenographic work, printing, mailing, etc.

"2. *Engineering.* This division would be headed by a competent engineer with an adequate staff. It would devote its energies to collecting and compiling engineering data for use by the Engineering Committee of the Association; prepare reports advising working engineers and operators of member stations of changes in technical rules and regulations of the Commission; gather and publish information and suggestions which will be helpful to station operators; collect and compile data for use by the Association at international conferences; bring up to date, amplify and simplify the engineering handbook published by the Association; and perform such other services as may be assigned to it.

"3. *Legal.* This division would devote itself to the collection and publication of digests on such subjects as libel and slander, taxes, labor, decisions and pronouncements of the Federal Communications Commission and of the Federal Trade Commission, and of the courts on appeal from decisions of those commissions, and all other cases involving issues of interest to broadcasters and their legal counsel. This division should function in close harmony with the legislative committee and the state committees of the Association to the end that all data pertinent to the issues raised by state or federal legislation may be available. This division would have charge

(*Continued on Page 82*)

NAB Reorganizer



PHILIP G. LOUCKS

Board Warns of Danger in AFM Contract

By BRUCE ROBERTSON

Public Interest Factor Involved; Annual Expenditure Of $3,300,000 for Music Under IRNA Settlement

ABANDONING its attitude of watchful waiting and obeying the repeated demands of the broadcasting industry for leadership and guidance in the crisis precipitated upon it by the demands of the American Federation of Musicians, the NAB Board of Directors on Oct. 13 passed a resolution warning broadcasters against signing any contract with the AFM that contains any restrictions designed to prevent any station from broadcasting any program deemed by it to be in the public interest. The resolution urged each station to consult its own counsel in all matters affecting arbitration, sympathetic strikes, inviolability of contracts, possible restraint of trade, and its obligations to serve public interest.

The resolution, adopted by the Board only after five hours of heated discussion, was proposed by T. W. Symons Jr., KFPY, during the meeting of the entire convention, which had referred it to the Board for action. It points out that through a uniform contract the AFM is seeking to impose on the broadcasting industry a system which in effect gives the AFM the sole right to license the procurement by a station of network and transcription programs and that such a transfer of station control may be sufficient ground for revocation of that station's Federal license to broadcast and may also violate the Federal statutes relating to restraint of trade. Copies of the resolution were sent to all broadcasting stations.

Increased Cost of Music

The meeting at which the resolution was adopted came at the end of a two-day special session of the NAB at the Waldorf-Astoria in New York on Oct. 12-13, during which members and non-members alike had severely criticized the failure of the NAB to offer to the industry the protection necessary to meet adequately the AFM demands and had praised with an official vote of thanks the work of the negotiating committee of the Independent Radio Network Affiliates in effecting a reasonably satisfactory solution for stations affiliated with the nationwide networks.

Briefly, this solution, which was ratified by an IRNA convention meeting at the Waldorf-Astoria on Oct. 11, calls for an annual expenditure of $3,300,000 for the employment of staff musicians by the 289 network affiliates, an increase of $1,500,000 over present expenditures. This sum is to be allocated among the stations on the basis of 5½% of net income from the sale of time, with stations whose national quarter-hour evening rate is less than $15 being exempted from any union demands. The Committee had also secured a promise from the networks to contribute a total of $200,000 toward the total, to be paid on a basis amounting to roughly 16% of increased expenditures to those stations who do not already employ as many musicians as are necessary to bring them up to quota.

The history of IRNA's formation and negotiations with AFM leading to these results, which represent a considerable reduction of the original AFM demands for employment of 3,500 additional musicians in broadcasting, was sketched at the opening NAB session by the IRNA chairman, Mark Ethridge, WHAS, who offered to go into the entire detailed background of these dealings with a committee of either the NAB or the non-network stations for use in their dealings with the union. At the same session the NAB president, John Elmer, WCBM, described the position of the Association which, unable to speak for its members, had observed the presentation of AFM demands and reported them to the industry.

A motion by Lloyd Thomas, WROK, that the NAB give "advice, counsel, assistance and cooperation" to any group or individual member in its dealings with AFM was unanimously carried.

Independents to Act

The discussion of this and other questions disclosed a wide divergence of opinion as to the best course of action for the non-network stations to follow. Several members of this group thought the best and easiest solution would be to offer the AFM the same terms as those secured by IRNA, saying that they could not hope for a better deal than that made by the more powerful network group. Others stated that if the independents are less powerful they are also less vulnerable, having no network affiliation to lose if negotiations should fail, and might therefore be able to make a better bargain.

Mr. Ethridge said that IRNA was certainly not going to scrap its negotiations, which had cost the group some $10,000 for expenses and fees to legal and accounting counsel, to start all over again with the independents, but pointed out that the IRNA negotiations had paved the way for the independents to make much faster and less expensive progress in their own dealings.

He offered the advice of his committee but urged that the independents engage good legal counsel at the outset. Samuel Rosenbaum, chairman of IRNA's negotiating committee, said that IRNA negotiations with the union will probably be concluded within the next few weeks and go into effect in December, at which time the AFM will start after the independents and he urged that the NAB act promptly in their behalf.

At a meeting of some 50 non-network broadcasters that evening Mr. Rosenbaum urged that they immediately begin collecting figures on the incomes and employment of musicians by this class of stations, pointing out that by being forced at first to accept figures furnished by the AFM because they had none of their own, the network affiliates were obligated to spend $3,300,000 instead of the contemplated $3,000,000. He also advised them to retain able counsel from the start, pointing out that while there was no doubt of the union's ability to deprive "unfair" stations of their

NAB BOARD RESOLUTION
Inviolability of Contract and Franchise Rights Must Be Preserved, Board Declares

WHEREAS, the broadcasting stations of the United States are licensed by the federal government under a mandate to serve the public interest, convenience and/or necessity; and

WHEREAS, radio broadcasting constitutes the greatest medium of simultaneous mass communication the world has ever known; and

WHEREAS, every consideration should and is being given by the industry to the social aspects of unemployment, in giving relief, the radio industry must keep foremost its grave responsibility to protect the freedom and growth of this marvelous facility for public service; and

WHEREAS, the broadcasting stations by virtue of long experience in rendering public service, have found that the public interest requires, in addition to locally produced programs by union musicians, the broadcasting of other local programs and of network and transcription programs; and

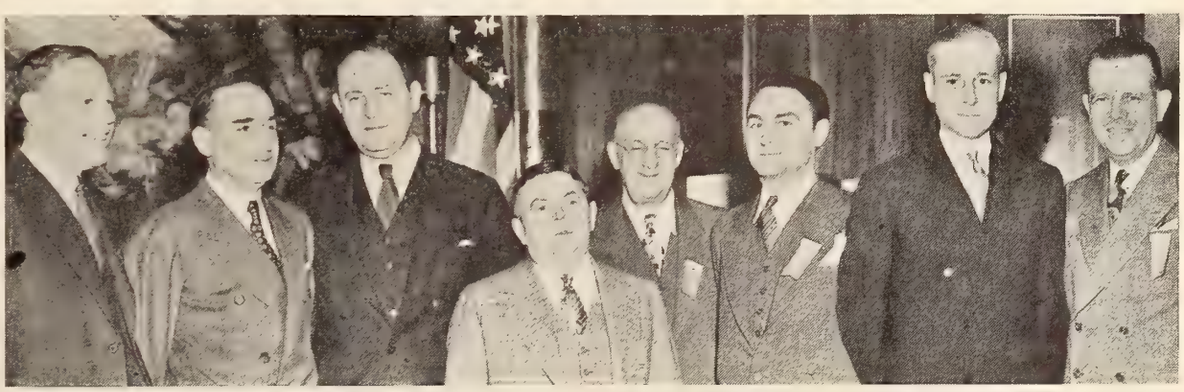
WHEREAS, there has not been and there is not now any dispute between the broadcasting industry and the American Federation of Musicians, in regard to wages, hours or working conditions; and

WHEREAS, negotiations between the American Federation of Musicians and committees representing a substantial part of the broadcasting industry have resulted in a conclusion as to the degree of re-employment acceptable to the American Federation of Musicians; but

WHEREAS, the American Federation of Musicians seeks to impose upon the broadcasting industry, by uniform contract, a system which in effect gives to the American Federation of Musicians the sole right to license the procurement by those stations of network and transcription programs; and

WHEREAS, such contract in effect transferring the control of the operation of any station may be sufficient ground for revocation of that station's federal license to broadcast, and also may constitute a violation of the federal statutes relating to restraint of trade; therefore now be it

RESOLVED, That the Board of Directors of the National Association of Broadcasters recommends to broadcasters that any agreement entered into between the American Federation of Musicians and broadcasting stations should specifically provide that such agreements shall not contain any restrictions designed to prevent any station from broadcasting network, transcription or any other programs including those of civic, educational, religious, fraternal and public events character construed by it to be in the public interest; and that each station should consult its own counsel in all matters affecting (1) arbitration, (2) sympathetic strikes, (3) inviolability of contracts, (4) possible restraint of trade, and (5) its obligations to serve the public interest in providing educational and entertainment programs.



NEGOTIATING COMMITTEE—Of the Independent Radio Network Affiliates as they met in New York convention. Left to right: Emile Gough, Hearst Radio Inc.; Mark Ethridge, WHAS, and *Louisville Courier-Journal* and *Times*; Samuel R. Rosenbaum, WFIL, chairman; L. B. Wilson, WCKY; John Shepard 3rd, Yankee Network; John J. Gillin Jr., WOW; George W. Norton Jr., WAVE; E. W. Craig, WSM.

network programs some lawyers felt that AFM cannot legally forbid transcription manufacturers to ship records to any station, as this would constitute a secondary boycott. As Joseph N. Weber, president of AFM, has said that the independents would not be called until negotiations with the affiliate group are completed and contracts signed and accepted, they have several weeks in which to prepare for action, Mr. Rosenbaum said.

After an extended meeting, at which the varying problems of stations in large cities with strong unions, small cities with less strong locals, smaller cities in which union musicians usually have other daytime employment and are available as musicians only at night, and towns without any local unions, were discussed at length, the group appointed a fact-finding committee, authorized to collect data but not to conduct negotiations. Members are Lloyd Thomas, WROK, who is also chairman of the entire independent group; Howard Loeb, WFDF; H. B. McNaughton, WTBO; Gregory Gentling, KROC; and S. Schultz, WLAW. Mr. Elmer was asked to serve on the committee but he declined due to his position with the NAB.

Fact-finding Plans

The group met with Mr. Elmer and James Baldwin, NAB managing director, following the adjournment of the convention to draw up a questionnaire to be sent to all non-network stations in the country as the first step in its fact finding campaign. The situation of the transcription manufacturers was stated by Lloyd Egner, manager of NBC's transcription division, at the convention, in response to a question from the floor. He said that the union has ruled that no musicians will be furnished to transcription companies for the making of records to be sent to "unfair" stations, but that it has postponed making an agreement with these firms until negotiations with the broadcasters are completed. Mr. Egner stated definitely that no agreement of any kind has been reached with AFM, despite a common impression that the transcription companies had informally agreed not to serve "unfair" broadcasters, which he labeled as completely erroneous.

The IRNA convention was held on Oct. 11, day before the NAB meeting opened. This group again ratified the expenditure of $1,500,000 for employment of additional musicians which it had previously approved, and also the allocation of this increase on the basis of a weighted scale worked out by Ernst & Ernst, firm of accountants, from questionnaires filled out by 276 of the 289 network affiliates. The remaining 13 stations were figured on the basis of their published quarter-hour rates. This rate basis, incidentally, was found to be generally quite unsatisfactory, amounting in one case to 749% of the station's net receipts. The accepted formula calls for an expenditure for union staff musicians by each station of 5.49% of its net receipts from sale of time, that is, time sales minus quantity discounts, agency and representative fees.

The group also approved the action of its committee in securing from the networks an agreement to contribute $200,000 toward the increased expenditures to be made by affiliates, this contribution to be made on a basis proportional to

(*Continued on Page 86*)



NAB BOARD MEETS—Reading clockwise: T. E. Streibert, WOR; William J. Scripps, WWJ; Gene O'Fallon, KFEL; L. B. Wilson, WCKY; Arthur B. Church, KMBC; Herb Hollister, KANS; Ed Allen, WLVA; Frank M. Russell, NBC; Harold Hough, WBAP; President John Elmer, WCBM; John J. Gillin Jr., WOW; Tom Symons, KFPY; Harry C. Butcher, CBS; Managing Director James W. Baldwin; John F. Patt, WGAR; Joe Maland, WHO; E. W. Craig, WSM; Ralph Brunton, KJBS. Absent: Gene Dyer, WGES; C. W. Myers, KOIN.

Petrillo Starts New Union for Radio; Labor Developments in Other Cities

JAMES C. PETRILLO, president of the Chicago Federation of Musicians, has started a new union in Chicago embracing announcers, producers and sound effects men, to be affiliated with the Chicago Federation of Musicians. A 20% increase in pay at WBBM for members belonging to the new union became effective Oct. 11. The musicians' agreement with NBC and Mutual expires Jan. 15 at which time Mr. Petrillo hopes to get a 20% increase for the new union members from the other two major networks in Chicago.

Petrillo told BROADCASTING he was not looking for any more revenue for his CFM union in starting the new organization. He said the move was made to prevent the CIO from gaining a foothold in radio stations. When questioned about the American Federation of Radio Actors recently formed in Chicago, he said they were all "all right" but "too slow", and that his new union, because of its CFM tie-up, would "really get some place".

He admitted there would be an argument with the AFRA over jurisdiction in Chicago territory inasmuch as the latter embraces actors, announcers and sound effects men while Petrillo's union includes announcers, sound effects men and producers. He was confident, however, that this would soon be straightened out as both are AFL organizations and are anti-CIO. In Chicago, the AFRA probably will eventually include only actors with Petrillo having jurisdiction over the other station employes.

Initiation fee for Petrillo's new radio union is $25 in contrast to the $100 fee charged musicians. Dues are the same for both radio personnel and musicians — $16 a year. He said about 30 people attended the first meeting of his new union but eventually hopes to have about 400 members in Chicago.

Meanwhile officials of the AFRA expressed disapproval of Petrillo's entry into what they considered their own field. The AFRA, claiming 300 members in Chicago, has established an office at 540 N. Michigan Ave. Frank Gillmore, head of Actor's Equity, was expected in Chicago about Oct. 15 on his way to New York from the AFL convention in Denver and it was possible that a definite settlement of jurisdictional rights in Chicago would be made then. Petrillo is leaving for New York Oct. 16 to attend the radio-musicians' parley.

WHN Contract With CIO

AMERICAN Radio Telegraphists' Association, CIO communications union, has negotiated a contract for the technical employes of WHN, New York, calling for a 44-hour, five-day week with time-and-a-half for overtime, certain salary increases and a preferential shop. Thus when the station adds technicians it must either employ ARTA members or, if none are available, the men employed must join the union.

Signing of the contract ends negotiations covering six months since the WHN technicians joined ARTA in a body last April. Delay was caused by the intervention of IATSE, AFL union of theatrical employes with which stage hands and other employes of Loew's theater chain are affiliated and which claimed jurisdiction likewise over WHN employes, and a ruling of the NLRB was necessary before ARTA could resume its dealings with the company.

ARTA officials also report the signing of a similar contract at KYW, Philadelphia, where the technicians are also 100% ARTA members. Negotiations are now under way at WCAU, Philadelphia, at which station the management has agreed to a closed shop, a 40-hour week, and time-and-a-half for overtime, but the wage scale is still a matter for discussion. In these negotiations Willard Bliss is acting for ARTA and Dr. Leon Levy for WCAU.

At the first national convention of the American Guild of Radio Announcers and Producers, held in New York Oct. 1, some 200 members of this independent union voted unanimously to maintain their independence, thus definitely ending the widespread rumors that AGRAP would become allied with either ARTA or the new AFL radio talent union, American Federation of Radio Artists. The convention elected Roger Bower, WOR, Newark, as secretary, to replace Karl Schullinger, who has left CBS to join Lord & Thomas. It was stated that AGRAP membership now includes some 350 announcers and producers, about 60 actors and about 20 engineers. A full-time organizer is now active in the field and the Guild predicts that membership will grow rapidly in the next few months.

At a meeting of the San Francisco Chapter, American Federation of Radio Artists Oct. 3, John B. Hughes, Mutual-Don Lee network newscaster and commentator, was elected president. Other officers of the newly-organized chapter are: Ted Maxwell, NBC producer, first vice-president; Jack Moyles, CBS producer, second vice-president; Vic Connors, executive secretary, and Theodore Hale, acting treasurer. The San Francisco Chapter claims a signed-up membership of 130. Organization work has started in Sacramento and Stockton and the organizing committee headed by Mr. Connors plans an early visit to Merced, Fresno, Chico, Eureka and Reno. Frank Gilmore, president, arrived in San Francisco from New York Oct. 7 to confer with the executives of the Bay City chapter of AFRA regarding policy and future plans.

Cincinnati Complaint

The AFRA, which now reports a membership of between 3,000 and 4,000 "with applications coming in at a great rate", is planning to leave the Actors' Equity building in which it has been making its headquarters and move into its own offices at 2 W. 45th St., New York, about Oct. 15. In Cincinnati this talent union has filed a complaint with the NLRB charging WKRC and CBS with violation of the Wagner Act in discharging William Seymour, a news writer, for alleged union activity. Seymour was discharged from the station Sept. 30, the complaint states, because of his activity in organizing for the union.

In reply to the charges filed with the Labor Board, John McCormick, general manager of WKRC, made the following statement:

"The policy of WKRC is not to interfere in the slightest degree with the union activities of any of its employes. I have been engaged for approximately a month making certain staff changes necessitated by policy changes instituted by me

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Tentative Draft of Network Affiliates' Contract With AFM

1. The terms, provisions and conditions of this Schedule "A" are basic terms, conditions and provisions contained in the Trade Memorandum of the .....day of....., 1937, between representatives of radio stations affiliated with national networks and the American Federation of Musicians, involving a general plan for the solution of the unemployment problem of musicians, and all the terms, conditions and provisions of this Schedule shall, for all purposes, be deemed and be part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions contained in the said annexed agreement are inconsistent with the terms, conditions and provisions contained in this Schedule, the terms, conditions and provisions of this Schedule shall obtain and prevail.

2. Whenever the term "Federation" is used herein, same shall refer to and be deemed to mean the American Federation of Musicians. Whenever the term "Affiliate" is used, same shall be deemed to mean and refer to the Broadcasting Station, which is the contracting party to the agreement to which this Schedule "A" is attached.

3. The entire amount of the allocated quota to be expended by the Affiliate, per annum, for the employment of staff musicians must be so expended during a period extending for not less than nine (9) months in each year, the intention being to provide regular employment for staff musicians. Special exception, shortening the period of nine (9) months, shall be made by the Federation in cases where the Affiliate operates in winter resorts, as, for example, Miami, where the business season is less than nine (9) months.

4. A staff musician is one who is paid at a weekly rate and not at a single performance rate. Compensation for services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals is not to be included in the expenditure of the allocated quota of the Affiliate.

5. If a Local requires that a higher rate be paid for the privilege of using staff musicians in commercial programs as well as in sustaining programs, the full amount so paid by Affiliate to staff musicians on regular contract shall be credited against Affiliate's allocated quota, regardless of the quantity of commercial services rendered during any one week.

6. In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement, Affiliate agrees to employ members in good standing of the Locals affiliated with the Federation as staff musicians.

7. Locals affiliated with the Federation will furnish Affiliates competent and qualified musicians in good standing in the Local and members of the Federation, who will be employed by Affiliates through a contracting member or leader. Affiliate shall have full control of the instrumentation desired, but shall not demand any instrumentation unusual for the number of men to be employed. Affiliate shall have full control of program material and selection of music. If Affiliate has any complaint regarding the ability or competency of a staff musician furnished by a leader or contracting member, Affiliate may first appeal to the Local Union of the Federation and then to the Federation for an adjustment. Federation will cause the musician to whom the Affiliate objects, to be examined. Such examiner shall not be a member of the said Local Union. If the examiner finds the musician is not competent for the class of service required of him and cannot be replaced by the said Local, Affiliate shall have the right to employ a member of Federation from another Local.

8. Affiliate may give any staff musician employed by him reasonable notice for terminating his employment, which notice, however, shall be according to prevailing notice. In the event that the employment of a staff musician is terminated, such change of personnel shall in no wise reduce Affiliate's obligation to expend the full amount of his allocated quota for staff musicians.

9. The Affiliate entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota, as provided for in said annexed agreement, shall receive for the duration of such annexed agreement a clearance from the Federation for the use of phonograph records and electrical transcriptions and by other means of mechanical production regulated by the Federation, and the right to receive national, regional network and remote broadcast programs.

10. [To be amended so as not to violate existing contracts]. As a condition of their employment by Affiliate stations, members of the Federation need not perform their services for any Affiliate which, after two (2) weeks' prior written notice to it, will do any of the following:

(a) Transmit its music to any other Affiliate station in the United States or Canada which fails to agree to expend the allocated quota for staff musicians, or fails to comply with the agreement which it will enter into with the Local Union of the Federation;

(b) Contract to transmit music to any broadcasting station other than Affiliate or Key Station as herein defined, located in the United States or Canada, which fails to enter into an agreement satisfactory to the Federation with respect to the employment of staff musicians, or fails to comply with the agreement which it will enter into with the Local Union of the Federation;

(c) Contract for records and transcriptions or take or use under such contracts, records or transcriptions made by manufacturers other than those licensed for that purpose by the Federation; it being the declared intention of the Federation that the purpose of this specific provision is limited to enabling it to increase employment for its member musicians in the making of such records and transcriptions. With respect to the question of the use of musical records and transcriptions not made in the United States and Canada, same shall be investigated further and left for future determination and agreement by the broadcasting industry and the Federation.

In the event that the Affiliate transmits under contract now existing music to other broadcasting stations which are not Affiliate or Key Stations, the same shall be reported to the Federation and all of the facts concerning such transmittal of music to such stations disclosed to the Federation, and negotiations shall ensue between such Affiliate and the Federation with respect to such existing situation.

In the event any Affiliate station transmits music not under contract now existing to any other broadcasting station or stations located in the United States or Canada, which are not Affiliate or Key Stations, members of Federation need not perform their services for such Affiliate station unless such other broadcasting station enters into an agreement for the employment of staff musicians satisfactory to Federation.

11. Announcement of a mechanical production must in all cases be clearly made.

12. Affiliate may make records or electrical transcriptions for audition purposes or filing by Affiliate or agency or client, but such records or transcriptions must not be broadcast, and the Federation must be advised when such record is made. Members of the Federation will not render their services to any Affiliate for the manufacture of records or transcriptions for broadcast or any other use unless such Affiliate shall agree to regulations prescribed by the Federation for manufacturing such records and transcriptions and be licensed by the Federation.

13. Records of music which are pilfered are not to be used under any circumstances.

14. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transcription may be made of such program to be put on the air no later than the seventh (7th) day counting from the day that the transcription was made. As soon as the transcription is made, the Federation must be advised immediately thereof and the record of such transcription must be sent to it to be destroyed.

15. Members of the Federation need not render their services to a station originally owned by an Affiliate but transferred or assigned by an Affiliate unless the assignee of such Affiliate shall agree to carry out and assume the unexpired portion of the agreement between said Affiliate and the Local Union of the Federation.

16. In the event the Affiliate's Federal license is terminated or suspended, or in the event of the discontinuance of the operation of such station, whether because of fire, war, force majeure, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be reduced or canceled, as the case may be.

17. Any agreement entered into between an Affiliate and the Local Union of the Federation in order to be valid must be approved by and registered with the Federation Board, the President of the Federation, or any authority designated for that purpose by the Federation.

18. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation, acknowledge that they have received a copy of the Memorandum embodying the general plan for the solution of the unemployment problem of musicians which forms the general basis for the terms, provisions and conditions of this Schedule "A".

19. The period of the annexed agreement is two (2) years from the date thereof, and the expenditure undertaken by the Affiliate as in said annexed agreement provided, shall be for each of the two (2) years of the period of the said annexed agreement.

20. The Federation obligates itself for the full and complete performance of the agreements entered into by Local Unions of the Federation without stoppage of work so long as there is no default in or violation of any of the provisions of such respective agreement by the Affiliate executing the same. The Local Unions of the Federation and the Federation Board agree to notify Affiliate in writing of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of work as in this paragraph specified until such Affiliate shall have had two (2) weeks from and after the receipt of such notice in writing to rectify the default or breach complained of. Repetition by the Affiliate of the violation originally complained of by the Federation Local shall thereafter eliminate the necessity of any further notice to Affiliate.

In case the Affiliate shall be in default with respect to monies owed to staff musicians for services rendered, the Affiliate shall not be entitled to notice as in this paragraph specified.

[Arbitration clause to be added here, if possible.]

21. The musicians to be engaged in accordance with the annexed agreement are recognized by the Affiliate as being members of the Federation, and nothing herein contained shall be construed to interfere with any prior obligation which any such musicians may owe to the Federation by reason of their membership therein.

[To be amended to exclude sympathy strikes].

22. Federation agrees that neither it nor any of its Local Unions will make or enter into any trade memorandum or agreement with any independent or Key Stations whether the same be situated in the United States or Canada, containing conditions for the employment of members of the Federation more advantageous to broadcasters than those contained in the trade memorandum with the Affiliates, subject to the proviso, however, that should the Federation or any of its Locals at any time during the two (2) year period hereof grant more advantageous conditions for the employment of members of the Federation to any independent or Key Station than those herein contained, then and in any such case the Federation and/or the Local Union of the Federation, as the case may be, will either adjust such conditions or will grant such more advantageous terms and conditions also to Affiliate Stations.

23. The amount agreed to be expended by the Affiliate under the annexed agreement represents an allocated quota or an amount equal to that expended by the Affiliate from September 1st, 1936 to August 31, 1937, whichever amount is higher, and the Affiliate shall not be compelled by the Local Union of the Federation to increase the said higher amount during the term of the annexed agreement except where the Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the said concessions.

24. The Affiliate agrees that it has received a copy of the Trade Memorandum prior to the execution and delivery by it of the annexed agreement and that it is fully familiar with the terms and provisions of said Trade Memorandum. Affiliate further agrees that other Affiliates are executing and delivering agreements with their respective Local Unions at or about the same time that the annexed agreement is being executed and delivered, and that Affiliate has exchanged promises with numerous other Affiliates for the purpose of inducing such other Affiliates to execute and deliver their respective agreements with their Local Unions.

Affiliate further acknowledges and agrees that among the considerations inducing the other Affiliates to execute and deliver the said respective Local agreements is the agreement on the part of the Affiliate that in the event it shall breach any of the terms of the annexed agreement or this Schedule A, part thereof, and as a result of such default or breach, Federation shall require any of such other Affiliates to discontinue any type of service which any of the other Affiliates may be required pursuant to an agreement to render to undersigned Affiliate so breaching or violating the annexed agreement. Then and in that event, the undersigned Affiliate agrees that it will not make any claim or demand for damages or otherwise, or seek any other relief of whatever nature against any Affiliate discontinuing such service by reason of the demand made upon it by the Federation or the Local Union of the Federation, the provisions of any said existing agreement between undersigned Affiliate and any other Affiliate to the contrary notwithstanding.

McNinch Abolishes Divisions of the FCC

Commission Approves His Plan to Be Effective Nov. 15; Three Directorships Automatically Eliminated

INVOKING its first sweeping change in policy since Frank R. McNinch assumed its chairmanship Oct. 1, the FCC by unanimous vote Oct. 13 adopted an order proposed by the new chairman abolishing the three-division organization effective Nov. 15.

All seven members of the FCC, under the revised structure, will participate in deciding all cases, whether broadcast, telephone or telegraph. New rules and regulations, and modifications of existing ones designed to guide the FCC under the new setup, will be drafted by Chairman McNinch for FCC action.

Announcement of the radical change was made by Chairman McNinch at a press conference Oct. 14—his second in a fortnight. Coincident with the abolition of the three divisions, the positions of directors of each division automatically were eliminated. Mr. McNinch described this as an "unavoidable consequence." John F. Killeen, Robert T. Bartley, and A. G. Patterson, directors of the broadcast, telegraph and telephone divisions, respectively, thus will be released from these posts effective with the new organization. The posts are non-civil service and by statute have paid $7,500 per annum.

The Chairman's Views

At his initial press conference Oct. 2, the incoming chairman discussed at length his first impressions of problems confronting the FCC, dealing largely with possible rate regulation, alleged "trafficking" in station licenses, monopoly, franchise taxes and similar important issues. At the second conference, he issued a release on the reorganization and on related phases of operation until the change takes place Nov. 15, and then discussed other aspects of FCC activity in response to questions from the three-dozen newsmen present.

The new McNinch plan follows closely the organization of the Federal Power Commission, the chairmanship of which he relinquished at the behest of President Roosevelt to "clean up" the FCC. While the precise procedure in handling cases prior to the full Commission action must await the formal adoption of the new rules, there is the probability that here again the Power Commission method will be employed. That, generally, is to assign specific cases to individual commissioners for handling up to the time of Commission consideration.

By acting with such celerity in reorganizing the FCC, Chairman McNinch presumably is seeking to remedy defects which have brought the wrath of members of Congress upon that agency. It would not be surprising, it is felt, that the demands for a Congressional investigation of communications regulation, particularly broadcasting, made repeatedly at the last session, will taper off at the forthcoming special session, which President Roosevelt has called for Nov. 15.

Half-dozen Proposals

There are a half-dozen resolutions for varying types of inquiries, the most sweeping of which (the White Resolution) already has been reported favorably to the Senate by the Interstate Commerce Committee. Whether Senator White (R-Me.) and Chairman Wheeler (D.-Mont.) of the Committee, will press for an early probe on enactment of the legislation in the light of the aggressive efforts toward reform under the McNinch leadership, now becomes problematical.

The specific order on reorganization (No. 20) reads: "The divisions of the Commission created by Commission Order No. 1 adopted July 17, 1934, are hereby dissolved and abolished as of Nov. 15, 1937, and all powers and functions heretofore and presently vested in such divisions shall thereafter be exercised by the Commission.

"Chairman McNinch, with such assistance as he may require, is hereby directed to prepare for submission to the Commission at the earliest practicable date such new and supplementary rules and regulations and such modifications of the present rules and regulations as are made necessary by this order."

At his press conference, the chairman stated that approval of the new order was "not merely that of assent but that, after a thorough and full discussion of the proposed order, it was clear that it had the unreserved approval of the judgment of every member of the Commission."

"Some of the reasons underlying this fundamental change of organization policy," he said, "are that experience has shown that to subdivide a small Commission has a divisive effect and tends away from cooperation and mutual understanding. The assignment of such important work as has heretofore been handled by divisions theoretically composed of three commissioners, but in fact functioning with two commissioners because of the impracticability of the chairman's keeping himself currently informed and attending meetings, has resulted in two members of the Commission carrying an unnecessary load of responsibility and exercising an undesirably large portion of the power and functions of the Commission, while at the same time denying the other commissioners any practical opportunity to participate in decisions.

Freedom of Inquiry

"When such major phases of the Commission's work, as broadcasting, telephone, and telegraph, have been committed to the handling and decision of only two members, these two members have been denied opportunity to exchange views with and profit by free discussion and expression of opinions by the other commissioners. Commissioners not on a particular division have felt a natural reluctance to inquire into the work committed to others, hence, they were denied effective expression of their views upon pending matters. Furthermore, the segregation of commissioners into units, with power to act, unavoidably requires that they specialize in their thought and action upon limited phases of the Commission's work and this, with other reasons above mentioned, prevents a rounded development of every commissioner's knowledge of and experience in the whole field of the Commission's work.

"A Commission functioning as such has the benefit of the free discussion and exchange of views, it learns better to cooperate, the commissioners gain a better understanding of each other, and they influence and share in every important responsibility. The aggregate wisdom and judgment of seven minds is surely greater than any two or three of the seven.

"I am delighted at the hearty approval given by my colleagues to the proposed reorganization plan and I am confident we are thereby laying a solid foundation and making a real start toward functioning cooperatively and much more effectively."

Simultaneously, Mr. McNinch announced that, upon his nomination, Commissioner George H. Payne was elected chairman of the telegraph division, to serve until the divisions are abolished Nov. 15. He has been acting chairman since the retirement of Commissioner Irvin Stewart in June. He announced also that he had designated Commissioner T. A. M. Craven, former chief engineer, as a temporary member of the telegraph division, with the chairman serving as the third member.

To avoid interruption in the preparation of the report to Congress on the telephone investigation, the FCC adopted another order (No. 21), under which Commissioner Paul A. Walker, now chairman of the telephone division, who has been in active charge of the telephone investigation, is charged with the sole responsibility of completing its report for submission to the Commission. After the abolition of the divisions Mr. Walker will continue this work.

Release of Directors

Commenting on the release of the three division directors, Mr. McNinch said that before adopting Order No. 20 the Commission faced "squarely and honestly the fact that the abolishing of the positions would have the unavoidable consequence of abolishing the positions of director of the three divisions." This, he added, was a "genuine cause of regret to the Commisison, as the Commission spoke highly of the directors and they are regarded as uniformly loyal, faithful and capable of performing their present duties. However, under the language of the statute, there is unfortunately no provision for their continuance in their present capacity. If any or all of them are able to qualify under the statute and also meet the requirements of any position now open or hereafter available, the Commission would find pleasure in giving preferential consideration to them."

Mr. Patterson, a native of Alabama, was counsel several years ago to the Special Senate Committee headed by former Senator Hugo Black, now an Associate Justice of the U. S. Supreme Court, in its air

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THE NEW ORDER—On the FCC began Oct. 1 when Frank R. McNinch took his oath of office as Chairman after relinquishing temporarily his chairmanship of the Federal Power Commission. Administering the oath, in the presence of members and officials of both the FCC and the Power Commission, is Miss Pansy E. Wiltshire, personnel assistant in the office of the FCC Secretary.

KOY-KGAR FORM NET

PHOENIX AND TUCSON STATIONS LINKED BY PHONE WIRE TO SERVE ARIZONA

PHOENIX, ARIZ., OCT. 15 *(Special to Broadcasting).*— Radio stations KOY in Phoenix and KGAR in Tucson affiliated as the new Arizona network will make available for the first time to a majority of Arizona residents programs of state-wide interest, originating in either of Arizona's foremost cities.

A portion of KOY's contribution will be leading Columbia network programs as well as last minute news bulletins from the recently organized KOY Transradio News Bureau.

Broadcast Coast-to-Coast Stars

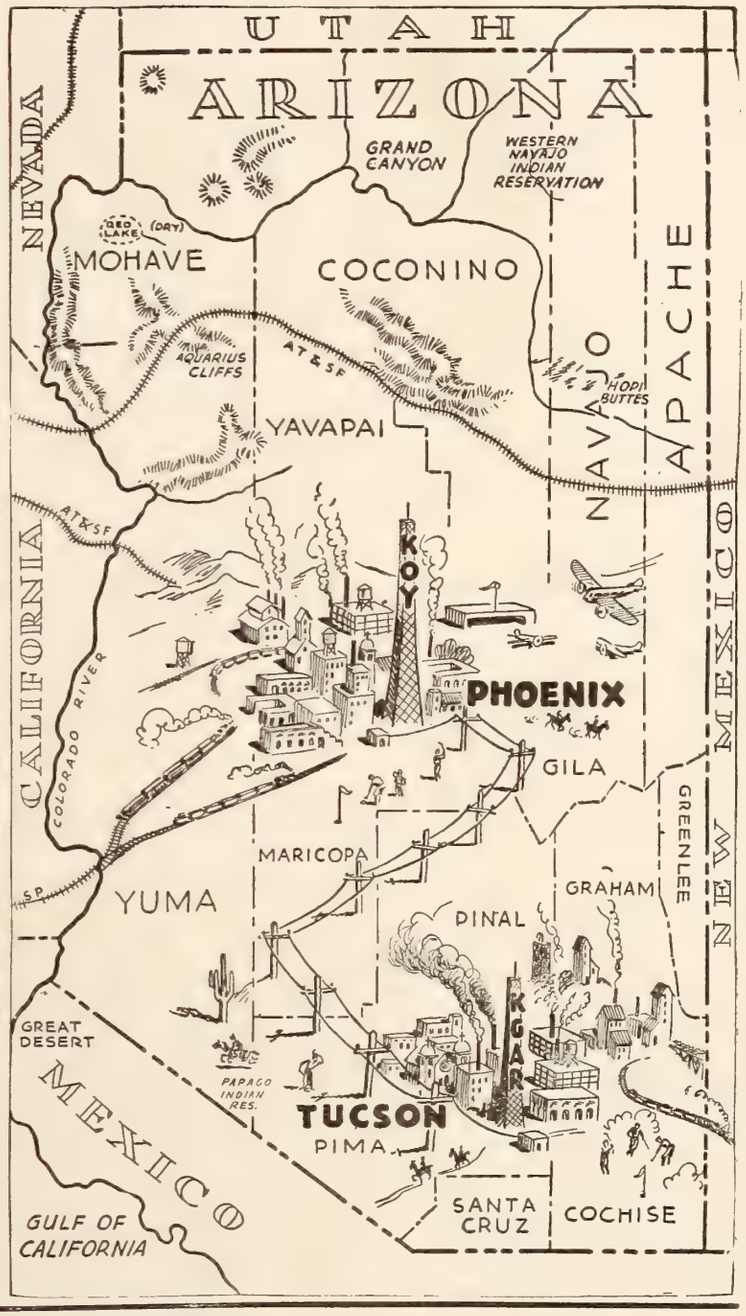
CBS programs formerly heard infrequently in certain portions of the state can now be heard almost whenever and wherever an Arizona resident turns on his radio. The coast - to - coast network wires will bring programs such as Major Bowes Amateur Hour; Kate Smith, the Songbird of the South; the Ford Sunday Evening Hour; Nino Martini; Lily Pons; Jack Oakie; Eddie Cantor, and other nationally known ether artists.

Ralph Waldo Emerson, staff organist of WLS in Chicago, KOY's sister station, has arrived in Phoenix with his family for the winter. During his stay he will be master of the newly installed Barton Organ at the Phoenix station and will be heard regularly over the new hookup.

Schedule Educational Features

Through the facilities of KGAR at Tucson, State University officials will make available to the network, programs of education and extra curricular activities. Such programs heretofore have been denied listeners in the northern part of the state. Comprehensive schedules have been worked out for the Glee Club, for athletic contests, for student activities and for the presentation of numerous faculty members. KOY and KGAR together will now make it possible for a single program to reach more than 70% of the state's residents.

RADIO JOINS MAJOR MARKETS



This map indicates how KOY at Phoenix is joined with KGAR at Tucson, thus making available to advertisers a population whose income last year was in excess of $279,000,000. The retail sales for the same period were more than $110,000,000. Arizona's fertility is partially indicated by an estimated wealth of $1,578,000,000.

FOR INFORMATION ADDRESS:

PHOENIX
BURRIDGE D. BUTLER
Chairman
FRED A. PALMER
Manager

TUCSON
FRANK Z. HOWE
President

JOHN BLAIR & CO.
New York
Chicago
San Francisco

Havana Conference to Involve Proposed Shifts in Allocations

Craven Expected to Head Delegation; Conferences Being Held; NAB to Offer Recommendations

EVEN THOUGH President Roosevelt has not yet named the American delegation, preparations for the Inter-American Radio Conference to convene in Havana Nov. 1, have been begun under the auspices of the FCC, to work out broadcast allocation plans for the American continents.

It is expected that FCC Commissioner T. A. M. Craven will be named chairman of the delegation. The second delegate, following custom, probably will be a diplomat designated by the State Department. Technical advisors will probably include Lieut. E. K. Jett, acting FCC chief engineer, and A. D. Ring, assistant FCC chief engineer for broadcasting. A State Department representative will serve as secretary.

Preparations for the conference —considered the most important from the allocations standpoint since the advent of broadcasting— began Oct. 8 at the call of Commissioner Craven. Some 50 engineers, broadcasters and lawyers, representing government departments, networks and stations as well as the NAB, participated in the preliminary deliberations, which will be continued under subcommittees until the American delegation departs in late October.

Six Classifications

The basic proposals to be considered at the Havana sessions will coincide largely with the proposed allocation standards drafted by the FCC Engineering Department early this year under the direction of Comdr. Craven, then FCC chief engineer. These, in substance, were agreed to at the preliminary technical conference of the four North American nations held in Havana last March. Comdr. Craven headed the American delegation at that conference.

This plan, still awaiting consideration of the FCC Broadcast Division, broadly proposes six rather than three major classifications of stations, and seeks reduction of the number of clear channels from the present listed 40 to 25. Duplication on certain channels is prescribed, based on interference limits [see supplement Jan. 15, 1937 issue].

In considering a revision of assignments in the regular broadcast band from 540 to 1600 kc., the Inter-American Conference will seek to reach a permanent arrangement, by treaty or otherwise, for use of facilities by the four major nations of this continent. The United States and Canada since 1927 have been operating under a "gentleman's agreement" whereby they use the broadcast spectrum in a manner designed to cause minimum mutual interference. Mexico and Cuba, however, are not parties to this agreement, and the purpose is to provide regularly assigned facilities to these nations, with adherence to definite engineering standards to safeguard against interference.

In explaining to the preparatory group the scope and purposes of the forthcoming conference, expected to last a month, Commissioner Craven said that it would encompass not only the regular broadcast band, but also would seek to embrace an agreement on use of frequencies between 1600 and 4000 kc. An interchange of views on allocations to services throughout the spectrum, he said, might also be encompassed in the discussions, particularly in the light of the forthcoming International Telecommunications Conference to be held in Cairo, Egypt, beginning next February.

Aside from the standard broadcast band, consideration of the ultra-high frequencies and of the short-wave band for broadcasting purposes likely will become part of the discussions.

The hope at Havana is to procure an agreement among nations of this continent on broadcasting, among all Pan American nations on use of the band 1600 to 4,000 kc., and an understanding among the nations in the Americas on the course to be followed at Cairo.

The American delegation probably will be divided into two groups, one on engineering phases and the other administrative. The subcommittee on broadcast allocations will be headed by Assistant Chief Engineer Ring. The Havana conference itself is expected to separate broadcasting considerations as between the continents—that is, the North American region and the South American region—since the problem of division of facilities as between continents does not affect the standard band. Consequently, it is possible there may be two agreements, one covering North America and the other South America.

Treaty or Agreement?

Whether there will be a treaty or a "gentleman's agreement" as an outgrowth of the sessions depends upon the conclusions reached by the respective governments, it is indicated.

The Oct. 8 meeting was adjourned following a forenoon discussion, to meet at the call of the chair. This was done to allow the NAB Engineering Committee to advance suggestions as to possible changes in the proposed resolutions covering allocations. Such a request was made by NAB Managing Director James W. Baldwin, who said his engineering committee would meet during the NAB special convention in New York Oct. 12, and probably will be prepared to submit its recommendations during the following week to Mr. Ring's subcommittee.

Commissioner Craven pointed out that the American delegation would welcome the cooperation of the various industry groups in the preliminary stages but that the final proposals would be developed by the delegation.

It is expected the Havana sessions will be open to industry representatives and to others aside from the actual delegations, but they will be required to function through their delegations. Similarly, it is anticipated that company representatives will be allowed at all committee and subcommittee meetings, on the theory that their cooperation will be helpful.

Establishment of an Inter-American CCIR, or consulting committee similar to that functioning in Europe which meets biennially, also may be considered at the conference. Commissioner Craven observed that difficulties in enforcement of engineering standards might thus be minimized.

In addition to broadcast matters covering the standard and high frequency bands, the Havana sessions likely will deal with amateur, international, government and aviation frequencies.

Caldwell Goes to Cuba As Clear Channel Envoy

DESIGNATING Louis G. Caldwell, Washington attorney, as its official representative at the Inter-American Radio Conference in Havana next month, the Clear Channel Group, representing 13 stations, held a meeting in New York Oct. 10 for discussion of the agenda of the forthcoming conference. Certain modifications in the proposals of the American delegation to the conference were advanced and will be presented to the preparatory committee now meeting under the chairmanship of FCC Commissioner T. A. M. Craven.



Mr. Caldwell

The group met at the call of Edwin W. Craig, WSM, Nashville, chairman, and heard reports from Mr. Caldwell as counsel and from members of the engineering committee. In addition to Messrs. Caldwell and Craig, those attending the session included Philip G. Loucks, former NAB managing director, counsel for several of the stations; Carl J. Meyers, WGN; R. J. Rockwell and G. F. Lydorf, WLW; Glenn Snyder, WLS; Martin Campbell, WFAA; Harold V. Hough, WBAP; Hugh A. L. Halff and Beeman Fisher, WOAI; Joseph O. Maland and Paul Loyet, WHO; Lambdin Kay, WSB; Lee Coulson, WHAS; Vincent F. Callahan and J. D. Bloom Jr., WWL; Jack DeWitt, WSM. Other stations in the group are KFI and WHAM.

Billings to Chicago

FORD BILLINGS, regional director of Hearst Radio Inc. on the Pacific Coast, with headquarters in Los Angeles and with supervision over KEHE, Los Angeles, and KYA, San Francisco, will shortly be transferred to Chicago to take charge of sales there for the Hearst Radio organization. His post may not be filled since both stations have managers, and the definite date of his departure for Chicago has not yet been fixed. Elliott Roosevelt, Southwest regional director of Hearst Radio, was in Los Angeles and San Francisco in mid-October on routine work.

Iowa Net on WLW Line

TRANSAMERICAN Broadcasting & Television Corp., New York, on Oct. 14 completed negotiations and signed contracts with Luther L. Hill, vice-president and treasurer of the Iowa Network, for the net to carry programs of the WLW Line. The Iowa net is composed of KRNT, Des Moines; KSO, Des Moines; and WMT, Cedar Rapids-Waterloo.

Duplicate Outlets Of Networks Seen In WHN-NBC Plan

KIRO and WRDW Join CBS; KOAM Affiliates With NBC

A POSSIBLE departure in network broadcasting—the use of multiple outlets in the same city for simultaneous broadcasts of chain programs—was indicated with the disclosure Oct. 14 of an informal arrangement whereby commercial programs on either of the two NBC networks may be duplicated on WHN, New York independent operated by Loews Inc.

The NBC-WHN arrangement becomes effective Oct. 19 when the *Packard Hour* is broadcast on WHN and WEAF simultaneously. According to Herbert L. Pettey, associate director of WHN, "this is not a direct affiliation but merely a connecting service being made available to prospective advertisers."

While not unprecedented—WOR and WHN now broadcast Borden's *Broadway Melody* programs simultaneously—it is believed the first application to regular network sponsored series of what is frequently done for special feature broadcasts — the use of non-affiliated stations for diplicate simultaneous coverage in a single city. The arrangement is said to result from General Foods' purchase of the Maxwell House series over NBC-Red produced in Hollywood by Metro-Goldwyn-Mayer, which has the same ownership as WHN. This program will be broadcast simultaneously over WHN and WEAF from its inception Nov. 4.

New CBS-NBC Affiliates

CBS, during the last fortnight announced two new affiliations NBC one and Mutual one during the last fortnight. KIRO, Seattle joined CBS on Oct. 11, replacing KOL, which joined the Mutual Don-Lee network the day before. This shift had originally been slated for the end of the year. There was conversation of possible legal repercussions in connection with the switchover.

WRDW, Augusta, Ga., joins CBS Oct. 31, and KOAM, Pittsburg, Kan., became NBC's 139th outlet on Oct. 11, the latter joining the Southwestern Group available to both the Red and Blue networks. The Georgia station is owned and operated by the Augusta Broadcasting Co. J. E. Reynolds is manager and M. A. Metzger is executive head. The station is owned by Arthur Lucas, William K. Jenkins and Frank J. Miller, Georgia theatre operators. It operates full-time on 1500 kc., with 250 watts day time and 100 watts night.

KOAM operates on a frequency of 790 kc., with power of 1,000 watts limited time. It is owned by the Pittsburgh Broadcasting Corp. and is managed by Ed Cuniff.

KIRO operates on 650 kc., with 1,000 watts. Licensed to the Queen City Broadcasting Co., of which Saul Haas is the directing head, the station has been operated independently during the last three years. Its general manager is H. J. (Tubby) Quilliam, former sales director of KOMO-KJR, Seattle.

The new Mutual affiliate—KOL —operates on 1270 kc., with 1,000 watts night and 5,000 watts day. The owners are Louis Wasmer and Archie Taft, the latter serving also as manager.

FB

STATION WOR

IS PLEASED TO ANNOUNCE

THE APPOINTMENT OF

FRANK BRAUCHER

AS VICE PRESIDENT

IN CHARGE OF SALES

AFTER OCTOBER EIGHTEENTH

AT 1440 BROADWAY

Big Drive Planned By Maxwell House

LOUIS K. SIDNEY, managing director of WHN, New York, and an executive of Loew's Inc., with Ben Thau, production executive of MGM, is in Hollywood to speed up production and confer with Bill Bacher on the forthcoming *MGM-Maxwell House* series scheduled to start Nov. 4 on the NBC-Red network from Hollywood. Sidney is handling all the business transactions of the series. Bacher is in complete charge of production.

An extensive exploitation campaign, said to be the heaviest ever given a radio series, is under way with MGM, General Foods Corp., and Benton & Bowles Inc., agency for the sponsor, combining forces. Tie-ins are being made with theaters throughout the country and publicity material is being prepared for wholesale distribution. Every store in the country handling General Foods products will be bannered and a heavy newspaper and magazine schedule is also planned.

No name has been selected as yet for the series, and to stimulate greater interest the sponsor may conduct a contest to get one. Formula for the series will undergo weekly changes and emphasis will be placed on new talent, it was said. The show will be of the variety type, with motion picture previews, interviews and studio news comment forming part of the one-hour program. Meredith Willson, NBC western division musical director, is to conduct the music.

Mantle Lamp Expands

MANTLE LAMP Co., Chicago (Aladdin Lamps), in addition to starting weekly quarter-hour program *The Friendly Philosopher*, on the WLW Line (WLW-WIND) starting Oct. 15, has started shows, consisting of quarter-hour and half-hour live programs in most instances, on 27 stations. In addition dealer's cooperative programs, some of which have already gotten under way, are planned on being used on 80 other stations. Presba, Fellers & Presba Inc., Chicago, is agency. Following are the stations: WLS WSB KFYR KMMJ WBT WFAA KOA WHO WDAY KTHS KMBC KFAB WCCO WWL WSM WKY KDKA WCSH WRVA KMA KMOX KWTO WGY KOAI WIBW KVOO WNAX.

Colgate Plans Show

COLGATE - PALMOLIVE - PEET Co., Jersey City, will start a quarter-hour dramatic show broadcast five times weekly over CBS starting Nov. 1. Bess Johnson has resigned from the radio department of Lord & Thomas, Chicago, to take the lead in the new show. Benton & Bowles, New York, is the agency. Miss Johnson, for years was *Lady Esther* on the Wayne King programs and resigned as radio director of Stack-Goble Adv. Agency, Chicago, to go to Lord & Thomas when the account moved to the latter agency.

Hulman Disc Plans

HULMAN & Co., Terre Haute, Ind. (Clabber Girl baking powder), plans to start a series of 13 quarter-hour WBS transcriptions on a number of stations. Arbee Agency Inc., Terre Haute, Ind., handles the account.

THE JUSTICE TURNS TO RADIO

New Supreme Court Member Given Facilities After Week of Maneuvering by Networks



Mr. Berkeley

THE ADDRESS of Associate Justice Hugo L. Black over the three major networks Oct. 1 culminated a week or more of maneuvering by the chains in frantic efforts to "outscoop" one another. Carried over the combined NBC-Red, NBC-Blue, CBS and MBS networks, the 15-minute speech was accorded a hookup comparable with those used for President Roosevelt's now famous "fireside chats".

The battle of the networks to align Justice Black for his first public statement following the Ku Klux Klan membership revelations found NBC first to break the news of his decision to use the air. Kenneth H. Berkeley, modest and soft-spoken general manager of NBC's Washington outlets, WRC and WMAL, proved the star performer in the negotiations.

While Justice Black was still on the high seas en route to Norfolk, NBC began bombarding him with radiograms offering its facilities for any statement he might care to make. The day before he landed, Mr. Black radioed Mr. Berkeley that he would "avail himself of NBC's facilities if and when I desire".

When Justice Black upon his arrival hinted at a possible radio speech, Mr. Berkeley broke page 1 in practically every newspaper with the release of his radiogram from the Justice. Then followed the details on available times and finally the arrangements for the address from the home of one of Justice Black's friends—all of which also made front page news. While other networks carried the address, NBC got the initial news breaks and Mr. Berkeley found himself the principal news source on the arrangements.

CBS, however, got its "firsts" too, by announcing the originating point of the speech. It also duplicated copies of the speech for the press, using a battery of typists and 30 messenger boys for the delivery.

Property Right in Recording Is Found By Appellate Court in Waring Appeal

RULING that performing artists have a property right in their recorded performances of musical compositions, the Pennsylvania Supreme Court Oct. 8 sustained the lower court in the appeal of WDAS, Philadelphia, from the decision in favor of Fred Waring, orchestra leader, in litigation during the past two years. The case was a test brought by the National Association of Performing Artists, which seeks to prevent stations from performing phonograph records without permission of the artists. A project to license stations to perform records on a royalty basis is also being fostered.

Whether the decision will be appealed to the Supreme Court of the United States has not yet been decided. The NAB participated with WDAS in the appeal of the Waring decision to the State Supreme Court because of its importance to the industry.

Property Rights

In the majority opinion rendered by Judge Stern, the appellate court said that though it may be said the ordinary musician does nothing more than render articulate the silent composition, great actors and vocal and instrumental artists by their interpretations "add something to the composition which is a right of property and which in no way overlaps or duplicates the property right of the author of the composition." All that need be decided in the Waring case, the court said, "is that such a property right inheres in the case of those artists who elevate interpretations to the realm of independent works of art." It held that the testimony showed that Waring's band measured up to this standard.

The Waring case embraced peculiar facts in that the orchestra leader had not signed the usual form of contract conveying all rights to the phonograph record company. There are six other suits pending in other states where such contracts are involved and decisions may be rendered this winter, notably in the case of Frank Crumit in New York. The Federal Court in Boston already has decided that under the standard form of Victor contract, Ray Noble, band leader, had no rights left to assert against a hotel using the records.

In overruling the WDAS contention that Waring individually had no rights but that the musicians or the incorporated orchestra owned these rights the Court ruled that the orchestra's performance is a composite work, Waring and the musicians contributing thereto, no one individual being able to claim an individual property right in the composite production and that although Waring individually would ordinarily have no right of action, the orchestra being incorporated, the Court would disregard the fact that the corporation should have been the plaintiff instead of Waring and consider Waring, as the owner of all but two of the shares of the corporate stock, to be in reality the real party in interest. The Court further held that it was no defense to the station that Waring may have assigned his rights to the National Assn. of Performing Artists.

The Court discussed the argument of the station that the property rights of the plaintiff had been lost upon the general public sale of the records and that such rights could not be reserved and said that such cases as supported that principle were comparatively early decisions and involved situations where the restrictions were against public policy as in restraint of trade or situations where the rights could have been protected by copyrighting the work.

It held that no such public policy against the restriction on the use of the records existed in this case and that the rights could not be protected by copyright registration of the records as the statute does not permit the copyrighting of records. It said that restrictions have, notably in England, been held to follow an article after it is sold and, in this country in the trading stamp and ticket scalper cases. The Court said the notice on the record was not an unreasonable restriction and was sufficient notice to purchasers of the existence and extent of the restriction imposed upon them by the understanding between the Victor Co. and Waring.

Unfair Competition

The Court found an additional ground for the injunction forbidding the use of Waring records, namely that of unfair competition. The station and the Waring band were in competition as both were furnishing entertainment to the public over the radio and both were receiving revenue from advertisers, said the Court, and furthermore it probably must become increasingly difficult for the band to obtain $13,500 a broadcast if innumerable reiterations of it are permitted for 75 cents, and the constant broadcasting of records must diminish the commercial value of the band's performances. The records being old ones, said the Court, the public would be liable to judge the ability of the band by work rendered before it had attained its present degree of excellence.

Judge Maxey wrote a separate opinion concurring in the result but on the sole ground that Waring's right of privacy had been invaded by the broadcasting of the records. He expressed the belief that the standard of excellence of the artist's work should have no bearing on the case but that any artist who restricted his work should be permitted to enjoin the broadcasting of his performance.

XERB EQUIPMENT REPORTED STOLEN

RADIO equipment valued at $50,000 by promoters of XERB, Rosarita Beach, Lower California, Mexico, and attached by the U. S. Federal Court, Los Angeles, has disappeared from a Long Beach, Cal., warehouse. A Federal investigation is under way. Equipment was attached by J. A. Murphy, Los Angeles broker and political figure, who sued the International Broadcasting System Inc. of California and others for $450,000 damages alleging that they "froze him out" of the proposed enterprise [BROADCASTING, Sept. 15].

Murphy, appearing in the Los Angeles Superior Court Oct. 11, contended the missing equipment was spirited out of the United States into Mexico to be used in completing erection of the 100,000-watt station scheduled to start operation Oct. 24 on 730 kc.

Best Foods on 200

BEST FOODS Inc., New York (Nucoa), will place one-minute transcriptions on about 200 stations, to start broadcasting about Nov. 1. Announcements, in series of 26 and 39 discs now being made by Jean Paul King, will be broadcast one a day. Agency is Benton & Bowles Inc., New York.





That familiar battle cry of old Eli again thunders over the big bowl!

This week it's ARMY . . . . . next week, the irrepressible CORNELL.

Thousands of wild-eyed football fans will thrill to these gridiron classics. Countless thousands more will be at their loud speakers when the whistle blows. For this is top radio fare that SOCONY is bringing to New York fans exclusively over WMCA!

NEW YORK'S OWN STATION

WMCA

Tea for Two Million or More Consumers

By CARLTON E. MORSE
Author and Producer of "One Man's Family"

Tender Leaf Enjoys Steady Sales Increase as Intimate Narrative of Family Life Grips a Large Following

WHEN *One Man's Family* first hit the NBC airlines five years ago, those who held the destiny of the show in the palms of their hands were a bit dubious as to the success of the venture. True, radio had demonstrated its adaptability to practically every type of program, but *One Man's Family* was something new, something different.

This was a show designed to appeal to the masses, without any of the usual fanfare and buildup. It was a brand new venture . . . an attempt to harness mob psychology and through it, to carry out the idea that this was the program to dial . . . because "it could happen in your family".

After a period of sustaining time, *One Man's Family* came under the sponsorship of Wesson Oil. It was the first attempt at sponsorship, the first time that *One Man's Family* was asking the radio audience to listen to a commercial. Adjustment was necessary, and that adjustment was made as rapidly as possible. But, was Wesson Oil the product to be plugged on the show? You might say that a radio show can be fitted to any sponsorship, but not *One Man's Family*. Peculiar in its makeup, the show needed something behind it that fitted harmoniously with the type of thing being aired. It needed a succesful product that would lend itself to the production as though it were a part of the show.

Wesson Oil relinquished sponsorship and the program went sustaining again.

Allergic to Cigarettes

You undoubtedly remember when Kentucky Winner cigarettes became popular, they flooded the market and the company decided to go on the air. *One Man's Family* was chosen as the show to plug the cigarettes, and the family was once again under the wing of a sponsor. Experience is a dear teacher, and the sponsorship taught us a lesson not soon to be forgotten.

Kentucky Winner just didn't fit with *One Man's Family*. It was incongruous and we soon found out that the product did not fit the show, that it would do more harm than good . . . people just couldn't adjust themselves to *One Man's Family* and cigarettes. Fan mail began to question the advisability of connecting the product and the show. It was inevitable that we must drop out of the Kentucky Winner sponsorship and become sustaining once again.

The third and last sponsor to take over *One Man's Family* was Standard Brands. At last, after two previous attempts at commercializing the production, we had gained valuable experience that only trial by fire could have taught us. Standard Brands had a chance to take over a show that was tried and true, that had finally adjusted itself and had ironed out all the



MR. MORSE

sponsorship "bugs". *One Man's Family* went on the air for Tender Leaf Tea. The question now, as it had been before, was: Would this type of program help to sell Tender Leaf Tea? We knew that the product would fit the show, but would the show increase the sale of the tea? What would there be about this program that would make listeners buy and buy and buy?

If Tender Leaf Tea had introduced their product in a bold and frank manner, the result would probably have been disastrous. The theme of the program would have to carry through until the last note of the theme song faded from the air . . . the commercial would have to be cleverly done, and likewise as cleverly and inconspicuously inserted. The main job was to induce the prospective purchaser to buy a package of Tender Leaf Tea, after that the product would sell itself. But could this, in the midst of programs carrying long commercials, contests and inducements, carry enough weight to put Tender Leaf Tea over, or would it be just another radio flop?

The duty of the program, as Standard Brands and I analyzed it, would be to create such an interest that listeners would wait for it, would prepare to dial the stations carrying *One Man's Family* on Sundays and Wednesdays. Once this audience was established, it would then be necessary to make the commercials so tantalizing that the greater majority, if not all of the listening audience, would want to try Tender Leaf Tea . . . after that it was up to the product to sell itself so well that there would be a repeat sale, and finally a steady customer.

Strictly Human Interest

To create that vast listening audience, it was necessary to appeal to the audience in a "mob psychology" fashion. That is to say that the program should incorporate a large cast, a cast of people who are not tempermental artists, just human beings. Secondly the program, as already established, should contain no instances that would sound or could be interpreted as being out of the ordinary, that could be anything but human interest. The show should blend, should tug at the heartstrings of every mother and father in the country. In brief, *One Man's Family* would sell Tender Leaf Tea because it would be subdued and respectable, and would commend the undivided interest of every one who listened.

I had already had my fling at writing and producing mystery thrillers, so *One Man's Family* was merely an outlet for the more conservative side that rebelled at preposterous situations, thrilling through screaming climaxes and tense suspense.

Thus *One Man's Family* went on the air for Standard Brands and their product, Tender Leaf Tea. With an audience already established through previous airings, it was now necessary to keep that audience and to build towards new listeners. The show kept its same cast, carried on without hesitation, and through sheer "being itself", wormed its way into the hearts of thousands of fans.

The program went on the air on Sunday night at 8:30 p. m. (PST). This of course was too late for eastern listeners, but it took in the Pacific Coast, leaving the eastern coverage for the Wednesday program. Why repeat on a different day? Because we felt that the Sunday show would give us a chance to iron out any "bugs", and the repeat show on Wednesday at 4 in the afternoon would also take in the Coast. It would give, for the first time in radio, a completely polished performance.

The show went on. John Christ, the J. Walter Thompson Co. producer, and I watched with baited breath the results of the first program.

The show that had already had its first trial by fire in previous sponsored and sustained programs, clicked! The audience was there, the response was great.

Essentially, the commercials must be basically in tune with the program. Have you ever heard a program that gives you a dramatic climax, only to break in a few seconds later with the announcer plugging to get box tops for a bicycle or a pair of skates? It was decided that this must be avoided, but what to do about it?

If you have heard the *One Man's Family* program, you know the answer to the problem. The show ends, there is a fade in of the organ, a short announcement, then a family scene again. Woven into this little drama within a drama, are the commercials. One week it may be that Jack is making a rhyme of Tender Leaf Tea, the next perhaps Clifford has made a verse incorporating the product . . . a verse which all the family takes delight in repeating. On the other hand, there may be a tea, given by Mrs. Barbour on the patio, and here a testimonial is innocently woven into the script.

Did the commercials work?

One of the Family

Results, polled from dealers all over the country, show that these commercials are creating interest. Listeners are not being pushed into buying Tender Leaf Tea, they are being *cajoled, coaxed* and *interested* into purchasing the product. How is this being done?

First of all, the program is so designed that a listener feels he or she knows personally each member of the Barbour family. To the listener they are not just another radio cast, they are neighbors, just as the Smiths, the Burkes and the Johnsons are. If *One Man's Family* likes Tender Leaf Tea, then Mrs. Smith, the listener who feels that *One Man's Family* are neighbors, feels that she must try it too. It is much the same as Mrs. Smith running across the street to borrow a cup of sugar from Mrs. Jones.

How long will the program last? Should the time and the network be changed?

To answer these questions, let me ask a couple. How long will Mrs. Smith go on borrowing from Mrs. Jones? Will they forget one another if by chance one of the families moves?

The answer in both cases is that it will go on indefinitely. The second answer in both cases is that a change might very easily make both parties drift apart.

No, *One Man's Family* has definitely set a time and day for the broadcast. The neighbors who listen are expecting the show, they dial their radios at a set time. No

(*Continued on page 65*)

GOOD listening and good selling can walk arm in arm, if they are at all compatible. Frequently, however, both would be much better off if they used separate sides of the street. That's what *One Man's Family* learned in its earlier experiments in sponsorship. Profiting by experience, a sponsor finally was lined up who had a product that *One Man's Family* could sell without annoying any of its large following. Nicely enough, Tender Leaf Tea is a product that *One Man's Family* is selling in quantities, to the delight of the program's following and its sponsor.

5,000 WATTS

1,480 KILOCYCLES

COVERING THE CALUMET
REGION AND CHICAGO

★

WHIP

OFFERING....

★

...A 5000 watt Western Electric transmitter featuring High Fidelity throughout.

...Latest studio equipment, including RCA high fidelity speech input, latest RCA and Western Electric microphones.

...9,800,000 potential listeners to your advertising message within the primary coverage area.

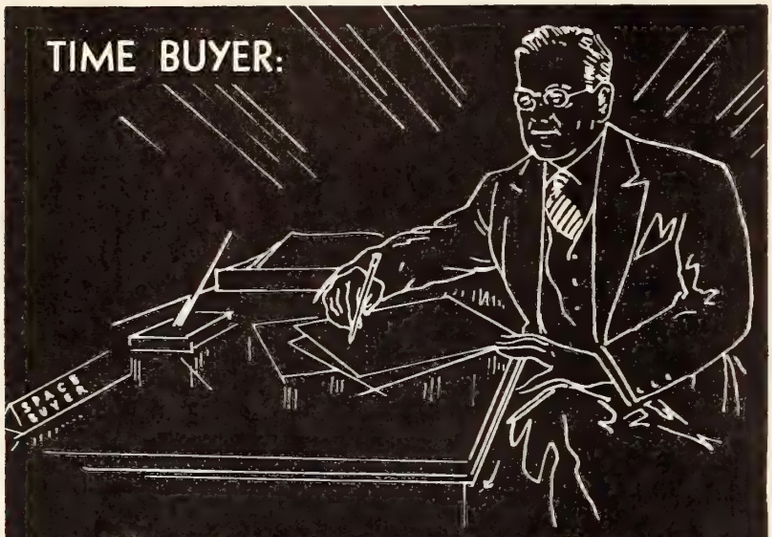
...Blanket coverage of the Calumet Region and Chicago, the greatest mass market of Inland America.

WHIP YOUR SALES PROBLEMS WITH WHIP

The Radio Industry's

Don't be "stumped" by the thousand-and-one questions that arise in day-to-day affairs of broadcasting. Get that YEARBOOK Number habit. It's indexed and cross-indexed for ready reference. And it's ALL there, concise, factual and accurate. Every line of type is checked and double-checked. It's the broadcasting answer edition.

TIME BUYER:

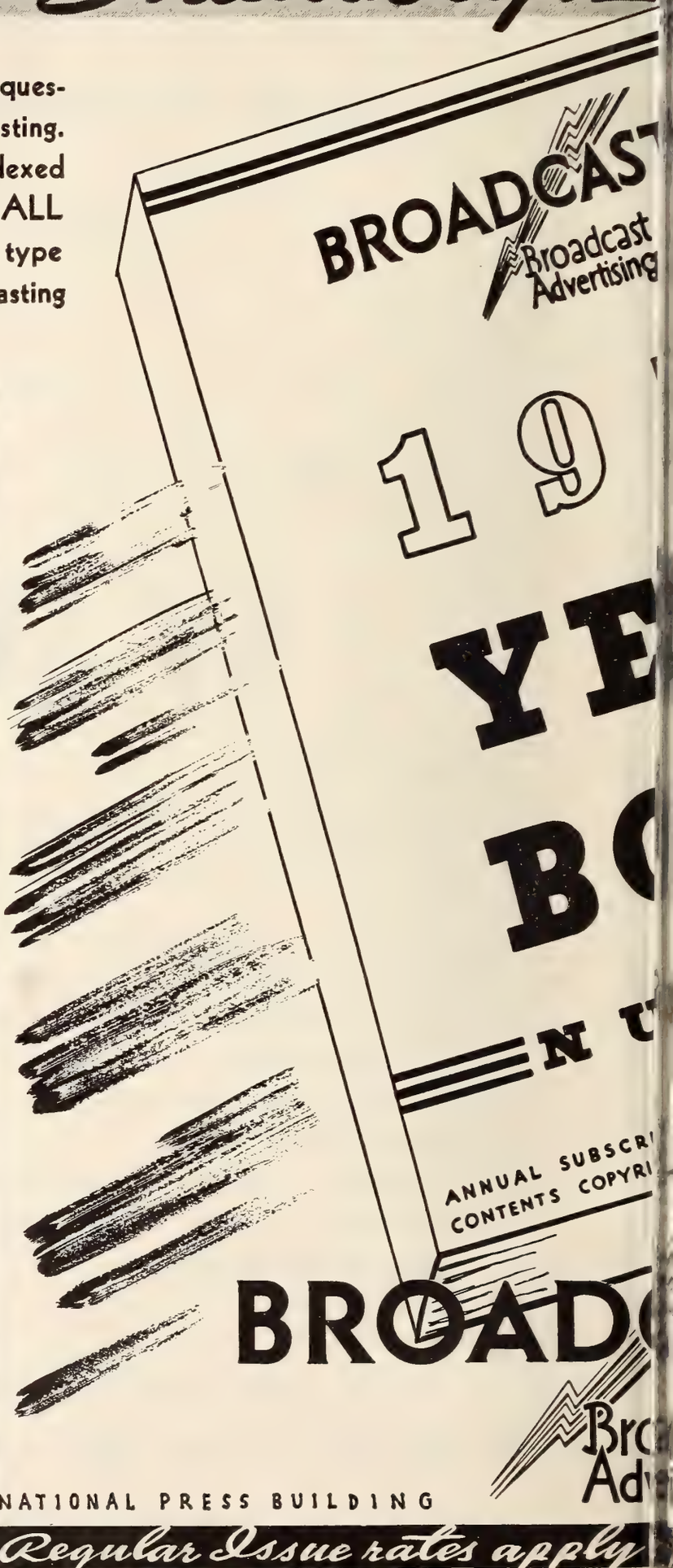


"I need vital statistics on all stations in the areas our clients wants to reach. Sure, it's in the YEARBOOK Number.

STATION MANAGER:



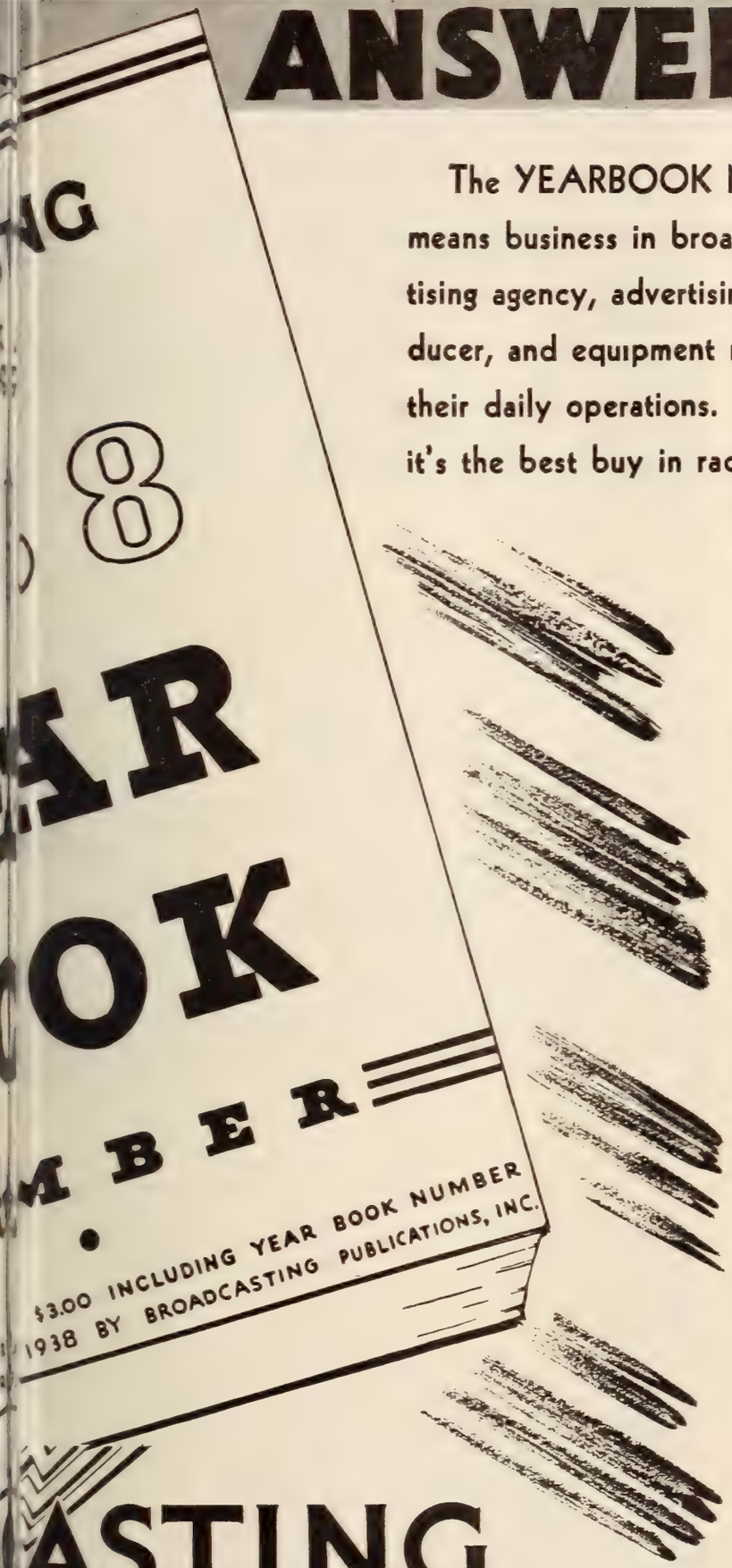
"It's my encyclopedia. An easy-to-use composite directory of everything radio in the country.



NATIONAL PRESS BUILDING

Regular Issue rates apply

ANSWER EDITION



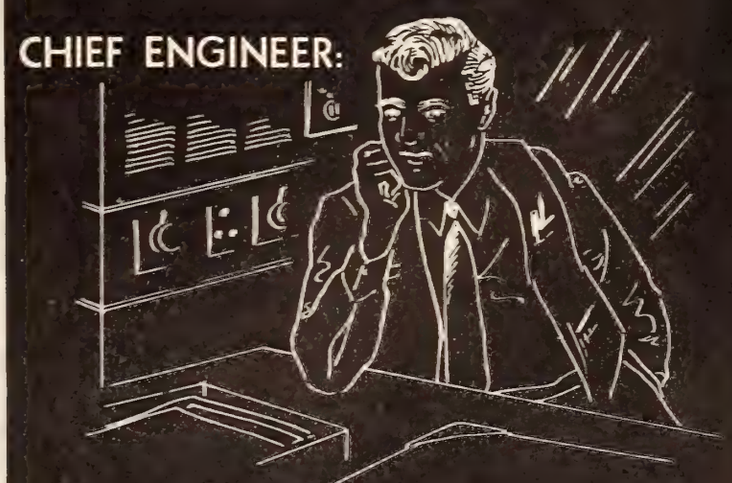
The YEARBOOK Number is a fixture in practically every office that means business in broadcasting. And it's there by DEMAND. Advertising agency, advertising manager, station executive, transcription producer, and equipment manufacturer alike find it an indispensable ally in their daily operations. Its pages are turned the year 'round. That's why it's the best buy in radio.

RADIO ADVERTISER:



"I wonder how our competitors used radio last year. Guess that calls for the 1938 YEARBOOK Number.

CHIEF ENGINEER:



"Who sells that type of tube that worked so well? And how about that replacement equipment. Let's see the YEARBOOK Number for the answers.

Make your reservation today

Coughlin's Return Deemed Unlikely

Detroit Prelate Is Reproved By Ecclesiastical Superior

REPROVED by his Archbishop for having stated in a press interview that President Roosevelt showed "personal stupidity" in appointing Justice Hugo L. Black to the Supreme Court, Father Charles E. Coughlin on Oct. 9 announced that he has withdrawn his plans to go on the air in a new series of 26 Sunday afternoon broadcasts scheduled to start Oct. 31.

An independent hookup of 36 stations, keyed from WJR, Detroit, and arranged through Aircasters Inc., Detroit agency headed by Stanley Boynton, had already been lined up for the return of the Detroit radio priest to the air. Father Coughlin himself had told the Detroit correspondent of BROADCASTING a few days earlier that he planned again to discuss social, political and economic subjects as applied to Christian doctrine and that he intended to renew his fight against exploitation of the poor, modern capitalism, Communism and "other isms".

Father Coughlin's attorney, Prewett Seemes, stated as the reason for his decision not to return to the air: "It was quite apparent that Father Coughlin would be permitted to talk only platitudes that mean nothing; that he could not say what he thinks but only what the Archbishop thinks."

Archbishop Disapproves

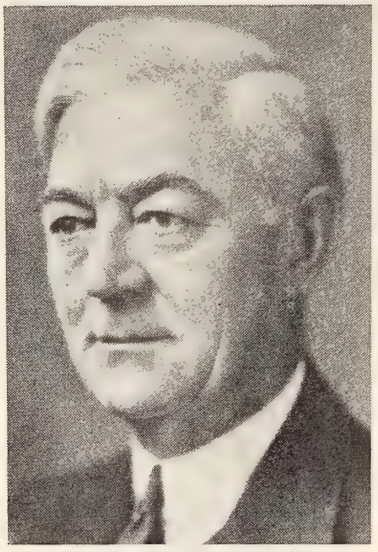
Father Coughlin was publicly called to task for his statement about President Roosevelt, it was disclosed, whereupon he framed a reply to Archbishop Edward Mooney, recently transferred to his diocese to succeed the late Bishop Michael J. Gallagher, who had frequently defended his broadcasts and public statements. This reply, it was stated, had been submitted to Archbishop Mooney for approval before being released to the press. The Archbishop failed to give the approval, leading Father Coughlin to decide it was futile to go on the air since he might not have the backing of his ecclesiastical superior for what he might say.

The lineup of stations that had been arranged for the renewed Coughlin series was as follows:

WJR, Detroit; WLW, Cincinnati; WIP, Philadelphia; WCBA, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WGAL, Lancaster; WJJD, Chicago; WCAO, Baltimore; WOL, Washington; WHN, New York; WMCA, New York; WJAS, Pittsburgh; WAAB, Boston; WICC, Bridgeport; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester; WTHT, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WNBX, Springfield, Vt.; WNLC, New London; WGR, Buffalo; KXBY, Kansas City; WEW, St. Louis; WHAM, Rochester; WOC, Davenport, and WHO, Des Moines.

This list included stations of the WLW Line, most of the Quaker State Network, and all of the Colonial Network.

HEADS WOR SALES



FRANK BRAUCHER

ONE of the top ranking executives in the advertising and publications field has been engaged by WOR, Newark, as vice-president in charge of sales. He is Frank Braucher (pronounced *Brower*), until recently vice-president and director of Crowell Publishing Co., publishing *Colliers*, *American*, *Woman's Home Companion* and *Country Home*. His appointment was announced Oct. 11 by Afred J. McCosker, president of WOR, who said he will assume his new duties Oct. 18.

Mr. Braucher will assume a newly-created post, but under him will come the duties previously performed by William Gellatly, who resigned recently to live in Bermuda. Mr. Gellatly had been named as successor to Walter Neff, who left WOR several years ago to become a partner in Neff-Rogow Inc., New York agency specializing in radio. Acting sales manager in recent months has been Eugene Thomas, Mr. Gellatly's assistant, who will become Mr. Braucher's assistant.

A native of Lincoln, Ill., Mr. Braucher left high school there to go into newspaper work. He was western manager of *Scribner's* before going to New York to join the advertising staff of *Woman's Home Companion*. He was promoted to eastern manager of all the Crowell publications and later became their advertising director. Mr. McCosker hailed Mr. Baucher's advent into radio by asserting it "marks a step forward for the entire radio broadcasting industry" because of his publication and marketing experience and his high standing in the advertising field.

Midwest Is Testing

MIDWEST RADIO Corp., Cincinnati, which sells on a factory-to-consumer basis, has started a test campaign in five cities where it has 16 branch factory showrooms. Test announcements are aired five times weekly on KDKA, Pittsburgh; WCFL, Chicago; WHK, Cleveland; WHN, New York, and WFIL, Philadelphia. Key Advertising Co., Cincinnati, has the account.

CONTROL of WBRC, Birmingham, passed to Eloise H. Smith, widow of Marcellus D. Smith Jr., who died recently, by action of the FCC Oct. 5.

Colin Named by CBS

RALPH F. COLIN, general counsel of CBS, was elected a director of the corporation at a meeting of the board of directors, held Oct. 6. S. R. Dean, comptroller, was elected an assistant treasurer. Mr. Colin has been CBS's legal advisor since 1927 when he represented the Louchheim and Levy interests in purchasing control of the company. Thereafter, when the Paley interests acquired control, Mr. Colin continued to represent the company. From the beginning he was one of the small group close to Mr. Paley who was consulted on policy matters. Mr. Colin, 36, is a member of the New York law firm of Rosenberg, Goldmark & Colin. He is also a director of other CBS affiliated companies, as well as of Jonas & Naumburg Corporation, Alfred A. Knopf Inc., and other corporations.



Mr. Colin

SCRUTINY OF SALES TIGHTENED BY FCC

INDICATING its intention of inquiring more closely into proposed transfers of ownership than in the past, the FCC Broadcast Division on Oct. 5 ordered a hearing before an examiner on the proposed sale of KRGV, Weslaco, Tex., to Gene Howe, chairman of the Plains Broadcasting Co., operating KGNC, Amarillo; O. L. Taylor, manager of KGNC, and T. E. Snowden, of Atchison, Kan. KGRV operates with 1,000 watts on 1260 kc., and it is understood the purchase price is between $50,000 and $60,000.

The station would be sold by a group of stockholders in KGRV Inc., of which M. S. Niles, general manager, is listed as owning 131 out of 326 outstanding shares. Messrs. Howe, Taylor and Snowden would each own one-third of KRGV if the transfer were approved. Mr. Howe is head of the Amarillo Globe-News Publishing Co., publisher of the *Amarillo Globe* and *News*, and he is also an officer in the *Lubbock Avalanche* and *Journal*, *Dalhart Texan*, *Midland Reporter-Telegram*, *Shamrock Texan* and *Childress Index*, all Texas dailies, and the *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal*. The Lubbock newspapers own KFYO in that community.

Orphan Annie Discs

OVALTINE Co., Chicago (Ovaltine) started quarter-hour *Little Orphan Annie* transcriptions on 20 stations Sept. 27 in addition to the regular NBC-Red show on 25 stations. Another station, WOR, will begin the transcriptions Nov. 1. The discs are spotted over the following stations: WHEC, WHP, WCHS, WHO, KSTP, WDAF, WWL, KLZ, KDYL, KPRC, WOAI, WFAA, KFRC, KNX, KALE, KIRO, WCOL, WCKY, KHQ, WIRE. The network program, although on NBC outside of Chicago, originates at WGN. World Broadcasting System, Chicago, cut the transcriptions. Blackett-Sample-Hummert Inc., Chicago, is agency.

Consolidated Drug Buys Time in Many Markets; Will Soon Enlarge List

CONSOLIDATED Drug Trade Products Inc., Chicago, large spot advertiser, has placed programs in various parts of the country and plans to add other outlets. The sponsor will start daily hour programs on WNAX, Yankton, Oct. 25 with a half-hour in the morning and a half-hour in the afternoon. Two full hours a day, seven days a week, started on CKLW, Oct. 11.

Time on KCKN, Kansas City, was increased Oct. 5 from a half-hour to a full hour five times weekly. KXBY, Kansas City, on Oct. 11 started a half-hour show Monday through Friday with a full hour on Saturday. On Oct 18, a half-hour show daily except Saturday and Sunday, will start on WHO, Des Moines. On Oct. 2, *Sunset Corners Frolic* was started on WHO, Saturdays only. Numerous programs throughout the country are being continued including those of *Zeke Manners & His Gang* a full hour daily except Sunday on WMCA, New York, and the *Briarhoppers* over WBT, Charlotte.

In Chicago alone, Drug Trade has started programs on four stations. *Lone Trail Opera*, a full-hour show, daily except Saturday and Sunday, began Oct. 11 on WGN. *Pappy Chesire's Barnyard Frolics* started 11 hours weekly on WBBM, Chicago, following the end of the World Series broadcasts. On WLS the *Morning Roundup* is aired daily except Sunday. On WJJD, several programs are sponsored. Benson & Dall Inc., Chicago, is the agency.

Payroll Sliced by NBC In Retrenchment Drive

RIGID retrenchment for the fourth-quarter operations of NBC was ordered early this month by Lenox R. Lohr, president, with the result that 46 employes were released in New York, scattering others in other division headquarters and at owned and managed stations and economies put into effect in various departments. NBC's New York payroll was reduced to 1,222. As of Jan. 1 last the total NBC payroll throughout the country was 2,027 exclusive of artists.

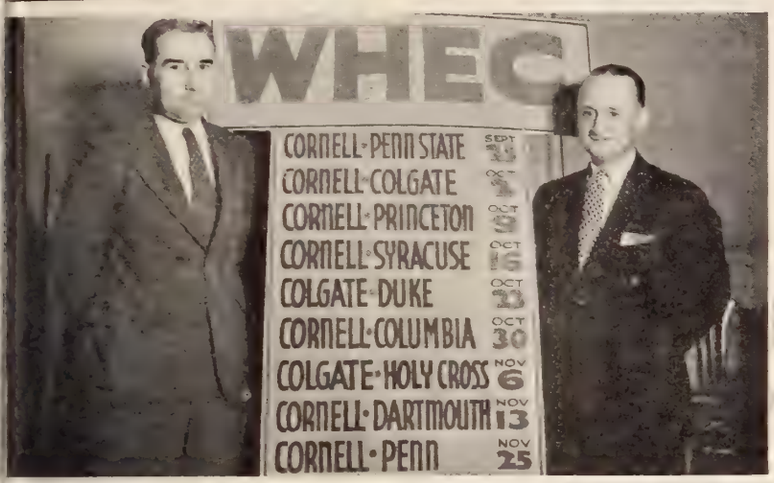
Reasons given for the retrenchment are current heavy outlays for new studios and equipment, cost of adding new stations to the network, the imminent increase in union musician costs, the 40-hour week for announcers and engineers which may shortly include a five-hour week for all employes, and the large sustaining cost represented in the Toscanini series.

"Ike" Lambert Buys KRQA

TRANSFER of KRQA, Sante Fe 100-watter on 1310 kc., to I. E. Lambert, former vice-president and general counsel of RCA-Victor Co., is proposed in an application filed with the FCC Oct. 6 by J. Laurence Martin, owner and licensee. Terms were not divulged and the transfer is subject to FCC approval.

CALL letters of WMFN, Grenada, Miss., local recently acquired by P. K. Ewing, commercial manager of WDSU, New Orleans, have been changed by the FCC to WGRM.

A Word From The Wise--



"WHITE FLASH" CARRIES THE BALL!—The Atlantic Refining Co., a 4-year-old customer of WHEC, is sponsoring broadcasts of nine major football games this Fall. The college teams, listed in chart above, may win, lose or draw, but Atlantic White Flash gasoline is bound to come out on top every time, thanks to goodwill built up by these broadcasts. This opinion is shared by W. S. Shockley (left) and Glenn Ostrander, Rochester and N. Y. State managers respectively for Atlantic Refining.



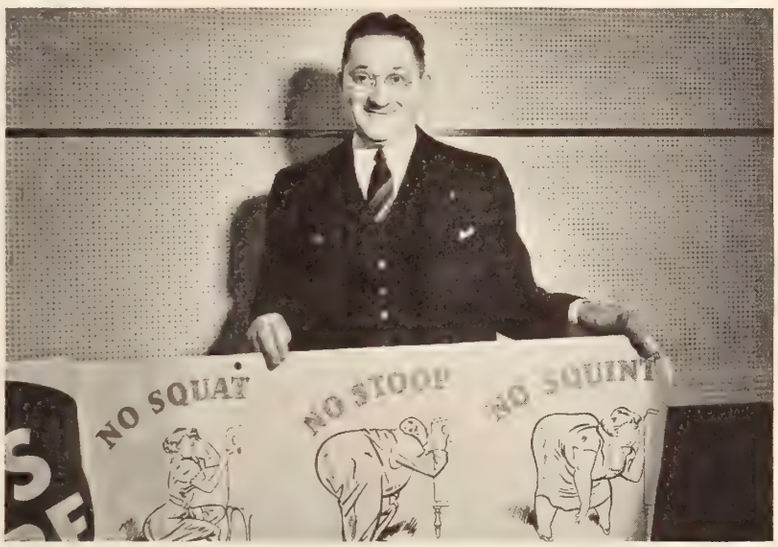
"STRICTLY PERSONAL" IS STRICTLY PRODUCTIVE when term applies to the sales-boosting program of Gray's Shoe Store over WHEC. A WHEC client for more than a year, Gray's builds its "Strictly Personal" program around tall stories and embarrassing moments mailed in by listeners.—Nothing embarrassing about the large stack of mail response that Robert A. Myers, manager of Gray's, is shown receiving from the hands of Miss Ellen Horton of WHEC!



A LONG, LONG TRAIL—back to the balmy days of 1928 marks the Rochester Jobbing House's consistent use of WHEC. For nine years, while stocks have soared and sagged, depression flared and faded, the Roch. Jobbing House has carried on as a steady client. Its present program, "Radio Short Story" actually belies, in title, the *long* radio story of this WHEC client. Samuel Levin of Roch. Jobbing House and Ralph Barber of WHEC gleefully discuss the "nine long years".



EVERYBODY KNOWS AL SIGL—and "Al" knows everybody! This mutual acquaintanceship is due in large part to "Al's" 12-time-a-week news broadcasts over WHEC for the past 4 years. One of his many unique claims to fame is the organization of a legion of volunteer blood donors. Frequently a one-time "patient" drops into the editorial rooms of the Rochester *Times-Union* to see and hear "Al's" broadcast and to thank him and Station WHEC for the good he is doing.



NO SQUAT, NO STOOP, NO SQUINT—NO LACK of Philco programs reaching the ears of Rochesterians over WHEC. In addition to Boake Carter's news commentaries, Philco has just added a new program to the WHEC schedule, "Phyl Coe Radio Mysteries". There may be plenty of mystery in the new program, but there's no mystery about the success of the job that WHEC is helping to do for Philco in the Rochester territory.—At any rate, Frank Beaucaire, Rochester's Philco distributor, seems mighty happy about it all!

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

FCC Amends Rule On Station Breaks

RELAXATION of the station-break call letter announcement rule (Rule 175), so as not to cut into broadcasts too arbitrarily, was announced Oct. 12 by T. J. Slowie, FCC secretary. The change is in the form of an interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse between such announcements, and insofar as practicable these announcements shall be made on the hour and half-hour."

"Call letters of the stations," the Commission's new ruling states, "need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half-hour within a five-minute period thereof. That is, the half-hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour."

Rule 175 now reads as follows:

Each licensee of a broadcast station shall announce the call letters and location as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible.

William L. Shirer Gets CBS Position in Europe

TO THE list of American broadcasting representatives abroad this month was added the name of William L. Shirer, former *Chicago Tribune* correspondent in European capitals, as Central European representative of CBS with headquarters in Vienna. He will work under the direction of Edward R. Murrow, CBS European director with headquarters in London. Mr. Murrow was sent to London last spring to succeed Cesar Saerchinger, who resigned and is now writing a book of memoirs and will shortly come to this country to consult his publisher.

Mr. Shirer is a native of Chicago and a graduate of Coe College. He went to Paris for the *Chicago Tribune* in 1925 and thereafter served in London, Rome, Vienna, Geneva, Berlin and Madrid. He spent most of 1933 in Spain after leaving the *Tribune* and went to Berlin with the Universal News Service. He is an accomplished linguist, speaking French, German and Italian.

BROADCASTS of the newly-created NBC Symphony Orchestra directed by Arturo Toscanini, originally scheduled for the Red network Saturdays, 9-10:30 p. m., instead will be presented over both Red and Blue, 10-11:30 p. m. NBC's symphonic cycle will start Nov. 13, Toscanini taking over the baton Christmas Night for 10 concerts.

SCHOOL VIA RADIO
Chicago Experiment Leads to Permanent Program

FURTHER steps to continue Chicago's air schools will be taken Oct. 26 when educational leaders and radio officials will get together for a second meeting. At a session Oct. 6 Chicago stations agreed to donate a quarter-hour period daily for the continuation of the radio school lessons begun when infantile paralysis epidemic forced postponement of the opening of Chicago schools.

Miss Minnie Fallon, assistant superintendent of schools in Chicago, told BROADCASTING the radio lessons will not duplicate or parallel regular school work but will supplement regular school work, having a cultural value directed at adults as well as school pupils. Miss Fallon planned to visit Detroit to study educational broadcast methods there.

Among requests for information about the Chicago experiment was one from Les Bewick, station manager of CHSJ, St. John, Canada, who, with the growth of the sickness in that city and the closing of the schools, was planning a similar series.

Harold Kent, principal of the Prussing elementary school in Chicago, who has had educational radio experience, is being considered for the newly-created post of radio education supervisor [BROADCASTING, Oct. 1]. Plans are to have six or eight teachers work with Mr. Prussing on the radio lessons.

Station representatives attending the Oct. 6 meeting called by Dr. William H. Johnson, superintendent of schools in Chicago, were: John Baker, WLS; Al Hollander, WJJD-WIND; Miss Judith Waller, NBC; Miss Myrtle Stahl of WGN and Holland Engle, WCFL.

Malt-O-Meal Starts

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal), started *Rube Appleberry*, quarter-hour transcriptions, two and three times weekly, the first week in October, over 16 stations. The following are broadcasting thrice weekly: WGN, WCCO, WLW, WCAU, WDAF, KVOO, KRLD and KTSA, with WGN and CKLW to change from discs to live programs. The following stations have the program on twice weekly: CKLW, KDKA, WTAM, WHO, KNX, KSFO, KOMA and KOIN. Mitchell-Faust Adv. Co., Chicago, is the agency with Emil Brisacher & Staff, San Francisco, handling the Pacific Coast placements. Transcriptions were cut by Transamerican Broadcasting & Television Corp.

NBC Shortwave Chief

PERCY WINNER, well known newspaperman recently attached to the NBC press staff in New York, has been appointed director of NBC's international shortwave service, according to an announcement Oct. 13 by John F. Royal, NBC program vice-president. He has already assumed his new duties. A native New Yorker, Mr. Winner has served on many newspapers in this country and abroad, having been with the Associated Press in Europe for five years and having acted as American correspondent for the *Manchester Guardian* and Havas of France.

Quits WLW, Rejoins NBC



WILLIAM S. HEDGES

ALMOST immediately following his resignation Oct. 4 as vice-president and general manager of WLW-WSAI, Crosley-owned stations in Cincinnati, William S. Hedges was re-engaged by NBC from which he resigned last Jan. 1 to take the Cincinnati post. He will report for work at NBC in New York on Nov. 1 but his assignment had not been determined up to the time BROADCASTING went to press.

Both Mr. Hedges and the Crosley organization made it clear that the former's resignation was accepted with the "utmost good will" between them. Reports of any serious controversy were disclaimed, although some differences of opinion contributed to their decision to part company.

While attending the NAB special convention in New York Oct. 12, Lewis Crosley, brother of Powel Crosley Jr., president of the Crosley Radio Corp., told BROADCASTING that Mr. Hedges' post would not be filled and that he and his brother will take a more active part in the direct management of the stations. It was rumored that Robert Jennings, son-in-law of Powel Crosley, would become assistant general manager, but this was denied by Lewis Crosley, who asserted that Mr. Jennings will continue in charge of programs.

One of the best known figures in the broadcasting industry, Mr. Hedges was manager of NBC's 15 owned and managed stations when he left to assume the post with Crosley. He started in radio as radio editor of the *Chicago Daily News*, and was in charge of its station WMAQ until its purchase by NBC in 1931. Joining NBC immediately thereafter, he first became general manager of KDKA, Pittsburgh, and then was transferred to the New York post. He was twice elected president of the NAB—in 1928 and 1929.

DeSoto to Place

DESOTO DIVISION of Chrysler corporation announced this week that it will start Nov. 1 a 15-minute transcription program on 55 stations, to run for 13 weeks, the first time DeSoto has gone into radio on such an elaborate scale. Will Osborne and his orchestra will be featured, along with guest singers.

Stokely Bros. Schedules Series Over Wide Area

STOKELEY BROS. & Co., Indianapolis (Van Camp food products), through Raymond R. Morgan Co., Hollywood, on Oct. 25 will start placing a quarter-hour dramatic transcription serial titled *Charlie Chan*, on a group of 15 stations in a national campaign. Show is to be broadcast from three to five times weekly, depending upon market factors, and will start Oct. 25 in the East; Nov. 1 in the Midwest; Nov. 8 in the North Midwest; Nov. 15 in the Texas area and Nov. 22 on the West Coast.

The staggered time has been arranged to enable inauguration of an elaborate merchandising campaign in each part of the country also to be handled by Raymond R. Morgan Co. Initial commitment is for 26 weeks and list of stations will be increased. Series is being cut by Recorders Inc., Hollywood, under direction of Cyril Armbrister. Dick Weil is writer of the radio serial and J. Donald Wilson, announcer-narrator. Felix Mills is in charge of music. Stations to be used thrice weekly are WGAR, WEBC, KTRH, KTSA, KSD, KRLD. Those using the serial five times weekly are WOR, WGN, KSTP, KNX, KSFO, KOIN, KOMO, KHQ and WIRE. Later the campaign was extended to WSB, WLAC and KOY.

Clairol on Coast

CLAIROL Inc., New York (hair rinse), on Oct. 8 started for 52 weeks sponsorship of *Let's Go Hollywood*, on 6 California Radio System stations (KEHE, KYA, KFBK, KMJ, KWG, KERN), plus KFWB, Fridays, 8:30-9 p.m. (PST), the program originating from the latter station. Probability is that after a month's test campaign the program will be routed transcontinentally over the Mutual network. Sponsor, for the time being, is concentrating on the California market which has more than 3,200 beauty parlors. As a merchandising tie-in sponsor is conducting a beauty and personality contest. Users of the product are invited to send in a Clairol carton top along with photograph and qualifications to act. Weekly winners are awarded screen tests, with a possible contract with Warner Bros. First National Studios at end of the contract. Agency is Wm. H. Rankin Co., New York, the contract being negotiated thru Transamerican Broadcasting & Television Corp., that city.

Blackjack Gum Spots

AMERICAN CHICLE Co., Long Island City, N. Y., for Blackjack chewing gum, started Oct. 8 a football show directed to men, titled *Lou Little's Football Forecast*. Program will run through Nov. 26, Friday evenings, on 10 MBS stations. Arrangements were completed the morning of Oct. 8, and the program was broadcast three times that evening, at 6:45 for some stations, at 7:45 for others, and at 8 for WOR, Newark. The regular time thereafter is from 7:45-8 p. m. Agency is Badger & Browning & Hersey Inc., New York.

A REENACTMENT of the inaugural program of KRBC, Abilene, Tex., when it went on the air Oct. 1, 1936, formed the highlight of the station's first anniversary program.

WRDW
featuring
THE SOUTH'S MOST BEAUTIFUL STUDIOS
250 WATTS

Market Coverage
Population 714,492

★

98% Coverage of this prosperous southern market . . . . . .

★

49% of Augusta's radio families listen ONLY to WRDW every day

★

Finest, most up-to-date R·C·A high fidelity equipment

★

Exclusive National Advertising Representative
J·J·DEVINE and ASSOCIATES Inc.

Announcing
Full time affiliation with

CBS

Columbia Broadcasting System . . . .
Effective October 31st. 1937

WRDW

WHERE RADIO DOES WONDERS



AUGUSTA, GEORGIA

Serving Augusta Eighteen Hours Daily

Louder But Not Funnier Down Under

South American Audience Has Its Own Likes and Dislikes, And Comedy Is One of the Latter

By HENRY P. CLARK
Erickson Inc.
South American Manager for McCann-

NOISE is what they want in South America, but not just any kind of noise. The Latin listeners like radio but they aren't interested in comedy of the North American type. They have other radio habits, too, which Mr. Clark knows about, for he is general manager in that hemisphere for McCann-Erickson Inc. In this dissected review of broadcasting "down under" he describes methods that sell goods to Latins, as distinguished from methods that fail to arouse the urge to buy.



Mr. Clark

YOU don't have to own a radio to get your favorite programs in the large South American cities. You just stand out in the middle of the street in Rio de Janeiro or Buenos Aires almost any time of day and listen, and you will hear from one to ten receivers broadcasting what's on the air. For no matter how soft and sweet the music, the average South American radio fan likes it loud.

But somehow one is not offended by the volume of sound because of the delightful, often classical, character of the music. The exotic note of the tango may be ever so loud yet so much more appealing than so-called American jazz, that the pedestrian may pause gratefully before a house from which music seems literally to fill the street.

Then, too, the song or instrumental selection is not often suddenly interrupted by a lengthy plea to buy one's headache pills or perfume, for the South American takes his commercial announcements in homeopathic doses—just a few words relating to different sponsor's products as in the programs with "participating sponsorship" sometimes heard on North American stations.

Comedy—But Not Much

Very little comedy patter is thrown in between numbers as popular interest is principally in music—in song and dance tunes and classical airs. There are, of course, a few comedians, but South America has no counterpart of Fred Allen, Eddie Cantor or Jack Benny, "big name" funny men.

While many owners of the latest model radio receivers can listen to the shortwave programs broadcast by stations in the United States, notably New York, Schenectady and Pittsburgh, all but the music is lost to them because of the difference in language. This, of course, precludes any interest in comedy, drama, and talks, including commercial announcements made in English.

Because the programs broadcast by European stations, particularly the government-owned or controlled outlets in Germany, Italy, Russia and England, are intentionally pitched for the South American audience, these foreign stations are almost as popular as the local ones.

From these powerful radio sources comes the best in musical entertainment with announcements in Spanish and Portuguese for the benefit of South American listeners. Of course, a certain amount of good-will advertising for the country sponsoring the broadcast is larded in, but so adroitly that it does not offend and often enhances interest in the program.

But while this interest in foreign reception is intense among the owners of the better types of receivers, the great mass of South Americans from the poorest laborer to the rich landlord listens avidly to local broadcasts.

To this vast audience commercial interests make their appeal with many splendid "institutional" programs. For one of our clients, West India Oil, we have for several years placed a series of concerts on LR4 by that famous European maestro, Frider Weissman, former conductor of the Berlin State Opera. On the air, too, with superior musical entertainment are many American firms, including Ford, General Motors, Bayer's, Colgate-Palmolive-Peet, Lambert's and Kolynos.

They Have No Networks

Just as the coffee companies, including Maxwell House and Chase & Sanborn, are leaders in radio advertising in the United States, so does mate (pronounced ma-tay), a tea-like beverage, dominate the South American air lanes.

Incidentally if a world-wide taste for this variety of tea is to be created, a Sir Walter Raleigh is needed who will popularize it as that courtier of Queen Elizabeth did tobacco. In subequatorial countries practically every one drinks mate. The hot brew is sucked hot from a small gourd by means of a metal tube. Served several times a day it balances the diet of the laborer who often has nothing but meat for weeks at a time. Drinking mate is a social custom, like tea drinking, in the homes of the wealthy. One gourd is passed around like a loving cup for each one to take a sip.

There are no "coast-to-coast" networks in South America because of the different languages, nationalities and the concentration of the buying population in a few large cities, but three or four of the larger stations are sometimes linked together for a series of broadcasts. A powerful station like LRI (shortwave LEX), which is operated by the El Mundo publishing house, can be used, however, to blanket the major buying portion of the Argentine market. Other stations in other countries may in the same way be used by radio sponsors to obtain a complete coverage.

Neither the stations nor the public favor recorded programs, in fact some of the large stations prohibit the use of records entirely. Everywhere the "live show's the thing," but there is no lack of talent, both professional and amateur, for the Latin American is a musician at heart.

Each radio station has its own sustaining orchestra. The hours are long and the pay is low compared with salaries paid in the United States, but the average musician loves his work and puts his best into every number. In addition, every sizable cafe has two orchestras—one to play the tango and the other to furnish less nostalgic types of music. These orchestras are often available for radio work on sponsored programs.

The "Federal Radio Commission" of South America is the post office department, which regulates and controls all broadcasting. For too pointed criticism of government officials, or policies, or for offenses against good taste, stations may be penalized by being ordered off the air for from three hours to a full day.

One place where the North American influence in radio may be clearly noted is in the acceptance of receivers made in the United States. Generally the chassis parts are manufactured in the States for assembly and installation in cabinets built in South America.

There is a rich field in South American countries for many products manufactured in the United States, but to be properly advertised over the air after being introduced into the most profitable markets an individual study of merchandising methods and conditions must be made. It is not enough to assume that the same merchandising methods, or radio programs which sell goods in Des Moines will prove effective in Buenos Aires. Radio is, however, a powerful advertising medium in the countries below the equator, if languages and tastes and national attitudes are taken into consideration in relation to every sponsored program that is put on the air.

NBC Resumes Opera

NBC for the seventh consecutive year will broadcast performances of the Metropolitan Opera from the stage, probably starting Christmas Day with *Hansel and Gretel*. No sponsor has been announced for the broadcasts, which will be heard three hours every Saturday afternoon on the Red. American Tobacco Co., New York, was the first sponsor for the series, in the 1933-34 season. Lambert Pharmacal Co. (Listerine), sponsored it in 1934-35; it was broadcast sustaining in 1935-36, and was sponsored by RCA Mfg. Co. last year.

New Latin Series Fosters Good Will

Federal Workshop in Charge Of Pan American Broadcasts

AN ELABORATE new series of broadcasts, titled *Brave New World* and prepared by the Federal Radio Workshop of the U. S. Office of Education, will start over CBS Nov. 1 for the purpose, as Secretary of the Interior Ickes announced Oct. 10, of promoting this country's Good Neighbor Policy toward Latin America. CBS will carry the programs for 26 successive Mondays, at 10:30-11 p. m. (EST).

The Celler bill for the creation of a "Pan American Station" to be operated by the government on shortwaves having failed, and the international frequencies reserved by presidential order having been ordered by the FCC allocated on a temporary basis to private licenses [BROADCASTING, Oct. 1], it is manifestly now the intention of some of those urging this project to use existing facilities for their programs —facilities which have been offered them on a liberal scale.

Ideals of Others

The Federally-staged programs will be dramatic episodes woven about the lives of statesmen, educators, poets and artists of Latin America from the days of the Conquistadores to the present. Cooperating in their preparation and presentation are the Pan American Union and diplomatic representatives of the Latin American republics. Dr. Samuel Guy Inman, executive secretary of the Committee on Cooperation in Latin America, who was an advisor to the U. S. delegation at the recent Buenos Aires Conference, is acting as technical supervisor. The series may also be broadcast over CBS shortwaves to Latin America.

The staff preparing the *Brave New World* series is headed by William Dow Boutwell, director of the radio division of the Office of Education, and includes Shannon Allen, program director now on leave of absence from NBC; Philip Leonard Green, research supervisor, an instructor in Latin American affairs at College of the City of New York; Bernard C. Schoenfeld, author and playwright; Philip Cohen, production director, who is also manager of New York University's Radio Workshop, and Rudolp Schramm, musical director, formerly with NBC.

The New York branch of the Federal Educational Radio Project, supported by WPA funds, is training the musicians and actors for the program. "This will probably be the first time in history," said Dr. John Studebaker, U. S. Commissioner of Education, "that one government has spent time and money on a sustained effort to help its own citizens appreciate the ideals of peoples across the border. While war and talk of war are darkening the horizon, it is heartening that the Americas are working for peace. I regard the radio series as a most appropriate way of furthering the spirit and objectives of the Buenos Aires Conference".

GENE INGE, formerly radio editor of the *Los Angeles Herald-Express*, has opened radio production offices at 606 Taft Bldg., Hollywood.

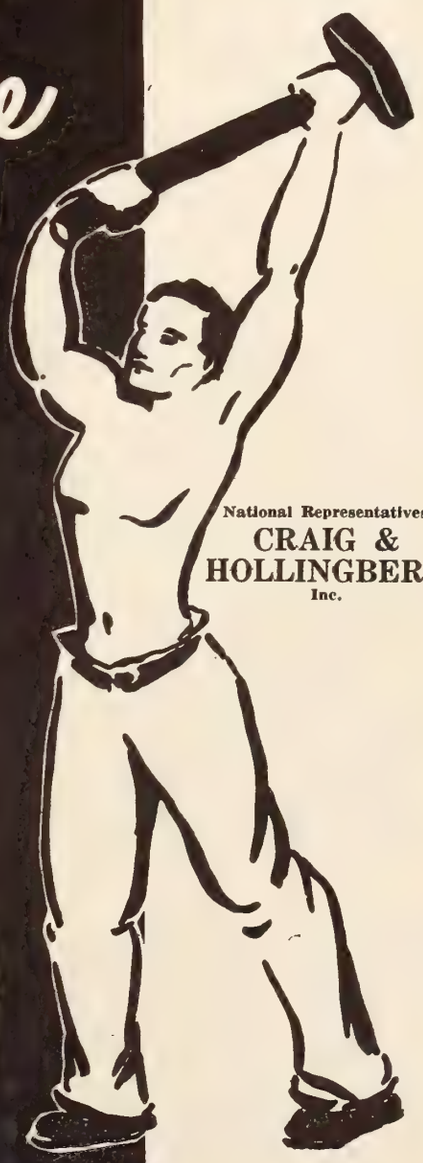
610 KC

NEW FREQUENCY OCT. 26

Smashing Old Records for Better Coverage

1300 KC

N B C
Affiliate



National Representatives
CRAIG &
HOLLINGBERY
Inc.

WIOD

MIAMI FLORIDA

Quaker Net Plans Permanent Lines

Fall Business Points to Need For Additional Facilities

ARRIVAL of the football season and increased political activity in Pennsylvania have brought new accounts to the Quaker Network of Pennsylvania, which now is planning to install permanent lines on a 24-hour basis for its major broadcasts. Prominent among new accounts of the Quaker Network is *Atlantic Sportcast* sponsored by the Atlantic Refining Co.

The series of 10 sportcasts began Sept. 24 on WFIL, Philadelphia; WSAN, Allentown; WRAW, Reading; WEST, Easton; WGBI, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WWSW, Pittsburgh; WGAL, Lancaster; WKOK, Sunbury; WRAK, Williamsport; WORK, York; WHP, Harrisburg; WJAC, Johnstown. These Friday night sportcasts originating in the studios of WFIL feature Jack Barry, commentator, who forecasts the outcome of games sponsored by Atlantic Refining, discusses individual players and gives historical football highlights.

Political speeches on Quaker began Sept. 17 when the Attorney General of Pennsylvania, Charles J. Margiotti, broadcast an half-hour speech on WKBO, WLEU, WWSW and WFIL, the program originating at WKBO, Harrisburg.

Political Parties Active

Marking the beginning of the Republican Party's organization in Pennsylvania for 1937-38, the Republican State Committee broadcast a series of speeches from Jaffa Temple, Altoona, on the Quaker Network, Sept. 25, following the election of G. Edward Green as state chairman. Senators H. Stiles Bridges of New Hampshire and James J. Davis of Pennsylvania headed the list of prominent speakers which included State Senator Mason G. Owlett and Mr. Green. The following stations carried this broadcast: WFIL, KDKA, WHP, WLEU, WFBG, WGBI with WFBG, Altoona, handling the remote pickup.

The Steel Workers' Organizing Committee, CIO affiliate, with headquarters in Pittsburgh, broadcast a program for half an hour on Labor Day over the following stations of the Quaker Network: WFIL, WRAW, WSAN, WEST, WAZL, WGAL, WGBI, WBRE, WHP, WKOK, WFBG, WTBO, WWSW. The program originated at South Park, Pittsburgh. The Pennsylvania Highway Safety Campaign is also sponsoring a series of spot announcements and five-minute live programs on the entire group of Quaker Network stations listed above with the addition of WHJB, Greensburg.

Carborundum's Twelfth

CARBORUNDUM Co., Niagara Falls, N. Y., will begin its twelfth season on the air and its seventh on CBS with its broadcast Oct. 16. Titled *Voice of Niagara*, program will open with the roar of the falls. The Carborundum Band will be featured and Indian legends related by Francis D. Bowman, advertising manager for the sponsor, who originally conceived the idea for the programs. BBDO, New York, is agency.

September Shows Letup in Increases Of Billings by the Major Networks

SEPTEMBER billings of the three nationwide networks totaled $4,998,376, an increase of 2.1% over the $4,894,488 for the same month of 1936. For the year to date, the cumulative combined time sales of the three networks totals $50,365,805, topping the $40,639,274 for the first nine months of 1936 by 23.9%.

Individually the networks showed considerable variation in their time sales as compared with those for last year. NBC's Red network, which has the highest September billing, $2,057,513, shows a gain of 3.2% over the September, 1936, figure of $1,993,371. The $793,068 reported by the Blue network, however, is 11.2% under this network's $893,266 for the month last year, resulting in a loss of 1.2% for the combined NBC September billings, which were $2,850,581 as compared with $2,886,637 for September, 1936.

CBS time sales for the month were $2,028,585, a gain of 10.3% from the $1,838,932 figure for September a year ago. MBS sales of $119,210 were 29.4% below the $168,919 of last year. Chief reason for the comparatively poor showing in September is the fact that last year this month saw the beginning of the commercial political programs in connection with the presidential campaign, which swelled last fall's business beyond normal.

Cumulative time sales for the first nine months of 1937 for NBC were $28,291,115, bettering the $23,800,143 billing for the same period last year by 18.9%. CBS cumulative total is $20,775,542, a gain of 33.6% over the $15,550,070 for 1936. Mutual's $1,299,148 is 0.8% over the MBS billing of $1,289,061 for the period last year.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,820	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,775
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919

Dolph Advises Census

WILLIAM B. DOLPH, manager of WOL, Washington, has been appointed to serve in an advisory capacity during the forthcoming unemployment census ordered by Congress and headed by John D. Biggers. Mr. Biggers, president of the Libby-Owens-Ford Glass Co., Toledo, who was mentioned for the chairmanship of the FCC, has been appointed by President Roosevelt to adminster the census, which is formally known as the Census of Partial Employment, Unemployment and Occupations. Mr. Dolph, formerly radio director of the NRA and director of radio during the last campaign for the Democratic National Committee, will serve as contact man between the census organization and radio in arranging time for speakers.



Mr. Dolph

Nostane Testing

NOSTANE PRODUCTS, New York (Minervite vitamin tablet), is using WNEW, New York, for a test campaign which started Oct. 4. Program is *Old Family Almanac*, heard Mondays through Saturdays from 9:15 to 9:30 a.m. Contract is for 52 weeks. If the test is satisfactory, the company expects to use about ten stations later in the fall. Agency is Schillin Adv. Corp., New York.

Taplinger to Warners; Fizdale Takes Clients

ROBERT S. TAPLINGER, member of CBS press department from 1928 to 1935 and since then head of his own publicity organization, has been appointed publicity director of Warner Brothers Inc., including both motion picture and radio interests. A long-term contract, signed in New York by Charles Einfeld, director of advertising and publicity for Warners, and Jack Warner, vice-president, just prior to Warner's departure for Europe, moves Taplinger to Hollywood, where he will take over on Nov. 1.

The Taplinger organization, currently handling publicity for Burns & Allen, Eddie Cantor, Kate Smith, Guy Lombardo, Robert L. Ripley, Andre Kostelantz, *Jack Oakie's College*, Benny Goodman, Phil Spitalny's All-Girl orchestra, Lehn & Fink radio shows, Sealtest program, Bing Crosby and others, will be taken over intact by Tom Fizdale, Chicago publicist, whose radio accounts include *Fibber McGee & Molly* and the *National Barn Dance* programs. New firm, which will maintain the Taplinger offices in New York, Hollywood and London, and the Fizdale office in Chicago, will be known as Tom Fizdale Inc., Warner Brothers having purchased exclusive use of the Taplinger name.

Cooperative activities of Earle Ferris Radio Features Service Inc., New York and Hollywood, and Tom Fizdale, Chicago, were terminated before the latter's acquisition of the accounts of Robert Taplinger Inc. Mr. Fizdale will leave for the West Coast about Oct. 18

Radio Series Proposed To Combat Propaganda Harmful to Industries

CHARLES McDONOUGH, advertising manager of the Combustion Engineering Co., New York, in addressing members of the National Industrial Advertisers the second day of their 15th annual convention in Chicago recently, declared that industry should spend $5,000,000 on newspapers and radio in a two-year campaign to combat anti-industrial propaganda. Conceding that the proposed sum seemed quite large, he said that it was nevertheless only 1.5% of the appropriations of the 400 leading advertisers in this country.

Attacking inroads the government has made on industry in recent years, Mr. McDonough said: "I don't think that either our democratic form of government or our economic system is in immediate danger, but I do know that the undermining process to which they have long been subjected has greatly increased in recent years." The proposed advertising budget would be used to educate the public to the advantages of the modern industrial system.

Concerning the media to be used in the proposed campaign Mr. McDonough said: "We do not have for the asking the use of the principal instrumentalities for forming public opinion that are gratuitously available to those on the other side of the fence. Newspapers and radio are by far the most effective avenues of approach to the public mind. Editorially, many of the leading newspapers may think as we do. But, by and large, the public doesn't read the editorial pages. They read the news. What the politician says is considered news. The point is that if we are to make a real impact on the consciousness of the American people, we've got to rely largely on paid space in newspapers and paid time on the radio."

Little Crow on MBS

LITTLE CROW MILLING Co., Warsaw, Ind., maker of Coco Wheats, will start a children's program featuring *Jolly Joe* on Mutual network, effective Nov. 1. Joe Kelly, once known as the "Irish Nightingale," will be heard Mondays, Wednesdays and Fridays, 5-5:15 p.m., on CKLW and WCAE, and one hour later on WGN, where the program originates. The agency is Rogers & Smith, Chicago.

Pennsylvania on CBS

PENNSYLVANIA Publicity Commission sponsored a one-time broadcast Oct 10 on 28 stations of the CBS network, consisting of music and an address by Gov. George H. Earle of Pennsylvania. The agency was Walker & Downing, Pittsburgh. The state also is placing a spot campaign, with Barnes & Aaron, Philadelphia, as agency.

Sun-Maid to Place

SUN-MAID Raisin Growers Assn., Fresno, Cal., through Lord & Thomas, San Francisco, will spend approximately $150,000 for its 1938 advertising campaign and besides newspapers, women's magazines and trade journals, will include radio.

SELLING by Serving



FOUR TABLES A DAY!

BREAKFAST

"JIMMY LEGS"
(Six days a week)
7:00 to 8:00 a. m.
Music, news flashes, time signals, weather reports.
50 words—$10.50
100 words—$15.00
Less regular discount

LUNCHEON

"HEINIE AND HIS GRENADIERS"
(Six days a week)
11:45 a. m. - 12:30 p. m.
German band music
(No rate quotation—Program sold solid)*

BRIDGE

"FRIENDSHIP CIRCLE"
(Five days a week)
4:00 to 4:30 p. m.
A variety music show
50 words—$15.75
100 words—$22.50

DINNER

"DINNER TABLE OF THE AIR"
(Three days a week—soon to be six days)
6:30 to 7:00 p. m.
A straight music program
50 words—$31.50
100 words—$45.00

A characteristic of Milwaukee is liking music with meals. Perhaps it's an old-world throw-back—but whatever the reason, most people here have decided desires for table time melody.

To keep Milwaukee's family circle soothed and entertained we serve music to four tables a day . . . breakfast, luncheon, bridge and dinner. We also dish up our full quota of station-breaks on these occasions. And not to be accused of muffing an opportunity, we add a little commercial spice by sprinkling in some participating announcements.

This procedure has bloomed beautifully and naturally with the years. WTMJ's meal-time music offerings are now eagerly dialed and attentively eared. A habit has been formed. A tremendous, worthwhile market has been established . . . *approachable four times a day.*

We believe that advertisers who cultivate this vast four-a-day audience will show a profit on their investment. If you want to shown, we invite you to sign up as a "speaker" for any or all of these table-time gatherings . . . and learn for yourself the sales success they offer. A few choice spots are still available!

**For intermediate programs "HEINIE" is available in the late afternoon, and Mrs. Grey with "WHAT'S NEW IN MILWAUKEE?" in the morning, at current announcement rates, less regular discounts.*

The Greater
MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

Seeing Television Behind the Scenes

BBC Visual Programs in the Making At Alexandra Palace Studios

By E. C. THOMSON*

TAKE an oblong of frosted glass 10 in. x 8 in. and a loud speaker. To fill the one with a living picture, the other with concordant sound, for 120 minutes a day for six days a week, and let it be a good picture and good sound." This, briefly, is the task entrusted to Gerald Cock, BBC Director of Television. Is it easy?

If you have doubts ask a stage producer whether he would choose to turn out "something new" every day; whether, instead of rehearsing for three weeks and then settling down for a steady run, he would prefer the deliciously varied job of putting on fresh material every night. If he deigns to reply, and if you still have lingering doubts, put the question to a film director who works feverishly all day, rehearses his artistes line by line and shot by shot, is mortified a dozen times in as many hours by having to "cut" and start again, and whose daily output of screen time is . . . perhaps two minutes. His reply is a foregone conclusion.

Living Television

And still television *lives*. Animated images have been thrown on the opalescent screen for more than 450 hours since Nov. 2 last year. Drama, variety, ballet, musical comedy, talks, outside broadcasts, orchestral works, recitals — all these have been presented, and although the programs are, of course, open to all the winds of criticism, it is generally conceded that production has reached a stage of *finesse* which justifies the serious consideration of entertainment lovers.

How does a program evolve from an idea to a finished production?

The story of any particular production begins just about five weeks before it springs to life on the screen. Someone on the program side is visited by an idea —Dallas Bower thinks of "Pasquinade," George More O'Ferrall of "Hassan," Stephen Thomas of "Derby Day"—and the idea is placed on the knees of the gods at the next program meeting. If the gods smile, the producer may or may not be a happy man, depending upon how many other programs are absorbing all his waking hours.

Let us assume that *Hotel Cosmopolitan*—a brisk singing and dancing show—has been duly tabled for presentation a month hence. Cecil Madden, the Program Organizer, must find the right niche for this super production, his task being to achieve program balance and avoid awkward clashes. The guiding principle is to please as many viewers as possible in sixty minutes of varied entertainment. The television orchestra, conducted by the indefatigable Hyam Greenbaum, will be required, so *Hotel Cosmopolitan* will come up for discussion at the music meeting, which follows on after the program discussion.

When a date has been found for *Hotel Cosmopolitan*, the program is allotted a space in the elaborate time-table of the productions department, which is presided over by D. H. Munro. It is the productions department that "pulls the strings," attending to studio management and contriving that, as far as is humanly possible, the producer's ideas are translated into reality.

Meanwhile, the producer has found time to consult with Peter Bax, the scenery expert, and already he is designing the dummy revolving door of the "Hotel," and it is now taking shape in the carpenter's shop. The scene painters are at work in their rather flat medium of black, grey and white, to supply the background of the "Hotel" lounge. But *Hotel Cosmopolitan* only becomes really interesting when the artistes are assembled and rehearsals have begun, so we may pass over such severely practical details as booking the artistes, reducing the script to continuity form, and cutting it to fill, say, 30 minutes.

And Then Rehearsals

If a genius could invent a means to obviate the learning of lines, television rehearsal time could be cut down considerably. In the case of a production with speaking parts a good deal of dogged rehearsing must be gone through before it can be tried out before the cameras. Often the preliminary rehearsals are carried out at Broadcasting House. Once in the television studio the show is treated as if it were actually on the air; the producer, after a brief period on the floor with the artists, leaves that side of the business to the studio manager, and takes his seat at the producer's window high up at the back of the studio. There, so far as his own show is concerned, he is monarch of all he surveys. Facing him are two monitor tubes, one showing the picture which, if transmission were on, would actually be radiated, and the other giving a choice of pictures from the other cameras in the studio. At the "word of command" the sound and vision control engineers supply any combination of picture and sound that the producer may require. During rehearsals the producer uses a "talk back" speaker, but this, of course, cannot be employed during actual transmission; but he can still communicate with the studio by visual signals, through headphones worn by the camera and microphone operators, and by telephone to the studio manager. Cue lights are also used, and are invaluable to the announcers and the conductor of the orchestra.

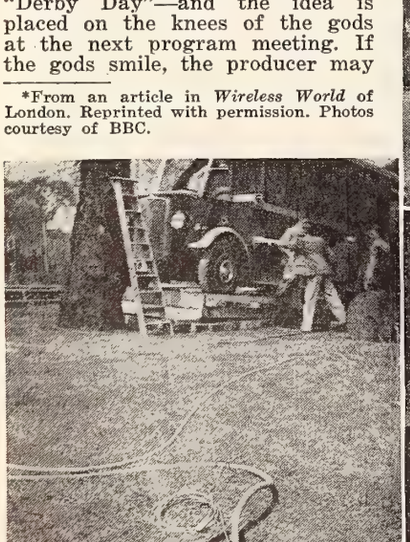
A Problem of Faces

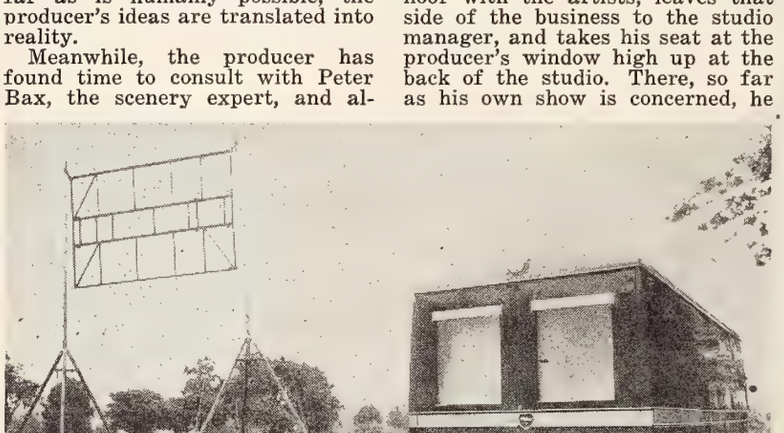
Although make-up is rarely required for rehearsal, Miss Mary Allen, in charge of make-up and wardrobe, or one of her assistants, is present to observe whether certain faces are likely to need special attention, and each artist is watched on the floor and on the studio monitoring receiver. Nowadays, since improved lighting has been made possible, a very light make-up is required.

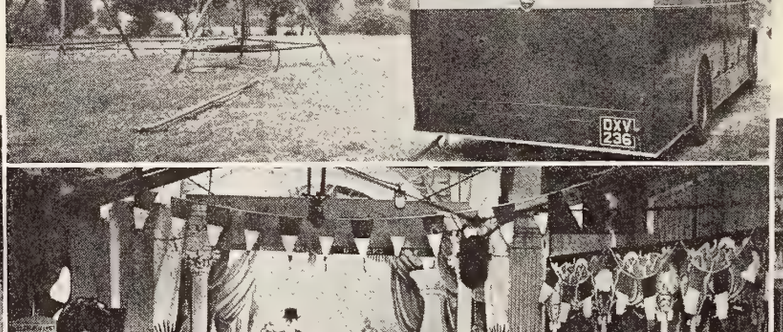
The stage is set, then, for *Hotel Cosmopolitan*. After three hours' rehearsal on the morning of the day itself, including a final run-through timed by the studio manager's stop-watch, all is ready for transmission at, say, 3.25. As the time draws near the producer gives a last anxious look 'round the studio and then ascends to his uneasy chair to watch the closing shot in the preceding news reel, which, incidentally, has been timed to the split second in the film viewing room. "Two minutes to go" he signals to his studio manager, who blows the warning whistle. People in the studio talk in whispers. A make-up assistant dashes on to the set to powder a nasal high light . . . an announcer does smiling practice

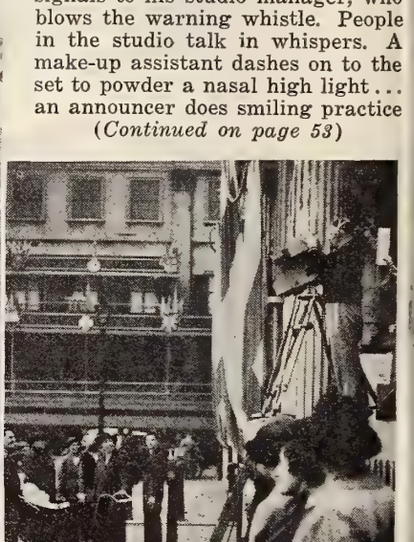
(*Continued on page 53*)

*From an article in *Wireless World* of London. Reprinted with permission. Photos courtesy of BBC.









IN OPERATION—At left is the BBC mobile control room showing connection to special television cable. Top center, the control room and portable directional aerial. Bottom center, a television performance at Alexandra Palace, with Actor Tom Costello, orchestra, and audience. Right, the mobile unit testing for the coronation.

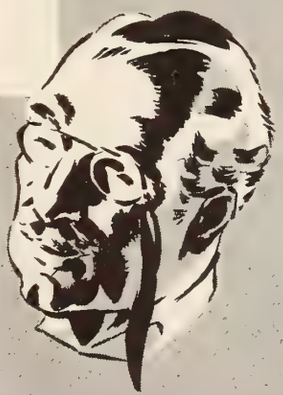












WCLE
in CLEVELAND
HAS THE *Second Greatest*
COVERAGE OF ANY CLEVELAND STATION

$942,059,140 is a lot of money but that's the annual retail volume in the territory covered by WCLE. Here, in Northern Ohio (and a portion of Pennsylvania) lies the country's fifth largest market with Cleveland at the hub.

WCLE's influence in this territory has been proved time and time again — by listener surveys and by rising sales curves of sponsors who use the station. Now this enviable coverage is increased more than ever because WCLE is a member station of the "Coast to Coast" Mutual Broadcasting System.

WCLE time rates are unusually attractive, considering the size of the market it reaches.

H. K. Carpenter, Vice Pres. and Gen. Mgr.
C. A. McLaughlin, Sales Manager

FREE & PETERS, Inc. - National Representatives,
New York - Chicago - Detroit

UNITED BROADCASTING COMPANY

610 KC—500 WATTS

WCLE

CLEVELAND

Program Problem Delays Television Declares Sarnoff

British Public Has But 1,000 Sets, He Says on Return

PRACTICAL problems are delaying progress of television in Great Britain, where geographical difficulties are comparatively simple, David Sarnoff, president of RCA, stated Sept. 30 on his return from a European trip. The main problem facing television in both countries is developing of programs to maintain public interest, he said, pointing out that only 1,000 television sets are actually in the hands of the British public.

Mr. Sarnoff's statement follows:

"During my five weeks' stay abroad, I studied the latest developments of television in Europe. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

"Nevertheless, the experience to date with television in England, has only served to emphasize the formidable nature of the problems which must be solved before a satisfactory service of television to the public can be rendered, and a new industry soundly established.

A Year of Television

"The question is often asked: 'Is England ahead of the United States in television?' I shall try to answer this question by stating the facts as I have now observed them on both sides of the Atlantic.

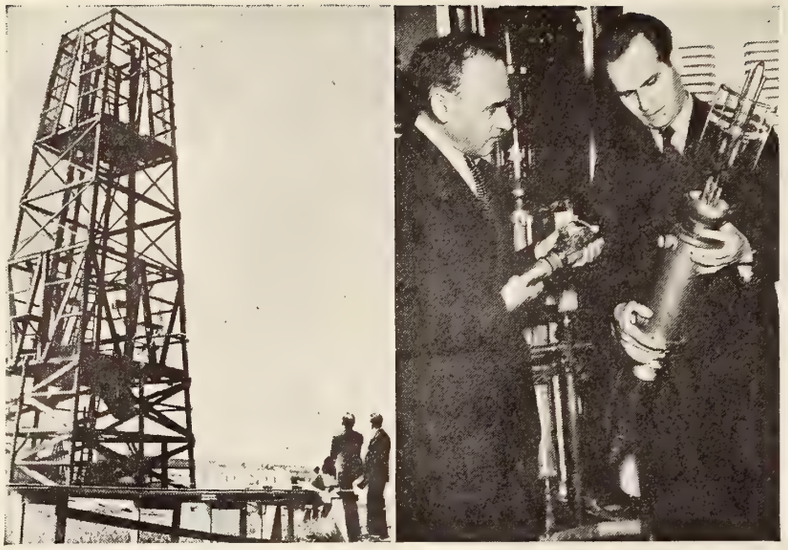
"The BBC (British Broadcasting Corp.) has been operating its television transmitter, located at Alexandria Palace in London, for about a year. The range of this transmitter is more than 25 miles and covers all of London and its immediate vicinity. The system employed is known abroad as the Marconi EMI television system which is fundamentally based on the RCA television system first developed in the RCA Laboratories in the United States. Under an exchange of patent licenses, this British Company may use RCA patents in England and in turn, RCA and its American licensees may use British patents in the United States.

"Each side is therefore in a position to benefit from developments and improvements made by the other.

"For nearly one year the BBC has been broadcasting television programs to the public on a regular daily schedule of one hour in the afternoon and one hour in the evening.

"Some 15 British radio manufacturers have been offering television receiving sets to the public at prices ranging between $200 and $500 each. At the Olympia Radio show which I visited while in London, all the manufacturers exhibited their latest television sets and the BBC arranged special programs so that the public could view the actual operations of television while visiting the radio show. From a technical standpoint the results were highly satisfactory. The public filled the television booths and showed great interest. But while hundreds of thousands of ordinary broadcast receivers were

(*Continued on page 69*)



CBS TELEVISION—This derrick arrangement at Camden, N. J., is an exact electrical reproduction of the top of the Chrysler Bldg., where CBS will place its television transmitter. It is used to aid in working out designs for the transmitter and antenna. At right Gilbert Seldes (left), CBS television program director, and Dr. Peter Goldmark, chief television engineer, inspects 15,000-watt tube and a 100-watt buffer tube.

CBS Tests New Television Transmitter; Programming Viewed as Big Problem

THE new CBS television transmitter, now receiving its first power tests at RCA's Camden plant where it is being constructed, will probably be ready for installation in the Chrysler Bldg., New York City, shortly after the first of the year. The equipment consists of two complete transmitters of almost identical construction, one for high-fidelity sound transmission covering frequencies ranging up to 10 kc., the second for simultaneous transmission of pictures on frequencies extending as high as 2,500 kc.

Each transmitter has an output of 7,500 watts with a 30,000-watt peak modulation, requiring about 400,000 watts to produce. Together the transmitters comprise 24 water-cooled tubes, ranging in length from 10 inches to four feet, which were especially developed for use on these ultra-high frequencies.

When completed the equipment will be installed on the 73d and 74th floors of the Chrysler Bldg. The main power units, transformers housed in a fireproof vault and motor generators in a specially constructed room, will be located on the 73d floor and the transmitters will be connected to a 16-foot power distribution panel and to a 46-foot transmitter panel with a central control desk separating the audio control on the right from the video control on the left.

Every safety precaution has been taken. The steel structure of the building has been strengthened to bear the additional 15 tons which the apparatus weighs. Lights on the control panel indicate failure of any part of the equipment and a second series of controls is installed at the back of the panel so that in an emergency the transmitter can be operated from there. Should any one open the door to the room in which the high-tension equipment is housed an automatic cutoff would immediately shut down the power.

Across the street, directly over the main waiting room of the Grand Central Station, the television studios will be located in a space 230 feet long, 50 feet wide and 40 feet high, providing room for dressing rooms, laboratories, and two large studios, one of which will be constructed immediately. The television camera will be connected to the control equipment by cables 1½ inches thick, containing a total of 32 circuits, four of them coaxial. Proximity of the studios to the transmitter assures a minimum electrical loss.

On the employes' ball field at the Camden plant an "electrical reproduction" of the Chrysler Tower has been constructed and various types of antennae are being tested to determine which is best suited for this location.

Costly Programming

That a good part of television expenditures must go for programming was pointed out in a talk by Dr. Alfred N. Goldsmith, technical consultant to RCA and actively interested in television development, before the New Jersey Press Association meeting on Oct. 4. "It costs Hollywood $400 to $30,000 to produce a minute's worth of usable 'feature' film for a total of 600 hours' entertainment a year," he said. "Present sound broadcasting networks render service for upwards of 17 hours each day. Television must develop its own program technique. If we may summarize the ultimate characteristics of such programs in a word, it should be 'spontaneity.' Television must capture images of the world in action.

"Television networks of stations comparable to those existing in sound broadcasting," Dr. Goldsmith said, "must await the development of either the coaxial cable or automatic radio relay stations. Meanwhile, if public service should be inaugurated, the individual station has recourse to three classifications of program material: Local talent, motion picture film, and 'road shows' of live talent travelling from studio to studio." In the instance of the last, it was pointed out that "stock companies" would face the necessity of developing a new make-up technique, since the television camera does not "see" its images in the same values of color and tone as does the eye or camera.

A possibility that this last problem may be solved in the laboratory rather than in the dressing room has been mentioned by Dr. P. C. Goldmark, chief television engineer at CBS, who also spent a part of the summer in Europe. Scientists there, he reports, are attempting to build television cameras that will reproduce natural colors as effectively as is done with panchromatic film and already the BBC has put to practical use a televisor that enables actors to perform with ordinary stage makeup.

DuMont Casts Eye Toward Television

Issuance of Stock Is Planned For Program of Expansion

ALLEN B. DuMONT Laboratories Inc., Upper Montclair, N. J., has notified the Securities & Exchange Commission that it intends to offer 20,000 shares of common stock ($1 par), underwritten by Schatzkin, Loewi & Co. The company, incorporated Oct. 21, 1935, had recently claimed infringement of its Patent No. 2,014,106 covering the so-called Magic Eye, which was settled when RCA bought the patent, the registration statement shows.

The company is now exploring the industrial field to develop testing machinery using cathode ray tubes. It has an exclusive United States agency agreement with Cossor Ltd., British producer of television reception equipment. It is stated in the application that the company plans to manufacture and supply tubes to other equipment firms. Enlargement of plant space is planned for television.

General Radio Co., Boston, on July 21, 1937, filed suit against the company asking an injunction and damages for alleged infringement of Patent No. 1,707,594.

Outstanding Obligations

The concern has outstanding 1,200 of 2,000 authorized preferred 6% cumulative stock, $25 par, and 54,000 of 100,000 authorized common stock $1 par. It is planned to offer the new common at a price of $12. Bonds valued at $16,000 are now outstanding, as well as a $20,000 note issued to Seaboard Trust Co., Hoboken, N. J.

Owners of record of the common stock are Allen B. DuMont, 21,100 shares; Schatzkin, Loewi & Co., New York, 23,800 shares. Preferred stock is held by Schatzkin, Loewi & Co., 400 shares; Lawrence Industrial Corp., Jersey City, 200 shares.

Officers of the company are Allen B. DuMont, president, secretary and director; Burdett H. O'Connor, promoter; Henry L. Crowley, director (promoter); Schatzkin, Loewi & Co., underwriters; Mortimer W. Loewi, director, chairman of board, treasurer (promoter, partner of underwriter); Henry A. Schatzkin, director, vice-president (promoter, partner of underwriter). A new plant site has been acquired in Passaic, N. J. The stock issue becomes effective 20 days after Sept. 29 unless amendments are filed or unless SEC procedure causes delay.



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

Advertiser Renigs But WWVA Gives Free Car Anyhow

Keeps Faith With Listeners By Paying for Costly Prize

BASING contract commitments on two previous highly successful campaigns sponsored by the advertiser involved, WWVA, Wheeling, W. Va., recently accepted a third assignment without much question, a decision which proved to be disastrous in one direction and highly successful in another. The advertiser started his third campaign in the WWVA market with a plan to promote the sale of two new food products in a highly competitive field.

Competition was powerful and most effective, with the result that the advertiser in question was immediately faced with an extremely difficult job of publicity and merchandising. His merchandising plan involved the awarding of an automobile to the user of his products who submitted the largest number of trademarks cut from the packages in which his products were packed. Contest rules were announced over WWVA and the campaign started immediately.

WWVA to the Rescue

After ten weeks it became evident to the management of the station that previous experience with the advertiser would not repeat and action was immediately taken, leading to discontinuance of the broadcasts. The advertiser took the stand, on certain technicalities, that he was not liable for the awarding of the automobile offered in connection with his broadcasts over the station. Argument on the part of the station had no effect and in the meantime listeners were beginning to inquire about the automobile prize they had been offered.

Rather than prolong the controversy at the expense of breaking down listener confidence, the station was compelled to fulfill the obligation of the advertiser. The automobile was purchased and listeners were advised to send in their accumulated trademarks direct to the station. An extra staff of clerks was assigned to the task of counting the entries and the winner was selected. WWVA's fulfillment of the advertiser's obligation was in keeping with its friendly attitude toward its listeners and did much to cement the enjoyable relationship between station and listeners. Favorable comments received were many and most gratifying.

Notwithstanding the attitude of the advertiser towards the station, the fulfillment of the contest obligation by the latter worked out to the advantage of the advertiser. During the ten weeks the campaign was on the air, warehouse reports indicated 11,734 cases sold, or 211,212 packages. Proof of retail purchases was evidenced in the return of 70,454 trademarks, which came from 173 cities and towns in Ohio, Pennsylvania and West Virginia.

WWVA is now a firm subscriber to the theory that it is an ill wind that blows nobody good. Listeners are happy—the station is happy in that it kept faith with its listeners—and the advertiser should be happy.



WWVA PRIZE—Mrs. Nell Hammond, of Moundsville, W. Va., congratulated by Manager George W. Smith for winning WWVA auto as prize, with Charles Mowder, of auto firm, watching.

WCKY's Coverage

WHEN Lee Goldsmith, program director of WCKY, Cincinnati, was en route to Columbus recently to see a football game, a studio emergency required his immediate return. Elmer Baighman and Mary Jane Dunphy, of the *WCKY Household Hour*, put in a call for Goldsmith on their program. He was listening to WCKY and phoned the station from Morrow, 35 miles away, within a couple of minutes. An hour later he was back in the studios.

THE GENERAL'S RADIO CREED

Hugh Johnson Lays His Broadcast Rules Before Listeners in Initial Grove Program

A TREATISE on radio commentating, outlining a new set of "rules of the game," constituted the debut of Gen. Hugh S. Johnson as a sponsored commentator for Grove Laboratories Inc., St. Louis, last month, over an NBC-Blue Network. Practically the entire 15-minute broadcast was devoted to a discussion of what the hard-hitting soldier, lawyer, financier, government official and columnist described as the formula he will follow in his 13-week series of four periods per week.

Because the General's remarks present in such clearcut fashion—and in unvarnished terms — the problems confronting the news commentator, BROADCASTING publishes herewith an abstract of his initial address.

Friends of the radio audience—and others. This going on the air is to be a three months' experiment in taking 15 minutes of your time—or until you tune off—to talk about day-to-day developments in this country and the world—four nights a week.

I have been trying to do that for three years in a syndicated newspaper column. You can't broadcast opinions without making somebody mad. I only ask that, if you do get mad, you just get mad at me—not the broadcasting company or the sponsor. I'll tell you why. They both gave me absolute freedom to say what I think. That was a brave thing to do. But it was an absolutely necessary thing. When we reach the day when opinion is controlled either for politics or money, we will be on our way to join Joe Stalin, Handsome Adolph and Maestro Mussolini. That is the end of free speech which is the end of everything properly called American. Here people have a right to say what they think. Other people have a right to get as mad as they please. It's great because it makes principles clearer. It also makes people more willing to stand up for principles. That's the way this country was made, and when it gets to be any other way, it won't be the same country.

An advertiser broadcasting a commentator is on the spot about this free speech business. You don't sell your stuff by making your customers mad. And yet you can't serve the popular demand for debate of public questions without making somebody mad.

The Passing Scene

If a columnist or an editor works on a Democratic or Republican or outright New Deal paper, consciously or unconsciously, its policy will color what his columns say. That also makes it hard for people to be quite sure what is going on and what daily news developments mean.

That is the kind of situation in which I am going on the air to comment on fragmentary passing developments in this amazing world of turmoil and unrest and change.

Do I think I can accurately interpret all this crazy kaliedoscope? Not on your life. I know very well I can't. I know that nobody else can either. But I do have to keep up with it and study it more thoroughly than those of you who make your living some other way. Like any other editor, I have to read all the news in my specialty. I have to do that not only to write my column but for this new broadcasting service. I won't try to talk about any subject—I mean that I won't try to talk about anything of which I don't have at least some background of practical knowledge and experience.

When I say that these talks will not be partisan in a political sense, I don't mean that they will not advocate any particular point of view. They say an editorial commentator ought to be what the highbrows call objective—which is just a four-dollar word meaning that you must talk without feeling. It is a great gift. I wish I had it. I would like to meet the guy that really has.

Speaking His Mind

I am going to try to give what I understand to be the arguments made by both sides on these great questions. I am going to try to be fair in stating them. But I want to say at the end which view I think is right. If I think that one or the other is haywire. I am not going to use the trick of lawyers and Senators of saying that it is learned and scholarly and able—but enough to make a buzzard sick. If I think it is a bunch of tripe, I can't call it ravioli.

Finally, I regret to say that there won't be any Pied Piper speeches like the joyous aerial bout with Father Coughlin and Huey Long. We are going to talk about principles and not persons. It's all right to go on the air and lift the living hide off an opponent and boy how I like to do it! I mean it's all right as long as he has an equal chance to come back and lift off your hide. But where you have the air four nights a week, and he maybe not at all, or if at all, only once—it's like a duel where you get ten shots to the other fellow's one.

I am awfully sorry about that. The knock-down and drag-out debate is one of the oldest and most valuable of American institutions. It is a lost art and it is a grievous loss. It gave to people both sides of every argument at the same time and hot off the griddle. Some genius is coming along some day and find a way to revive it on the air. But he hasn't come yet and these broadcasts can't even be shadow boxing with an imaginary opponent. The best you can expect to see is a man winding up and knocking himself out because he isn't good enough.

Joint Rates Announced For Member Stations in Pacific Northwest Group

A NEW joint rate card, covering the five stations of the recently formed Pacific Northwest Coverage Group, the new two-station Z-Bar Network in Montana, and the three-station Washington-Oregon Network, was made public this month by E. B. Craney, manager of the projects and head of KGIR, Butte.

The Pacific Northwest Coverage Group embraces KGIR, Butte, and the new KFPA, Helena, which constitute in themselves the Z-Bar Net; and KRSC, Seattle, KFPY, Spokane, and KXL, Portland, which make up the Washington-Oregon Net. Stations are connected during evening hours by telephone lines, with programs originating in any of the cities. For the five stations one-time base night rates of $214.40 per half-hour, $119.20 per quarter-hour, $78.40 for five minutes, and $50.60 for a one-minute announcement or 30-word chain breaks are established.

For the Washington-Oregon Net of three stations, the one-time base night rates are $176.40 per half-hour, $101.70 per quarter-hour, $63.90 for five minutes and $42.75 for one-minute announcements or 30-word chain breaks. For the Z-Bar hookup, the one-time base night rates are $72, $36, $27 and $15.75, respectively. Joseph H. McGillvra is the representative for all groups.

Among the accounts already on the KGIR-KFPA hookup are Lydia Pinkham, Texaco news flashes, Cystex, Montana Power Co., Western Auto Supply and Morning Milk Co. The combination started operations Oct. 1.

Globe Flour Campaign

GLOBE GRAIN & MILLING Co., Los Angeles, which hasn't used radio in many years, on Oct. 27 will launch a 26-week campaign on 6 NBC-Pacific Red stations (KFI, KPO, KFBK, KWG, KERN, KMJ) and KDYL, Salt Lake City, to call attention to its Globe A-1 Pancake and Waffle Flour and other cereal products. Program, titled *The Best of the Week*, is to be heard Wednesdays and Fridays, 11:45 a. m.-12 noon (PST), and features Clinton (Buddy) Twiss and Joe Parker as commentators. They will give the best news items of the week, stressing the human side of each story. As a merchandising tiein, a handwriting chart will be offered for one carton top of any of the sponsors' various products. Agency is Dan B. Miner Co., Los Angeles, with Isabel Moses, account executive.

Foley Adding to List

FOLEY & Co., Chicago (Foley's Honey & Tar Cough Syrup), will start minute WBS transcriptions six times weekly on WEBC, Duluth, Oct. 18 and over WOKO, Albany; WFBL, Syracuse, and WNBF, Binghamton, Nov. 1, with other stations to be added later. Foley's is continuing with quarter-hour live shows thrice weekly on WLW, Cincinnati, five times weekly on WLS, Chicago, and six times weekly on WWVA, Wheeling. Lauesen & Salomon, Chicago, is the agency.

CAMERA MAN SNAPS BIG CLEVELAND PROMOTION



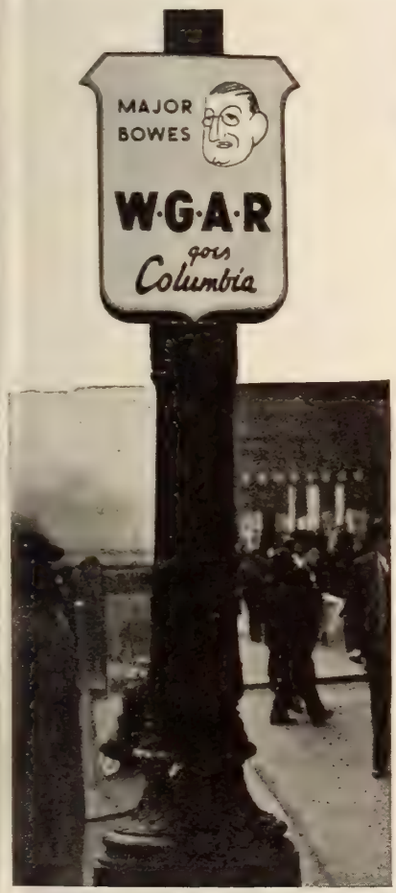
Every taxi in the city of Cleveland and suburbs (450 cabs) for two weeks carried tire covers announcing "WGAR Goes Columbia!" Imprinted separately on covers were caricatures of Columbia stars.



Street cars and motor coaches operating throughout the Cleveland district carried striking, colorful car cards on their dashes to still further spread the word of WGAR's affiliation with Columbia.



When WGAR, top Cleveland station in number of accounts and dollar volume, joined Columbia's net, a special section in The Cleveland Press was used to focus listener attention on programs of its new advertisers.



Up famed Euclid Avenue, several hundred giant shields bore WGAR's message. On each, the air-star of some advertiser was featured.



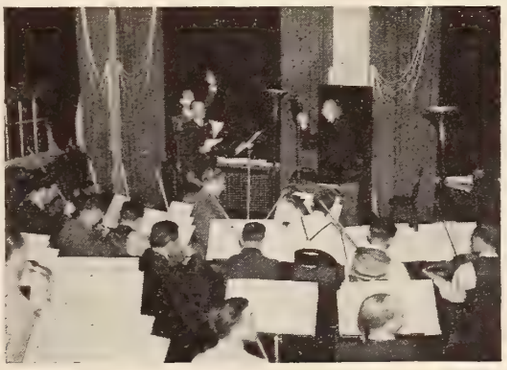
Riders of trolleys and coaches glanced up from newspapers and again beheld the reminder . . . "best radio shows by far . . . Columbia net plus WGAR!"



Thousands visited WGAR's fine new studios . . . saw this display stand, and other interesting promotional material on CBS and local programs.



Ads in a dozen trade papers carried punch-line to smart time buyers . . . "we haven't gone high hat in our new togs . . . the old rate card is still in effect." A die-cut folder of the symbolical hat also spread the announcement.



Gala broadcast, fed to a CBS coast-to-coast network, again demonstrated WGAR's ability to create the best in radio shows.

Kroger Programs Weave Guests Into Theme of Scripts

Personality of Visitors Now Capitalized by Retail Chain

By CHAS. M. ROBERTSON Jr.
Ralph H. Jones Co., Cincinnati

PROOF of the constantly increasing importance of the daytime audience is evidenced by the fact that Ralph H. Jones Co. of Cincinnati and New York is pioneering in a new venture—that of weaving into one of its daytime shows not only the special ability, but the personality as well of some of radio's great individual stars.

This new precedent went into effect during the week of Oct. 4 on the Kroger Grocery & Baking Co.'s daily *Linda's First Love*. This popular program, spotted five days each week on 23 stations from Pittsburgh to Kansas City and from Atlanta to Chicago, and transcribed by World Broadcasting System, adheres to the daytime formula of love, money and social problems . . . with all attendant difficulties. It is an exceedingly popular feature, having been accorded top ranking among daytime shows in the Midwest.

The result of this new policy on the part of Ralph H. Jones Co. is being eagerly watched. This is the first time that some of radio's foremost names have been brought into this or any other show, not merely as single-time "guest artists," but as definite additions to the script plot. Not only will this innovation add greatly to listener interest, but it will afford the radio audience more than mere temporary contact with their favorites.

Living Their Parts

The stars who will be used from time to time are not, for example, to be wedged into the show with an introduction and one or two songs and then dropped and forgotten after having temporarily upset the otherwise normal progression of the story. It is our purpose to have these nationally famous artists live, love, work and trudge along shoulder to shoulder and hand-in-hand with the familiar characters in the story. This constitutes a radical departure from the heretofore accepted *one-time* policy.

Irene Beasley was first to appear as Linda's co-star. Since she first "stumbled into singing over the air," as she puts it, Miss Beasley's progress in radio has been consistently upward, having been featured and starred in numerous commercial shows on both NBC and CBS.

Plans are now under way to acquire the services of other nationally famous radio stars; and it is obvious, if this new idea of Ralph H. Jones Co. is copied by others, that daytime radio programs will be given another welcome and justly deserved upward boost.

New Bi-So-Dol Program

AMERICAN HOME Products Inc., New York, has started a new serial on NBC's Blue network to advertise Bi-So-Dol. Titled *Mr. Keen, Tracer of Lost Persons*, the series deals with the adventures of this newcomer to the field of detective broadcasts and will be broadcast three evenings weekly for 15 minutes. Program is placed through Blackett-Sample-Hummert Inc., New York.



THAT FAN MAIL—Here is a section of the mail room of the Kroger Grocery & Baking Co., at which fan mail received by stations carrying its WBS transcribed series, is distributed and checked.

Snyder Is Elevated

GLENN SNYDER, manager of WLS, Chicago, was elected vice-president of Agricultural Broadcasting Co., operating the station, at a board meeting held Oct. 8. The announcement was made by Burridge D. Butler, president. Mr. Snyder succeeds C. V. Gregory, who retired from the company several months ago to become an executive of another farm publication. Mr. Snyder has been with WLS for the last seven years.



Mr. Snyder

WTCN Names Whiting

APPOINTMENT of Lee L. Whiting, of Minneapolis, as Twin Cities and national sales manager of WTCN, Minneapolis, was announced Oct. 1 by Clarence T. Hagman, general manager. A member of the WTCN sales staff for the last three years, and before that in newspaper advertising, he succeeds Mr. Hagman, who has acted in both capacities since his appointment as general manager several months ago. Mr. Whiting was educated in Southern California and is 33 years old.



Mr. Whiting

TREND TO PUBLIC SERVICE SPOTS

Grouping of Announcements Advised; The Value of Institutional Programs to Sponsors

By HARBEN DANIEL
Director of Sales and Merchandising, WSM, Nashville



Mr. Daniel

WHILE it is true that American broadcasting is supported by a competitive commercial system, it is also true that commercialization is entirely secondary to the rendering of a worthwhile public service. The fact that this system has succeeded is fully evidenced by the high standard of public service rendered by American stations, as compared to other countries.

No one denies that there has been some commercial exploitation of radio. In a medium with such intimate appeal, it was only natural that some improprieties should have occurred. But this is the exception. Despite some criticism to the contrary, the fact remains that the standard of advertising in radio is equally high (and in many cases higher) than that which prevails in other media.

This is as it should be. Intimate in its appeal, radio's voice is guarded jealously. It is encouraging that stations with the highest standards of advertising and program service, often at the sacrifice of revenue, have in the long run actually strengthened their economic positions.

If this is the experience of broadcasting companies, then it must inevitably be the experience of advertisers. In fact, statistics show that public service, or semi-public service broadcasts, have achieved notable results for sponsors.

Spot Controversy

At the recent NAB convention in Chicago, there arose controversy over spot announcements. There is a need and a place for classified, or small spot advertising in radio, just as in newspapers and magazines. To eliminate this service would be to bar small competition, leaving the medium exclusively to larger advertisers who could afford the cost.

The day is near when stations, networks, advertisers and agencies will get together to eliminate classified advertising from peak daytime and evening hours. A number of stations are already doing this, by grouping all announcements in specified periods. These announcements still have the advantage of a peak audience and are free from direct competition for attention. But the main point is that spot announcements handled in this way do not distract attention from the message of the advertiser who has gone to the expense to build up his own audience through the presentation of an appealing program.

Advertisers and advertising agencies have discovered that, while the announcement type of copy is highly impressionable, it lacks the good-will influence and lasting effect of copy appropriately woven into a program that has some institutional value in addition to direct sales appeal. Indeed, it could almost be said that the more service a program renders to the listeners, the more institutional value it has for the advertiser.

Obviously, there are many types of public service programs which can never be commercialized in good taste. The *National Farm & Home Hour* is an example. On the other hand, many public service programs lend themselves to commercialization, and more and more advertisers are turning to this type of radio appeal.

Good-Will Appeal

The Pure Oil *Salute to Cities* can be classed as a public service broadcast. These programs glorified the history, beauty, culture and industrial progress of towns and cities throughout the South, and gave them a means of publicity that was of definite interest and value to the entire community.

The tremendous goodwill influence of the *Pure Oil Salutes* made direct sales appeal both inappropriate and unnecessary. Increased sales followed a natural appreciation for the contribution the advertiser had made to the community, and the public favor thus built up had a far more lasting effect than the usual type of program.

Another typical example of public service was *America's Flag Abroad*—a series of programs based upon dramatic highlights in the history of the diplomatic corps. These programs, conceived by the Educational Department of the National Life & Accident Insurance Co. and prepared in cooperation with the State Department at Washington, authentically portrayed significant historical events.

With such goodwill now a major objective of practically every business institution, it is apparent that there is a definite trend toward commercial sponsorship of programs that make some worthwhile contributions to society.

Coco-Wheats Placing

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), will start *Jolly Joe*, children's program, on WLS for the past two years, over a three-station Mutual network starting Nov. 1. Program will be broadcast at 4:00-4:15 p. m. (CST) over WGN, CKLW and WCAE. In addition, Little Crow is sponsoring *Jolly Joe & His Pet Pals* over WLS, daily except Sunday, at 7:45-8 a. m. and has started children's programs and participations and home economic programs on seven other stations. Rogers & Smith, Chicago, is agency.

WJR Income Rises

THE statement of WJR, Detroit, for the first nine months of this year discloses a material advance in profits over the comparative period of 1936. Net profit was reported at $390,399 after all charges but before surtax, equivalent to $3 a share on the 130,000 shares of common stock. In 1936 for the first nine months profit amounted to $322,439, or $2.48 a share. Net sales for the nine-month period totaled $1,043,013, against $917,029 in the like 1936 period.

The Big Push Is On

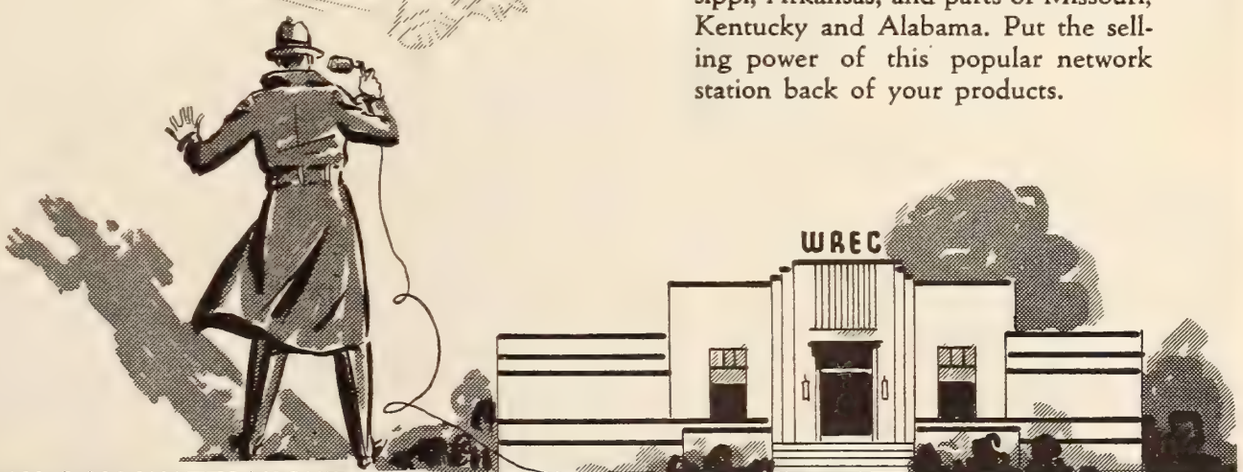
in the *Mid-South* with WREC covering the Market

17 TH WHOLESALE MARKET OF U.S.



IT'S BIG MONEY TIME IN MEMPHIS AND MID-SOUTH

Let WREC sell this BIG market for you. MILLIONS of dollars to spend! The highest crop yields in many a year — cotton, rice, potatoes, corn, dairy products, soy beans, live stock, poultry, fruits, hay, alfalfa. Memphis is a BIG market — 17th Wholesale Market of the U. S.—a Half-Billion-Dollar market. Let WREC ring your Cash Register in Tennessee, Mississippi, Arkansas, and parts of Missouri, Kentucky and Alabama. Put the selling power of this popular network station back of your products.



5,000 WATTS DAY; 1,000 WATTS NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION - AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

MUSIC PUBLISHERS OFFER TRADE RULES

RULES proposed by the Popular Music Publishing Industry designed to stop unfair trade practices were submitted to the Federal Trade Commission at a hearing Oct. 4 before George McCorkle, director of trade practice conferences. The Commission took the proposed rules under advisement, but gave no indication of when it would take action.

The industry proposes to consider it an unfair trade practice to pay performers "push money" or other gifts as an inducement to perform numbers without consent of employers of performers or with or without the consent of employers where the purpose is to lessen competition or restrain trade in marketing sheet music or orchestrations.

Leasing or sale of music for use or resale with an unfair agreement not to deal with competitors is forbidden. Rebates and other forms of price discrimination are deemed unfair in domestic trade but quantity discounts, selection of customers and legitimate price changes are permitted. Brokerage and commission payments are placed under restrictions; advertising allowances must not discriminate among customers; special services must be afforded on terms available to all purchasers; price discrimination in violation of the Clayton Act is forbidden.

WBAA Shift Docketed; WGVA Looks for Site

PLANS to move WBAA, Purdue University station at W. Lafayette, Ind., into Indianapolis, were disclosed Oct. 5 when the FCC Broadcast Division ordered a hearing on the proposal and also on the application of the station to increase its power to 5,000 watts day and 1,000 night. The university station, a non-commercial outlet, now operates with 1,000 watts day and 500 night on 890 kc., sharing time. It also seeks full time. The date of the hearing has not yet been set.

Plans meanwhile are going forward for the new WGVA, Indianapolis, 1,000 watts daytime on 1,050 kc., which the FCC authorized for construction last March. It is reported a site is being sought. Glenn Van Auken, Indianapolis attorney, holds the construction permit.

FCC Approves Two

IMPROVED facilities for two stations were approved Oct. 5 by the FCC Broadcast Division. KLPM, Minot, N. D., was authorized to change frequency from 1240 to 1360 kc., and increase its power from 250 watts to 500 watts night and 1,000 watts day, and change hours of operation from specified to unlimited, effective Nov. 23. Examiner Bramhall was sustained. KINY, Juneau, Alaska, was authorized to increase its power from 100 watts to 250 watts, unlimited time, effective Nov. 23. Examiner Hyde was reversed.

OKLAHOMA NETWORK Inc., Oklahoma City, has moved its offices to the Wells-Roberts Hotel from 1800 West Main St., according to an announcement by Buryl Lottridge, managing director.

CBS Promotes Taylor

DAVIDSON TAYLOR, former announcer of the Philharmonic-Symphony Society and the Stadium Concert broadcasts on CBS, has been appointed head of the network's music division. Coming to CBS from WHAS, Louisville, Mr. Taylor has worked himself up steadily in the program department and his new appointment climaxes a period of production of many of the network's presentations of serious music. He has just returned from a month's vacation in Europe.



Mr. Taylor

Suit, Counter Suit

BARNEY'S Inc., New York, men's clothing store, has filed suit against WNEW, New York, for alleged failure to broadcast announcements according to contract. On the same day, Oct. 8, the WNEW Artists' Bureau filed cross-suit against Barney's Inc., charging use of transcriptions of the voice of Martin Block, announcer for whom the Artists' Bureau claims to have exclusive contract, on stations other than WNEW. Barney Pressman, head of Barney's Inc., is suing for $108,000, the full amount paid to WNEW from February, 1934, through August, 1937. Suit of the station's Artists Bureau is for $147,090, which amounts to $10 for each broadcast of Block's recorded voice used on WAAT, Jersey City, WHN, WMCA, and WINS, New York, over a period of two years.

Cecil U. Price



CECIL U. PRICE, 44, for the last five years manager of KFH, Wichita, Kans., died Oct. 5 in Wichita Hospital. He had suffered from a kidney ailment contracted during the World War when he was engaged in experimental work in the gas division of the governmental laboratories in New York. While Mr. Price had been ailing for some time, his condition did not become critical until after his return from a business trip to Washington in early September. Prior to taking over the management of KFH in 1931, Mr. Price was secretary-treasurer of the Goodin Radio Co. He is survived by his widow, mother and brother. Russel L. Lowe, commercial manager of KFH, has been designated acting manager.

American System Offers Free Speech, World's Best Programs, Hard Asserts



Mr. Hard

"OUR RADIO service in America is the world's most democratic, the world's most entertaining and the world's finest," declared William Hard, noted radio commentator and publicist, now attached to the Republican National Committee, in an address on "Freedom of the Air" during the *New York Herald-Tribune Forum* Oct. 4. Mr. Hard asserted that there is no censorship of public men in Washington because the FCC has no authority to censor them and because "the broadcasting companies do not dare, and do not want, to censor them."

"I therefore all the more regret," he said, "the occasional behavior of a certain minority of radio station managers. They seem now and then to dream that they have a responsibility for what their invited speakers on public affairs may say. Of course they have a responsibility for what is said by their employes. But if, when and as they may try to censor an invited speaker on public affairs, they are outside the proper spirit of American radio."

Mr. Hard suggested to his audience, which included the NBC-Blue network, that the minority of managers can be given "a good push" by a "well publicized complaint to the FCC."

"If any local station of yours is not granting free speech," he said, "or if it is not broadcasting the views of all substantial elements in your locality, if it is not being impartial, if it is not being complete, if it is not presenting a rounded array of public-service programs, why, get your fellow-citizens together and write to the FCC about one month before that station's six months' license on the air expires. Pretty soon, if enough of you everywhere do it, you'll get the FCC into publishing the public-service program record of every radio station before it renews its license. And pretty soon you'll have more public-service programs than you wanted."

"Radio stations operate on the ether. And who owns the ether? Nobody. Which, as Aristotle himself remarked, is the same thing as saying everybody. And who represents everybody? There is only one thing that represents everybody. And that's the Government. So the Government, as trustee for the people, owns the ether. We sometimes speak of the NBC air, the CBS air, the MBS air, the PDQ air. We shouldn't. It's not the PDQ air. It's the people's air. The scientific facts make it so. The laws of the United States make it so. Just as much as in Germany, just as much as in Italy, just as much as in Russia, just as much as in any collectivist country, the ether in the United States is public common property.

"But then we part company with those countries and with almost all other countries. We regard the Government as the trustee for the people. Yes. But we do not want it to be the manager of the people. We do not want it to manage the thoughts of the people. So we take the ether and we split it up and we assign a small fraction of it, under licenses which expire every six months, to each of some seven hundred broadcasting stations, almost all of which are owned by private persons. Now observe. Here are two consequences. Each of vital importance to free speech.

"The first is competition. These stations compete. There is no other such competition among radio stations anywhere else in the world. These American stations compete with one another, some of them locally. They compete with one another, some of them, regionally. They compete with one another, some of them, through chains, nationally. They virtually all of them in some way compete—and compete intensely. They compete for advertisers. They compete for speakers. And it is their competition for speakers which is the basic reason why the American air presents more views, many sorts of views, more conflicting sorts of views, than any other air."

Sues on Script

SUIT to recover $160,000 damages from the Los Angeles Broadcasting Co. Inc., operating KFAC, that city, and a plea for an injunction against further broadcasting of *Doctors Courageous*, dramatic serial, was filed in Los Angeles Superior Court, Sept. 30 by Tom Gibson, radio and motion picture writer. Gibson alleges that the title and material of the current series, sponsored by Horton & Converse, Los Angeles chain druggists, is based on a cycle he wrote and produced for the station two years ago. He charges that after writing and producing the program on KFAC for 40 weeks under sponsorship, his services were dispensed with, but that the station continued to use the title with another writer assigned to prepare the scripts. He contends that the title and material are his and are being used without his consent.

Listen In as Movie

WARNER BROS. is making a movie of the radio book *Listen In*, written last spring by Maurice Lowell of the NBC-Chicago production staff. Mr. Lowell has been appointed technical adviser of the movie short, action of which takes place at the *Hit Parade* and *Magic Key* broadcasts in New York and the Alka-Seltzer *National Barn Dance* and *National Farm & Home Hour* programs in Chicago. The movie short will present every step in the production of a major network show. The picture will be released in November. Lowell's book, "Listen In, an American Manual of Radio," was published March this year by Dodge Publishing Co., New York.



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Truscon VERTICAL RADIATORS

How Canada Solved Copyright Issue

Government Formula Specifies Amount of Payments; Cordial Relations Among Parties Maintained

By HARRY SEDGWICK
President, Canadian Association of Broadcasters
As told to James Montagnes

CANADIAN broadcasters pay a lump sum of $70,000 a year for the use of copyrighted music. They pay no additional charges, and they know at the beginning of the year just what their portion of the $70,000 will be. That one known figure which broadcasters must meet is the result of negotiations between the Canadian Association of Broadcasters and the Canadian Performing Rights Society Ltd., the Canadian ASCAP.

This set annual sum has been in force in 1937, and was brought about by a government inquiry into the activities of the CPRS. Unsettled conditions as to payments to the CPRS by all users of copyright music, rates which were considered exorbitant, and announcements of increases in rate schedules forced all users of music including broadcasting stations, theatres, hotels, restaurants, agricultural and industrial exhibitions, to form the Musical Protective Society.

Public Investigation

Agitation for this began in 1933. With all commercial users of music banded together, the government at Ottawa was petitioned to investigate the copyright situation under the Inquiries Act and the Copyright Amendment Act of 1931. In April, 1935, Judge James Parker as Royal Commissioner, began investigations in Toronto. The Commission also sat in Montreal, Ottawa, Halifax, Moncton, Winnipeg, and Regina, taking evidence and receiving information for 33 days, concluding its investigations on July 19. The inquiry was very exhaustive, with 143 witnesses including a number from the United States and England, and the filing of 274 exhibits.

Judge Parker made his report in October. As far as the broadcasters were concerned, he pointed out that the CPRS rate of charging stations at the schedule of 10 cents per licensed receiving set in their area was too high, above that charged in the United States. He felt that 8 cents would be sufficient, and if all sets in Canada, not just those licensed, were taken into consideration, 7¾ cents per set would be a fair rate. As a result Canadian broadcasters immediately received a return on the money they had invested in the inquiry, by receiving a Commission-ordered rebate on their 1935 and 1936 assessment from the CPRS of 2 cents for each receiver licensed in their region.

As a result of the inquiry the Copyright Amendment Act was passed in 1936, which provides that all claimants for performing right fees file their tariffs at the end of October for the following year, leaving 30 days for the music users to file their objections. An Appeal Board is provided for in the Act to hear such objections and arguments and make final rulings.

The CPRS filed its 1937 tariffs



MR. SEDGWICK

pursuant to the 1936 Act and the Copyright Appeal Board approved of the schedule drawn up by the CAB and the CPRS. This schedule and formula on which it is based became the basis on which the 1937 payments were made.

The formula is based on a rate of 8 cents per licensed receiving set, population, number of licensed receiving sets per population, power of a station, number of stations in an area and the daily operating schedule of a station.

Each radio station is considered as having a broadcasting center, the most populous city or town within its effective range. The population of each of these centers according to latest government figures is totaled to give the population within effective radio range in each of the nine provinces of the Dominion. To arrive at the number of receiving sets per capita, the provincial population of the broadcasting centers is divided into the number of receiving sets licensed by latest government figures for each province.

How the Formula Works

This figure is used to determine the number of radio sets in each broadcasting center by multiplying it with the population figure of that center. With the number of sets thus allocated to each broadcasting center, the fee each station will pay CPRS is determined.

Based on the 8 cents per receiving set as suggested by Commissioner Parker in his report, a schedule was worked out for various powered stations. Under 500 watts, a station pays at the rate of 3.2 cents per set. From 500 watts but under 5,000 watts the rate of 4.8 cents per set, and station of 5,000 watts or more pays the full 8 cents per licensed set.

This rate is multiplied by the number of sets allocated to each broadcasting center, giving the hourly annual fee to be paid to CPRS. If there is more than one station in a broadcasting center a graduated reduction is applied, ranging from 25% for 2 stations, 35% for 3 stations, to 50% for 6 stations.

It is estimated that broadcasters on the air 16 hours are not likely to use copyright music for more than 10 hours. This fact is applied to the formula by multiplying 10/16 of the station's daily operating time to the hourly annual fee.

A concrete example would be to determine the fee for a 5,000 watt Montreal station. The total broadcasting center population for Quebec province is 1,092,920. The number of licensed receivers is 221,702. The number of sets per capita is therefore .20286. Montreal's population is 818,577. The number of sets allocated to Montreal is thus 818,577 multiplied by .20286, which give 166,055.

The rate for a 5,000 watt station is 8 cents per set. Multiply 166,055 by 8 and apply a reduction of 40% because there are 4 stations in Montreal, and the annual hourly fee that station would pay is $797.06. But the station is on the air 16 hours a day. Applying the 10/16 formula, the annual fee becomes $7,970.60.

The formula has worked out successfully, and the best of relations exist between the broadcasting stations and the CPRS. The stations need not pay their assessments in one lump sum, but can make monthly payments without being charged interest. The CAB has assisted the CPRS in collecting its outstanding accounts.

The CAB does not include all Canadian stations, but practically every privately owned station. Nevertheless, it works out copyright problems closely with the Canadian Broadcasting Corp. stations and the Manitoba Government Telephone stations. The assessment, incidentally, applies to government owned stations as well as those privately owned.

THE AUTHOR, managing director of CFRB, Toronto, one of the most powerful and successful of privately-owned broadcasting stations in the Dominion, was largely instrumental in drawing up the Canadian copyright formula and in carrying on the negotiations with the Canadian copyright body. As a result, copyright is considered a solved problem in the Dominion.

Liberty on WLW Line

MACFADDEN PUBLICATIONS Inc., New York, for *Liberty* magazine, has started a new series featuring Paul Sullivan, WLW commentator, in *Behind the News*. Half-hour program started Oct. 5 on three stations of the WLW Line as a test, and other outlets will be added later. Erwin, Wasey & Co. Inc., New York, is the agency.

MICHIGAN STATIONS FORM STATE GROUP

FORMATION of the Michigan Broadcasters Association was effected at a meeting in Detroit, Oct. 4, with James F. Hopkins, president of WJBK, Detroit, elected its first president. Other officers are John E. Fetzer, WKZO, Kalamazoo, vice-president, and Howard Loeb, WFDF, Flint, secretary-treasurer.

In addition four directors were elected to serve with the officers as a board of seven. They are W. J. Scripps, WWJ, Detroit, who is also an NAB vice-president; Owen Uridge, WJR, Detroit; Arch Shawd, WXYZ, Detroit, and Roy Radner, WIBM, Jackson. The meeting was attended by James W. Baldwin, NAB managing director, who reviewed current iudustry problems in an off-the-record discussion.

Attending the meeting, in addition to those named, were G. F. Ashbacker, WKBZ, Muskegon; Ellis C. Thompson, WEXL, Royal Oak; Howard M. Steed, WMBC, Detroit; S. F. Northcott, WBCM, Bay City, and D. E. Jayne, WELL, Battle Creek.

Stunts Feature Opening Of KSRO, Santa Rosa

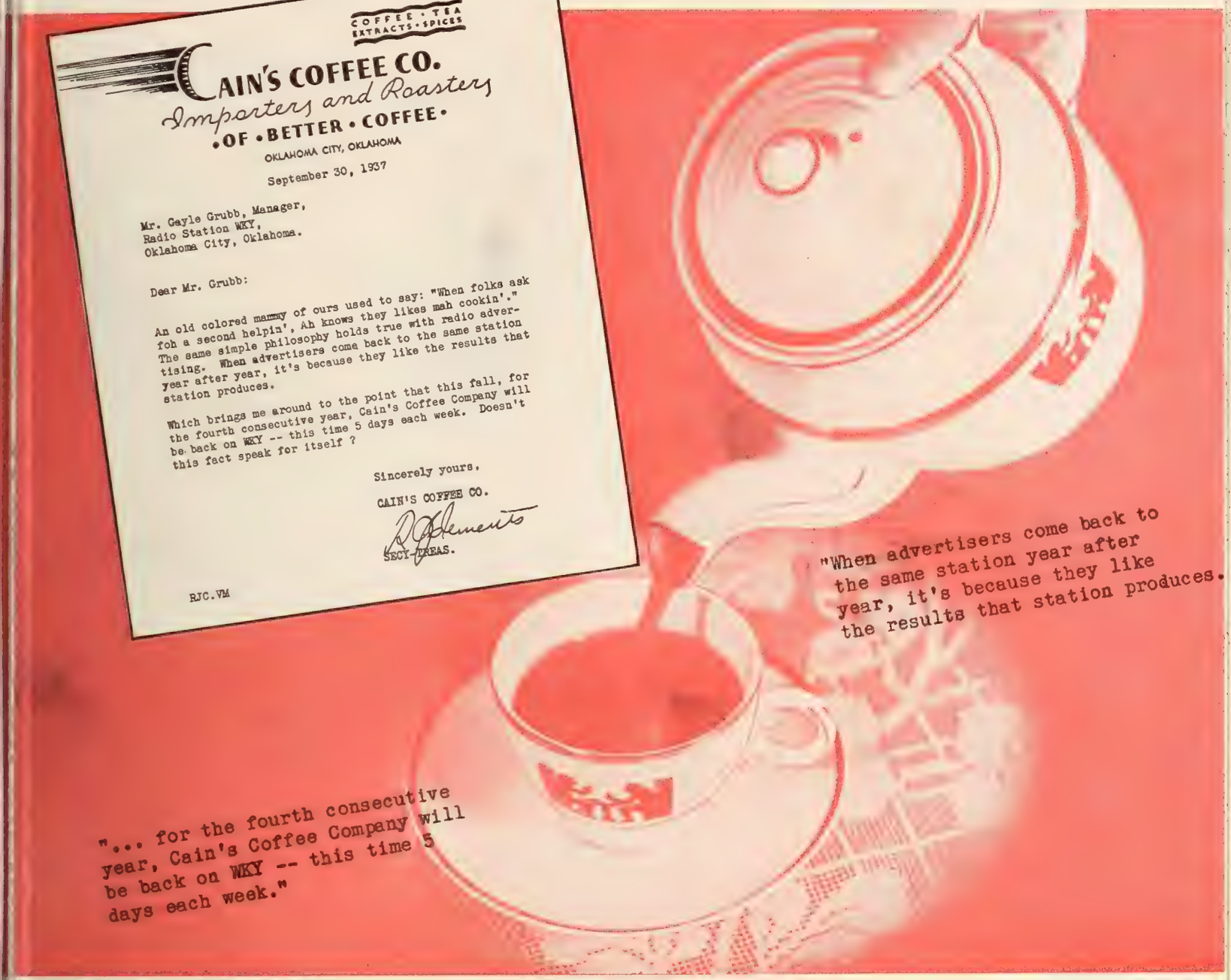
WITH a substantial list of sponsors, chiefly local and nearby merchants, the new KSRO, Santa Rosa, Cal., 250 watts daytime on 1310 kc., is now on the air under the management of Rossell F. Bjorn. Its staff includes Don Avery, formerly with KROW, Oakland, commercial manager; J. C. Van Groos, formerly of KFBK, Sacramento, chief engineer; Andrew Potter, formerly with KOH, Reno, and KGGC, San Francisco, program director; Irvin Carlson, announcer; Lee Berryhill, assistant engineer. The station is equipped with RCA apparatus throughout, subscribes to *NBC Thesaurus* and maintains a 12-piece studio orchestra.

To create interest in its opening, KSRO conducted a talent search in each of the eight communities it plans to serve, in cooperation with the local chambers of commerce. Actual auditions were held in each town and the winners selected. The first two hours on the opening day, Sept. 19, were occupied with 15-minute salutes to these towns. Each quarter-hour featured the talent winners, the studio orchestra and the mayors of the respective towns. From 3 to 4 p. m. the formal dedicatory program was broadcast from the local high school auditorium before 11,000 persons. Bob Bence, Mutual-Don Lee network announcer and master of ceremonies, was guest master of ceremonies.

Seeks Norfolk Station

SEEKING the same facilities applied for by S. L. Slover Inc., which published the *Norfolk Virginian-Pilot*, operating WTAR, and the *Richmond Times Dispatch*, operating WRTD, the Colonial Broadcasting Corp. of Norfolk on Oct. 1 filed with the FCC an application for a new station in that city. The facilities sought are 100 watts night and 250 watts day, unlimited time, on the 1370 kc. channel. The organization was formed last month by the *Newport Daily Press* and *Times Herald*, of which Maj. Raymond B. Bottom is president.

THE FOURTH HELPING!



● Primary cog in the merchandising machine that has long kept Cain's Better Coffee one of the biggest sellers in Oklahoma has been WKY.

Early this month, Cain's Coffee Company began its fourth consecutive year on WKY. Justified by previous WKY performance, Cain's invested more heavily than ever, launched a quarter-hour live-talent show straight across the board.

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WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KGER Long Beach
KHJ Los Angeles
KLX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara

COLORADO
KFEL Denver
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WTOC Savannah
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson
KOAM Pittsburg

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
WEBC Duluth
KVOX Moorehead
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

NEBRASKA
KFAB Lincoln
KOIL Omaha

NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WESG Elmira
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KLPM Minot

OHIO
WTW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland
WHKC Columbus
WSMK Dayton
WKBN Youngstown

OKLAHOMA
KADA Ada
KVSO Ardmore
KCRC Enid
KBIX Muskogee
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WGBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
KTSM El Paso
WBAP Ft. Worth
KXYZ Houston
KFRO Longview
KRLH Midland
KPDN Pampa
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg

New Brunswick
CKCW Moncton
CHSJ Saint John

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CJIC Sault Ste. Marie
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers

Saskatchewan
CJRM Regina

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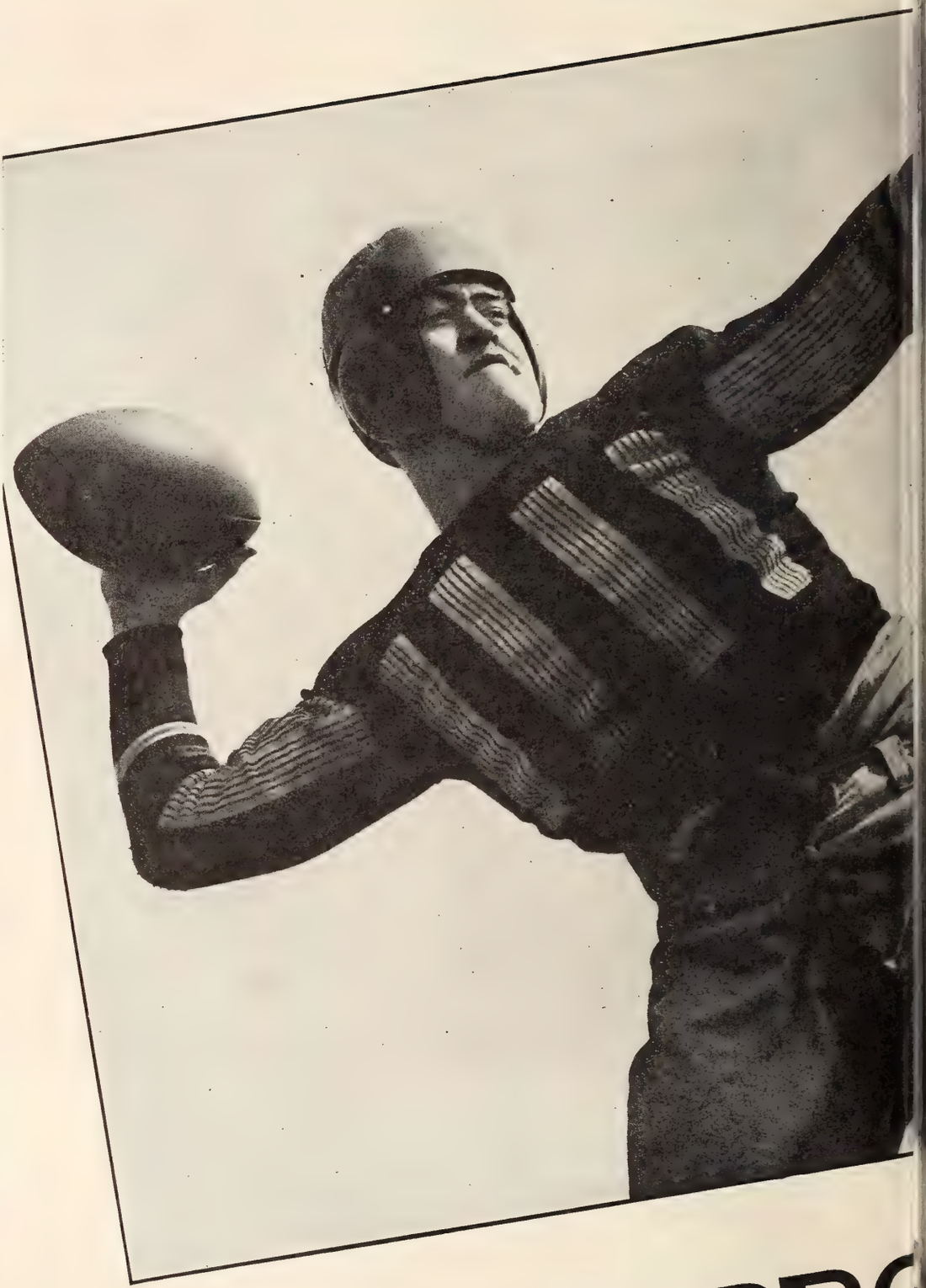
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4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
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2 ZB Wellington
3 ZB Christchurch
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Clearing For Action

Where there is no wood the fire goeth out, and where there is no talebearer the strife ceaseth.

WITH THIS apt quotation from Proverbs, Frank Ramsey McNinch launched his temporary tenure as chairman of the FCC. Those close to the Washington scene perceived in it a deep significance, particularly since it was evident he had picked the quotation with forethought.

Before he took office, Mr. McNinch spent much time studying the FCC problem. In his conversations with the President he was told of conditions. It was plain that the new chairman, quoting from Scriptures, found a parallel for what he construed as the real sorespot. Busybodies carrying tales to Congress, to New Dealers and anti-New Dealers and to Democrats and Republicans alike, have in large measure been responsible for the ill repute and cloudy atmosphere that has surrounded the FCC. Everyone interested in radio knows this; it is evident the chairman knows it too—and we think we are not going far astray in asserting he will soon be able to separate the wheat from the chaff, both as to the talebearers and their sometimes fantastic talebearing.

Mr. McNinch's maiden statement to the press showed him to be a man fully aware of his public responsibilities, and his record shows him to be a man of courageous and aggressive action. It is altogether likely that his views, when they are ready for more definite expression, will not be shared by the whole broadcasting industry. But he has not formulated those views yet, and he made it clear he is approaching his task with an "open mind." Radio can ask no more.

Rate regulation, license transfers, newspaper ownership, franchise taxes, local monopoly, network ownership—all these are fundamental problems that face Mr. McNinch and his colleagues. On practically every one of them his initial observation was that he desired to reserve opinion until further study.

Apropos rate regulation (and some sort of inquiry into radio's fiscal setup seems inevitable) we would like to make one observation. We recall that back in 1929 Chairman Ira E. Robinson of the Radio Commission also expressed the view that broadcasting was a public utility open to all comers who had the price. But he found and the courts held afterward that broadcasting was a peculiar sort of utility. It was not a common carrier, and it was not amenable to outright rate regulation, like power and the railroads, because the public's pocketbook is not immediately affected. It is the advertiser who pays for broadcasting's only commodity—time. And the advertiser represents an infinitesimal fraction of the public.

We do not project this as an answer to the new chairman, who made it plain he understands radio is not a common carrier. But it is a matter that merits serious consideration and, using the new chairman's own words, seems to us, also, an instance where the maxim *caveat emptor* (let the buyer beware) seems to fit.

We trust Mr. McNinch will have the full cooperation of his colleagues. President Roosevelt's letter to him is tantamount to instruction to other members of the Commission and its staff to cooperate. In the needful process of rectifying deficiencies in Federal regulation, there are bound to be some badly ruffled feelings—perhaps even a few casualties in personnel. More stringent regulation is inevitable, too, but the industry should be the first to welcome Mr. McNinch's promise of "favoritism to none" and his mandate of open covenants openly arrived at.

Foolish Taboo

TIME heals all wounds, the saying goes, and it took the chastening influence of time to bring radio to the realization that its public service mission is always greater than self-imposed prohibitions. We refer to the fact that on Oct. 4 NBC carried the speech by Dr. Thomas J. Parran, Surgeon General of the United States and the nation's leading crusader against venereal diseases. Nor did Dr. Parran pull his punches during his early evening talk, delivered as part of the *New York Herald-Tribune Forum.* An outstanding authority speaking on a vital subject, Dr. Parran's speech did not delete the word "syphilis" and did not defer to artificial audience susceptibilities. He was once banned by one of the networks and, we think justly, raised considerable fuss over the matter. Then a few independent stations took up his crusade through their local medical societies and found more favorable than unfavorable reaction. Finally, Dr. Parran got his network—and we expect he will get many more of them.

The RADIO BOOK SHELF

PRINCIPLES of radio measurements are covered thoroughly in *Measurements in Radio Engineering* by Frederick Emmons Terman, professor of electrical engineering, Stanford University [McGraw-Hill Book Co., New York, $4]. Construction of equipment and relative merits of various measuring methods are described. The book is a second edition of the original work, with more than three-quarters of the text completely rewritten. New material and illustrations are included.

IN *Listen and Learn,* by Frank Ernest Hill (American Association for Adult Education $1.50), educational radio programs of the last 15 years are discussed frankly from the educator's standpoint. Criticism is directed at stations and networks for their handling of educational programs and their tendency to "think money," but credit is given for their pedagogical achievements.

AN ATTACK on radio advertising, sprinkled with plenty of big names, is published by Knight Publishers Inc., New York ($2), under the title *Poisons, Potions and Profits.* The author, Peter Morell, speaking for the Consumers' Union, dramatically belittles networks, stations, sponsors and products in sweeping generalities based for the most part on isolated instances.

Havana Conference

THE MOST important international radio conference to be held since the ether first was staked off for broadcasting purposes takes place in Havana Nov. 1. The 23 nations of the North, South and Central American continents will be present. At that session basic allocations and allocation principles for both broadcasting and international broadcasting will be decided. A treaty, it is hoped, will be worked out.

At this time there is every reason for optimism. The four major North American nations—the United States, Canada, Mexico and Cuba—agreed to the technical principles to be considered at the formal sessions when they conferred last March in Havana. A basic plan drafted by T. A. M. Craven, then FCC chief engineer and now a member of the FCC, was accepted with certain modifications. It prescribes six rather than three basic classifications of stations, and applies new principles to allocations and technical requirements designed to make possible operation of a maximum number of stations with minimum interference.

In the new allotments of frequencies, this country may find it necessary to relinquish certain assignments. Mexico has never been a party to the agreement whereby frequencies have been divided between this country and Canada. So-called "border stations" have been licensed indiscriminately along the Rio Grande, causing serious interference with stations in this country. In any agreement that is worked out, whereby Mexico acquires rights to definite assignments by virtue of sacrifices by the other nations, it is fervently hoped that border stations will be eliminated.

We Pay Our Respects To —



REGINA SCHUEBEL

FROM her smartly clad slender figure and her complete self-assurance at all times, the casual observer might guess that Reggie Schuebel was a native New Yorker, but unless he saw her behind the paper-piled desk in her swanky office at 9 Rockefeller Plaza or revising a script in a rehearsal studio, he would never picture her as radio director of a busy advertising agency.

Yet it would take only a few minutes' conversation with Miss Schuebel to make him understand why the clients of Biow Co. are happy to place the responsibility for their broadcast advertising in her slender hands. The same rapidity of thought that has made her a mistress of social repartee serves her to equal advantage in the conference room, where her suggestions, often apparently tossed off on the spur of the moment, are usually the result of long consideration of the problem at hand, backed up by previous experience with similar problems.

It is this ability to think on her feet, plus the courage to face facts without flinching and an honest faith in her own worth, that has raised her to an executive spot in the same concern in which, only a few years ago, she was employed as a stenographer. And strangely enough Reggie gained this characteristic at a time when she was not on her feet, but lying in a hospital bed, doubting if she would ever be up and around again.

But before going into that, let's sketch in the preliminary background. Born in New York City, Miss Schuebel attended a New York public school, and Morris High School in the Bronx, and completed her education by obtaining a B.S. degree from Columbia's School of Business. After the usual succession of misfit jobs, Reggie landed a place with E. R. Crow, publishers' representative for a newsstand group of pulp magazines—*Snappy Stories, Live Stories, Black Mask*, etc., which also included *Popular Radio*, a magazine for the radio fan, who in those days was nine parts mechanic and one part listener. Perhaps it was f o r e s i g h t, or more likely just chance, but Reggie soon found herself in charge of advertising production of *Popular Radio*, handling the ads for tubes, parts and tools that were interspersed with articles on how to build superheterodyne circuits and the like.

But before she had really settled down to the publishing business, Reggie changed her name to Schuebel and for a short time gave her occupation as housewife to census takers and filler-inners of advertising questionnaires. Then her son, William, was born, complications set in, and for the next year Reggie's principal view was of a hospital ceiling.

"It's remarkable," she says, "how horribly uninteresting a view that was. And yet, just because it was so monotonous, I was forced to think, probably the first real thinking I ever did. As the youngest of the family, I had been rather effectively sheltered from most of the rough corners of life, and when I found myself up against a battle which I had to fight alone and began to analyze my resources, I was not very encouraged by the result. I seemed to be pretty much of a spoiled brat, who had muffed most of her opportunities."

When Reggie left the hospital and reentered the business world, it was with an entirely different point of view. Formerly a job had been just a job, something to do adequately so that a pay check might be forthcoming at the end of the week. Now, with an infant son to bring up and educate, Reggie wanted something more than a weekly pay envelope, something more than just another job. She wanted a chance at a career, a chance to use the heretofore neglected ability she was sure she possessed.

So, when Reggie entered the Biow agency as secretary to Kenneth Goode in December, 1931, she set about learning as much as she could about the advertising business, with the idea of fitting herself for a better position some day. Her first opportunity for advancement came the following August, when Mr. Biow's secretary left and Reggie was chosen to replace her. True, she was not yet freed from her stenographer's notebook and

(*Continued on Page 62*)

PERSONAL NOTES

ERNEST B. FOOTE, who formerly conducted his own program service, has joined the sales staff of WMCA, New York. Mr. Foote was previously with WBS, New York, for five years, in an executive capacity, and was also in the station relations department of NBC for a year.

JOHN McLAUGHLIN, chief of the accounting department of CBS in Chicago, is the father of a 7½ pound girl born recently.

HARRY F. ANDERSON, who recently resigned as commercial manager of the Western division of NBC, was to sail from San Francisco for Honolulu on Oct. 15 to assume his new duties as business manager of the *Honolulu Advertiser*.

BILL MURGREE, Iowan, recently with American Radiator Co. in Washington, has joined the commercial staff of WJSV, that city.

LO RAYNE GOLINVAUX, of Cedar Rapids, Ia., has joined the sales staff of KGLO, Mason City, Ia.

WILBUR EICKELBERG, manager of KFRC, San Francisco eloped to Reno Oct. 1 and married Miss Sybil Leonard of San Francisco. They flew to Reno, were married at the airport, and returned to San Francisco the same day.

PAUL B. KLUGH, of Chicago, first managing director of the NAB in 1923 and one of its founders, and A. Atwater Kent, of Philadelphia, former set maufacturer, have been elected honorary members and directors of the Radio Manufacturers Assn. They are the first to be so honored.

EDWARD GREEN and Mrs. Stanley Levin, formerly of the now defunct *Omaha Bee News*, have joined the commercial staff of KOIL, that city. Other employes of the *Bee News* who have joined KOIL are: Jake Rachman, who is in charge of a program called *Around Omaha* and Miss Orlie Penwitt, stenographer.

E. S. MITTENDORF, manager of WIND, Gary, will return to his office Oct. 16 after a three-weeks honeymoon in Florida. He married Miss Virginia Benoit, his assistant, in Chicago, Sept. 22.

J. ERNEST CUTTING has resigned from the artists service department of NBC, and will tour the country in a comprehensive search for talent for radio, motion pictures, concert, and all branches of entertainment.

ROBERT ELLIOTT, assistant to John de J. Almonte when the latter was evening general manager of NBC, has resigned to join the local sales staff of WGY, Schenectady.

NORMAN TERRY, formerly with the Oakleigh R. French Adv. Agency, and Laclede Gas & Light Co., St. Louis, has joined the sales staff of KSD, St. Louis.

RICHARD O'BRIEN, of the sales staff of KSD, St. Louis, is the father of a girl born this month.

WILLIAM SKAGGS, formerly of KLO, Ogden, and Earl Pollock, previously in the advertising department of Scripps-Howard Newspapers, have joined KDB, Santa Barbara, Cal., as account executives.

CHARLES MILLER, executive of the Music Corporation of America, Chicago office, and Mrs. Miller, arrived from Europe on the *Normandie* Thursday, Oct. 14.

RUSSELL WILLIAMS has been appointed merchandising manager of WHK-WCLE, Cleveland, succeeding William Brusman, promoted to the sales staff.

LEONARD F. ERICKSON, western sales manager of CBS, will be one of the lecturers on the Advertising Salesmanship course being given under the auspices of the Chicago Federated Advertising Club. Also included among last year's lecturers were Hill Blackett, president, and Henry Selinger, account executive, of Blackett-Sample-Hummert Inc., Chicago.

DON E. GILMAN, NBC western division vice-president, spoke Oct. 6 on "New Developments in Broadcasting" as guest of honor at the San Diego (Cal.), Advertising Club.

H. V. KALTENBORN, CBS commentator, is the author of *Kaltenborn Edits the News*, just published by Modern Age Books Inc., New York.

JACK GRIFFITH, formerly president of the U. S. Sound & Recording Corp., and recently with Warner Brothers, has joined the Sales Department of Van Cronkhite Associates Inc.

CLAYLAND T. MORGAN, NBC director of public relations, and Mrs. Morgan returned Oct. 5 on the *Ile de France* from a European vacation. Returning on the same ship was Lewis Titterton, of the NBC continuity department.

PAUL W. KESTEN, CBS vice-president, is back in New York after a European vacation. He returned Oct. 5 on the French liner *Ile de France*.

ED SIMS, commercial manager of WMFJ, Daytona Beach, is now correspondent for Transradio Press Service along with his other duties.

WILBUR EDWARDS, of the sales staff of WBT, Charlotte, has entered theological school at Yale. Robert Anders, insurance man of Charlotte, has taken his place.

PAUL WILSON, of the Chicago office of Radio Sales Inc., and Arthur Kemp, eastern representative of Columbia's Pacific Coast network, left Chicago, Sept. 30 for a three-week inspection tour of the network's West Coast stations.

WILLIAM H. PAULSGROVE, assistant manager and program director of WJEJ, Hagerstown, Md., has resigned.

JACK HARRIS, publicity director and news editor of WSM, Nashville, and Miss Mary Curtis, of C. P. Clark Inc., Nashville advertising agency, were married Oct. 8 in Memphis.

JOHN BRODERICK, formerly of the *Perth Amboy* (N. J.) *Evening News*, has joined the commercial staff of WSPR, Springfield, Mass.

MAURICE COLEMAN, manager of WATL, Atlanta, has an article in the October issue of the *Georgia Police Magazine* titled "Radio—An Aid to Police."

LESLIE JOY, manager of KYW, Philadelphia, has been appointed to the radio committee of the Poor Richard Club, Philadelphia advertising organization. John S. K. Hammann, KYW sales manager, has been named to the club's banquet committee.

Morrison to WOR

HERBERT MORRISON, WLS announcer who gained nationwide fame when he broadcast an eyewitness account of the Hindenburg disaster, has joined the announcing staff of WOR, Newark. Morrison's recording of the catastrophe is ranked as one of the outstanding broadcasts of recent years.

VERNON ANDERSON, manager of KJBW, Baton Rouge, La., was seriously injured last month when his auto struck the rear of a truck. Mr. Anderson was picked up unconscious and taken to a Baton Route hospital.

BEHIND the MIKE

HARRY W. HOFF, for the past three years with the Cleveland B. Chase Co., New York, has joined Consolidated Radio Artists Inc., New York, and will act as assistant to Earl Thomas, head of the radio department. Milton Roemer, head of CRA's hotel and cafe department, and Leo Salkin, manager of the Chicago office, have resigned to do talent representation.

MARGARET SCHAEFFER, well known in Philadelphia radio circles, has been named educational director of WFIL, that city, and will continue to act as production supervisor.

BOB DUMM, special event producer of KSFO, San Francisco, has been signed by Associated Oil Co. of California to announce football commentaries at each Associated football program broadcast Saturday afternoons over KSFO-CBS.

RUSH HUGHES, Hollywood commentator, who recently announced his retirement from radio, has been signed by MGM for a part in the forthcoming motion picture "Rosalie".

LYMAN BROWN, formerly of KASA, Elk City, Okla., and KPDN, Pampa, Tex., reports to KFRO, Longview, Oct. 15, as a new announcer.

LEWIS SISK has succeeded Donald Gehring on the WHK-WCLE continuity staff, Gehring having been named traffic manager of the Cleveland stations, replacing Winifred Kellogg, recently married.

BOB GARRED, newscaster of KSFO, San Francisco, will speak Nov. 6 before the annual conference of the California Scholastic Press Association on "Writing for Radio".

EDMUND VAN ZANDT, formerly correspondent of the *Fort Worth Star-Telegram*, has joined the publicity department of Artists Management Bureau, New York, as assistant to Irving Strouse on the Paul Whiteman account.

WYNN ROCAMARA, formerly of L. E. Behymer Co., Los Angeles, has been added to the NBC Hollywood Artists Bureau staff.

HORACE W. FEYHL, production manager of WCAU, Philadelphia, is confined to the Jewish Hospital following a major operation. His condition is reported as favorable.



FROM CHINA — Geraldine Seto More, Vancouver-born Chinese girl, was interviewed as she left a liner at Vancouver. She told Reg Dagg (left), announcer of CKWX, Vancouver, how she left Nanking University when hostilities broke out.

EMERSON SMITH, formerly of KOIL, Omaha, has joined KOH, Reno, now managed by Wally Warren.

JOHN K. CHAPEL, announcer of WOW, Omaha, has returned with his wife from a European vacation.

KEN DOUGLASS, announcer of WBAP, Fort Worth, has been promoted to production director and has charge of a series of programs originating in the local schools. Nelson Olmstead, formerly of KNOW, Austin, Tex., has been named assistant to Mr. Douglass, while Cy Leland, sportcaster, has been placed in charge of WBAP special events.

TED KIMBALL, formerly of WRC, Washington, has joined the announcing staff of KDYL, Salt Lake City.

MORTON GOULD, who conducts his own program with Sylvia Froos on MBS Sundays, 10:30 p. m., and provides the music for Georgie Price's variety show on MBS Mondays, 9:30 p. m., has been appointed director of the educational music department of the Mills Music Co., New York.

ED THORGERSEN, sports commentator for Fox-Movietone News and NBC, on Oct. 1 joined Lowell Thomas on the latter's five-a-week program for Sun Oil Co. Thorgersen will take over part of the program on Mondays and Fridays throughout the football season. During the World Series he was on the program five nights a week.

BETTY HUDSON, fashion commentator of WJSV, Washington, was married in New York Oct. 6 to Robert Sherrod, Washington correspondent of *Time* magazine.

DON THOMPSON, latest addition to the NBC-Chicago production staff, is the author of *Last Public Appearance*, short, short story appearing in the Oct. 16 issue of *Liberty*.

VAN FLEMING, NBC producer at San Francisco, recently sprained his ankle in a fall.

LOU WITHERS, NBC announcer at San Francisco, is nursing a broken right arm which he received in a fall while horse-back riding.

ZEKE CLEMENS, KFRC, San Francisco, yodeler, recently won a part in Walt Disney's feature length cartoon "Snow White".

HOWARD ESARY, free lance, has been named production manager of KEHE, Hollywood. He succeeds Lewis TeeGarden, resigned.

JACK SAYERS, on the CBS Hollywood publicity staff, has been named assistant to Hal Rorke, West Coast publicity director, succeeding Virginia Lindsay who resigned to head the radio department of Helen Ferguson Publicity Service, that city. Miss Lindsay has taken over the post formerly held by Frank Healey who resigned to head the radio department of R-K-O Radio Pictures Inc., Hollywood. Charles Benson, KFWB, Hollywood news editor, has been added to the CBS publicity staff as feature writer.

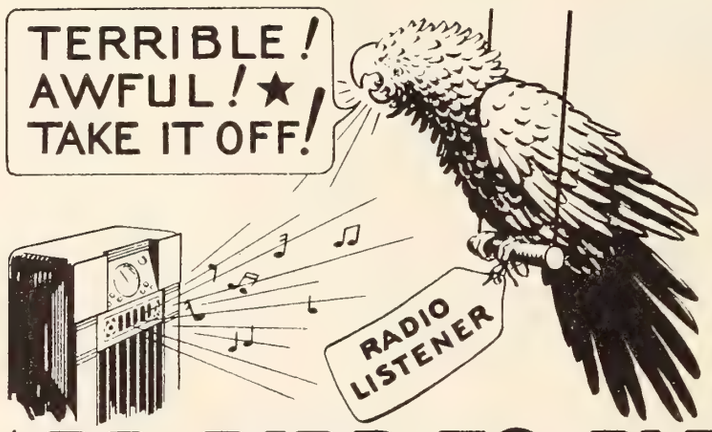
STAN CONRAD, formerly of WKRC, Cincinnati, has joined the announcing staff of WCPO, that city.

BILL REX POOLE, formerly of WJEJ, Hagerstown, Md., has joined the announcing staff of WGPC, Albany, Ga.

JOHN HEISTAND and Lew Crosby have resigned from KFI-KECA, Los Angeles, to free lance and their assignments have been taken over by Chet Huntley, part time announcer, and Fred Gwynne, formerly of KIEV, Glendale, Cal.

GEORGE SUTHERLAND, who has announced at WLW, Cincinnati, WHK, Cleveland, WXYZ, Detroit, WBEN, Buffalo, has joined the announcing staff at WISN, Milwaukee.

ART JONES, formerly of WIND, Gary, Ind., and WKBB, Dubuque, Ia., has been named program director of WEW, St. Louis. Hugh Sanders, formerly of WIL and KWK, St. Louis, has joined the WEW announcing staff.



A HARD BIRD TO PLEASE

But WAIR Has A Way to Keep the Tough Birds Pleased*

So pleased, in fact that 60.6% of the listening audience in Winston-Salem and its trade area keep their dials tuned to WAIR from sun-up to sundown. WAIR uses neither bird seed nor bird cages . . . just sparkling entertainment with a lot of variety . . . programs that appeal to the birds that are hard to please and the birds that are not so hard to please.

A LETTER OR WIRE BRINGS THE COMPLETE STORY

* . . . IN A NUT SHELL!

A survey conducted by R. C. Birmingham and Company, Certified Public Accountants, was carried on in the following manner: A postal card was sent to every fourth residence telephone subscriber in Winston-Salem, North Carolina and an equal number of cards were mailed to telephone subscribers in the 28 towns and villages considered by R. C. Birmingham and Company as being in the Winston-Salem trade area. The following question was asked on the card: "CHECK THE STATION YOU LISTEN TO MOST DURING THE DAYTIME (before 6:00 P. M.)" 60.6% of the listeners mailing in cards checked WAIR. The next closest station received 31.8%, giving WAIR nearly twice the listeners during the daytime of any other station included in the survey. All stations within a 50 mile radius of Winston-Salem were included in the survey.

WAIR

WINSTON - SALEM

North Carolina

TOMMY RAGLAND, formerly of WREC, has been named continuity chief of WMPS, Memphis. Bob Knapp, formerly of WCPO, Cincinnati, is WMPS traffic manager. Fred Vosse, chief announcer, has been placed in charge of special events, and Clair Weidenaar, former program director of WGL, Fort Wayne, is WMPS program director.

JAMES A. WOODS, of Kansas City, has joined the announcing staff of KGLO, Mason City, Ia.

ALBERT AMUDSEN, of the sales staff of WMBH, Joplin, Mo., and Miss Willma Radley were married recently.

KARL BARRON, announcer of KYA, San Francisco, and formerly of WIP, Philadelphia, on Oct. 10, married Miss Gwendolyn Sasso, former radio actress, in Larkspur, Cal.

PAUL KENNEDY, radio editor of the *Cincinnati Post*, has resumed his twice-a-week broadcasts over WCKY, Cincinnati.

JOHN J. COLBERT has been appointed news editor of KFWB, Hollywood, succeeding Charles Benson, who resigned to join the CBS publicity department in that city. Colbert will continue the *KFWB Lamplighter* series in conjunction with his new duties.

ANNE BRENTON has been promoted to the head of the CBS Hollywood music clearance department. She has been assistant to Paul Zens who resigned to join the Kalmar-Ruby Music Co. Dick Hall has joined the department as assistant to Miss Brenton.

JOHN NEBLETT, sports announcer of WBNS, Columbus, was in Hollywood Oct. 9 to broadcast the Ohio State-USC football game for CBS from the Los Angeles Coliseum.

HARRY POMAR, formerly with Harvey-Massengale Co. Inc., Atlanta Agency, has been appointed head of the newly-created merchandising department of WATL, Atlanta.

RUSS DAVIS, formerly of KFBI, Abilene, Kans., and KWTO, Springfield, Mo., has been named production manager of KCKN, Kansas City.

CHARLES SPEER, for nine years in the continuity department of CBS, has joined Douglas F. Storer Inc., to work on script for the Ripley show.

JULIAN BENTLY, news editor of WLS, Chicago, spoke on "Forces for War and Peace" before the Chicago Women's Aid Oct. 8.

JACK ZEIGIN, former announcer and publicity director of WIBM, Jackson, Mich., has joined the announcing staff of WGAL, Lancaster, Pa.

MARGARET McGUIRK, formerly of Charles Dallas Reach Agency, has joined the sales promotion department of WOR, Newark, as assistant to Joseph Creamer, sales promotion manager.

CARLTON E. MORSE, author of the NBC *One Man's Family* serial sponsored by Standard Brands Inc., has returned to his Hollywood headquarters after a New York conference with prospective sponsors on a proposed new network program to emanate from the West Coast.

HARLAN DUNNING, announcer, formerly with KROW, Oakland, was scheduled to sail from San Francisco Oct. 15 for Honolulu to join the announcing staff at KGMB. He succeeds Dean Stewart, resigned.

NORMAN ROGERS, formerly with KFXR, Oklahoma City, has joined the announcing staff of KFYO, Lubbock, Tex.

FRED WEBER, veteran announcer of WFIL, Philadelphia, has been named chief announcer of the station.

WARNER SCHOYEN, formerly of the *Evansville* (Ind.) *Courier*, has been named to succeed Ray Behymer, resigned, on the news staff of KSD, St. Louis.

BEN WILBUR, new announcer of WFBM, Indianapolis, was married Oct. 9 to Miss Lillian Ziegfeld, cousin of the late Flo Ziegfeld, the ceremony taking place at Columbus, O.

LEO BOLLEY, sports announcer of WFBL, Syracuse, has received his third 52-week contract from Tidewater Oil Co., calling for 13 broadcasts weekly as well as three programs from WGY.

HARRY W. FLANNERY, news editor of KMOX, St. Louis, was guest speaker recently at the Rotary Club of E. St. Louis, Ill., speaking on "Radio Yesterday, Today and Tomorrow."

RONALD DAWSON, dramatic director of WOL, Washington, and C. M. Roach, co-authors of a three-act drama *Ten O'clock*, had their play tried out by the Little Theater Players of New York Oct. 7.

RAY CLANCY, former Daytona Beach recreation director, has joined the announcing staff of WMFJ, Daytona Beach. He will also handle continuity.

C. F. WM. BAMBERG has joined the staff of the Cleveland office of Wilding Picture Productions Inc. He was formerly vice-president of General Broadcasting System Inc., that city.

Paid His Bet

A UNIQUE bet was paid off Oct. 4 when Art Gleason, Wheaties sportcaster at KFAC, Los Angeles, pumped a bicycle up to the San Francisco city hall, completing a five-day cycling journey from Los Angeles, 470 miles. Thus he had paid off a wager that he had lost to KYA's Wheaties sportcaster, Ernie Smith. Recently Smith bet Gleason that a special baseball game in Los Angeles wouldn't draw 20,000 persons to Wrigley Field in that city. Gleason insisted that it would. So they agreed that if Gleason won the bet, Smith would have to get on a bicycle and ride it from San Francisco to Los Angeles, and if Smith won, the route would be reversed with Gleason pedaling from the south to the Bay City. The disputed baseball game drew just 14,000.

VICTOR BOVEE, news writer of KOIL, Omaha, and Miss Lois Munderloh, of Sioux City, were married in September. Howard Wilcox, KOIL continuity writer, has resigned because of ill health. Eddie Butler, staff organist, has resigned to join his uncle, J. M. Butler, head of the Detroit investment firm under that name.

GEORGE D. SNELL, assistant production manager of KDYL, Salt Lake City, has been named publicity director. Doug Gourlay, a Canadian who recently joined KDYL, has taken out citizenship papers.

DOUGLAS ROMINE, formerly of KLZ, Denver, and KVOO, Tulsa, has joined the announcing staff of KARK, Little Rock.

MARTIN GOSCH, former radio director of Warner Bros. Pictures, has joined CBS, New York, as a program director and continuity writer.

JOHN JACOBS, formerly of KTSA, San Antonio, has joined the announcing staff of KMOX, St. Louis, to replace Spencer Allen who was recently appointed program director of KOAM, Pittsburg, Kan.

JOYCE WILLIAMS has joined the publicity department of WOAI, San Antonio.



The Right Way
TO SELL DETROIT

There may be some other radio station which broadcasts as many major programs for local sponsors as WXYZ does. But not in Michigan!

Experienced showmanship, central location, splendid coverage and — above everything else — PULLING ABILITY must all have contributed to such leadership.

Pick a WXYZ program with established audience, as these big Detroit advertisers have done. Get into this tremendously responsive market right — and SELL.

King-Trendle Broadcasting Corporation
300 Madison Theatre Building • • • Detroit

Eastern Office:
550 Chanin Building, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building, San Francisco

WXYZ • DETROIT
Basic Station N.B.C. Blue Network • Key Station Michigan Radio Network

STANLEY MAXTED, formerly regional director of the Canadian Broadcasting Corp., at Toronto, and one of the few executives let out since the change in managership last November, is now in Paris, France, producing live talent sponsored programs for reception in England via a French station.

PIERRE NORMANDIN, graduate of Ottawa U and Loyola College, Montreal, and Alain Gravel, have joined the announcing staff of CKAC, Montreal all-French station. Ferdinand Biondi has been promoted to production.

NORMAN NESBITT (Don Norman), for several years with KHQ-KGA, Spokane, leaves Oct. 15 to enter radio in California.

DON MARTIN, for two years chief announcer of KXBY, Kansas City, and later at KWK, St. Louis, has joined KMPC, Beverly Hills, Cal., as announcer-producer.

CHARLES GODWIN, who for a year was CBS presidential announcer, on Oct. 5 joined the staff of WOR, Newark. For the past year Godwin was connected with WJSV, Washington and before that was with WLW, Cincinnati.

Delivers Fire

ED PAUL, WLS announcer, found the upholstery of his car smouldering when he left his brother's house in Dubuque, Ia., October 3. Having no fire extinguisher, he jumped in the car and drove to the Dubuque fire department where the blaze was extinguished. Capt. John Stafford said that it was the first time a fire had been delivered to the door of his department.

MISS JEANE BROWN has been named musical director of WOWO-WGL, Fort Wayne, succeeding Mrs. Dorothy Durbin, who has started a radio school. Franklin Tooke has been promoted to production director.

RALPH PRIEST, program director of KDB, Santa Barbara, Cal., has joined the program department of KHJ, Los Angeles. Tony LaFrano becomes program director of KDB. Margaret Busse has been named office assistant of KDB.

GEORGE GUNN, former University of Florida athlete and an announcer on its station WRUF, and also formerly on the staff of WFLA, Clearwater, Fla., has joined the NBC-Washington announcing staff. Dorian St. George, formerly with WLVA, Lynchburg, Va., has also joined the staff.

BOB WHITE, commercial production director of WOR, Newark, has joined the production staff at NBC-Chicago, where he is currently handling the *Vanity Fair* and *Mar-o-Oil* programs.

FRANK BURKE, formerly of CHML, Hamilton, Ont., has been added to the announcing staff of CKLW, Windsor.

WILLIAM HERBERT will continue to write material for Cecil B. DeMille on the CBS *Lux Radio Theatre* sponsored by Lever Bros., his contract having been renewed for 52 weeks. Herbert is also De Mille's publicity man. He has been working on the radio programs with Sandy Barnett and George Wells of J. Walter Thompson Co., Hollywood production staff.

RAYMOND JOHNSON and BETTY CAINE, members of the NBC cast in *A Tale of Today*, were married Oct. 1 in Chicago.

JAY SIMS, CBS-Chicago announcer, and Janet Logan, CBS actress in that city, will be married Oct. 29, with J. Oren Weaver, WBBM news editor and assistant rector of the Church of Atonement, officiating at the ceremony. The wedding marks the third CBS-Chicago union this fall. Others are Truman Bradley, announcer-business executive, who recently married Evelyn Jane Esenther, and Margarette Shanna, actress, who will be married Nov. 4 to Elliott Woodruff, Chicago financier.

WALTER H. SMITH, during the past several months associated with the CBS program service department, has been appointed to the staff of Columbia Artists Inc.

LYNN BRANDT, NBC-Chicago announcer, and Janis Herrington, Rockford Ill., society girl were married at Rockford, Sept. 29. The ceremony was performed by Mr. Brandt's father.

Texas Fair Personnel Leaving for New Posts

WITH the close of the Greater Texas & Pan American Exposition in Dallas, personnel of the Gulf Radio Studios maintained by the Gulf Oil Corp. are moving to new posts. Jack Lyman, program director, has joined the radio staff of the Golden Gate International Exposition, San Francisco. Marjorie Luethi, continuity writer, has been engaged by a Dallas advertising agency. Tol Ware and Tom Hudson, narrators, have joined the announcing staff of KTSA, San Antonio, while John Hughes has been appointed to the announcing staff of KOMA, Oklahoma City. Ray Lackland, former program director of the exposition's p.a. system, has been named manager of the Odessa studio of KRLH, Midland, Tex. Fred L. Edwards has joined KELO-KSOO, Sioux Falls, S. D., as program director. Fritz Kuler has been named to the announcing staff of KFJZ, Fort Worth. Betty Allin, receptionist, has been engaged by the Music Corp. of America, Dallas, while Howard Bogarte has resumed his studies at the Dallas Little Theatre School. Bob Bogarte, page boy, has returned to Texas U.

Howard, Bishop Named To New Posts at WRVA

CREATION of two new executive posts on WRVA, Richmond, to be filled by Barron Howard and Walter R. Bishop, who became business manager and public relations manager, respectively, was announced Oct. 9 by C. T. Lucy, general manager, and advertising manager of the Larus Bros. Tobacco Co., which owns the station.

Mr. Howard, heretofore sales manager, joined the station four years ago. In his new post he will supervise all operating departments. Mr. Bishop has been connected with WRVA since 1925, having served as program manager and studio director.

Saphier Names Stirton

JAMES STIRTON, of NBC Artists Service, resigns Oct. 15 to join the New York office of James L. Saphier production firm, as manager. Mr. Saphier plans to leave shortly for Hollywood where he will open a branch office.

GWENDOLYN SHORT, actress, has joined WFBM, Indianapolis, as an announcer.

Tom Fizdale Inc.

Complete Publicity and Radio Relations Service

is pleased to announce that

With the Appointment of Robert S. Taplinger as

Director of Publicity and Radio for

Warner Bros. Pictures

in Hollywood

It has acquired

Robert S. Taplinger Inc.

485 Madison Ave.

New York City

Telephone: Eldorado 5-5580

Offices

Chicago
20 No. Wacker Drive
Telephone: Central 7571
Director: Marge L. Kerr

Hollywood
8532 Sunset Blvd.
Telephone: Woodbury 6-3101
Director: Jerry Farrar

London
102-05 Shoe Lane, EC-4
Director: T. J. L. Crane

OHIO STATE PLANS TECHNICAL SESSION

PRELIMINARY plans for a broadcast engineering conference at Ohio State University next February were announced Oct. 5 by the Department of Electrical Engineering of the University. The conference would be held on the campus in Columbus.

Arrangements are being handled by Dr. W. L. Everitt of the Department of Electrical Engineering. Among the subjects on the agenda to be covered by outstanding engineers are "Broadcast Antenna Design," "High Powered Amplifiers," "Modulation and Distortion Measurements," "Studio Acoustics," and "Ultra-high Frequency Propagation."

The objective, according to Dr. Everitt, is to arrange a program that will be of interest to every broadcast station engineer who can attend. In some of the subjects preparatory lectures will be given by members of the University staff before the outside lecturers appear on the program.

Further information in connection with the conference can be procured from Dr. Everitt.

Canadian Apple Plans

FOLLOWING the example of various associations of apple growers in the western states of the United States, apple growers of British Columbia have perfected plans for an advertising campaign in the Prairie Provinces and especially in Manitoba, spending $10,000 on radio, newspaper and billboard advertising. The campaign will last for three months and the cost is being shared by the British Columbia Tree Fruits Board, the Okanagon shippers and the jobbers. An additional $2,500 has been appropriated by two retail grocery chains in western Canada. A dietician will be engaged for the broadcasts.

J. A. Folger Resumes

J. A. FOLGER & Co., San Francisco (coffee), after a summer layoff, on Nov. 1 will launch a 26-week campaign, using the quarter-hour transcription serial *Judy & Jane*, on four West Coast stations, KNX, KSFO, KOIN and KMJ. Series to be heard Mondays through Friday, has been used by the organization in the midwest for several years, and an extensive promotional and merchandising tie-in is planned for the West Coast. It is expected that other western stations will be added to the list. Agency is Raymond R. Morgan Co., Hollywood.

Silver Net to Canada

INTERNATIONAL SILVER Co., Meriden, Conn., has added a Canadian Broadcasting Corp. hookup of 31 stations to the previously scheduled 46 CBS stations which now carry its *Silver Theatre* Sunday afternoon broadcasts in the interest of 1847 Rogers Bros. table silverware. The program, which originates in Hollywood, is fed to the Canadian network from one of the two CBS Canadian outlets. The Canadian business was handled by A. J. Drenne & Co. Ltd., Toronto, while the U. S. account was placed through Young & Rubicam Inc., New York.



OUTDOORS—The television camera of BBC picks up an explosion shot out of a bunker with Miss Poppy Wingate wielding the niblick.

Seeing Television Behind Scenes

(*Continued from page 34*)

before camera 3 . . . the senior studio engineer moves a lamp a few degrees. Then another whistle, and the red indicator registers "Sound on, Vision on." A green cue light flashes and the orchestra strikes up with "Revolving Door," the opening chorus.

Meanwhile, the producer has his hands full. Following "continuity" he has faded from the caption card to the telecine circuit for a film loop showing the bustle and excitement outside a large hotel, and is now bringing down the gain control on orchestra for the announcer's opening sentences. Back to full volume on orchestra, he fades out the film loop and brings in Camera 1 on the Cosmopolitan Choristers gyrating around the revolving door.

The show is on.

From the Outside

Outside broadcasts are controlled in just the same way, the only difference being that the producer is denied a direct view of what is happening, and must rely on what he sees in the monitor and on messages received by field telephone from his "studio" manager. He is, of course, in constant touch with camera and microphone squads by means of headphones. Starting cues are usually given by the camera man on instructions from the control desk.

"And that, ladies and gentlemen, concludes our television transmission for today," says the announcer at the end of the day's program. Staff and artists go home. *Hotel Cosmopolitan* and all the effort it involved will soon be forgotten, for tomorrow a fresh band of artists will arrive to give the public "something new."

Godley and Brown

Consulting Radio Engineers

Phone: Montclair 2-7859 Montclair, N. J.



PAUL GODLEY

25 years of professional background. Nationally known and one of the pioneers in radio and broadcast equipment manufacture. Radio consultant, exclusively, since 1927. Consultant to the Regional Station Group, for Reallocation Hearing, 1936, etc.



DR. GEORGE H. BROWN

formerly RCA Manufacturing Co. (research division). Internationally known for contribution to the antenna art. Antenna studies with models. Inventor of "turnstile" antenna for ultra-high frequencies, etc.

Engineering Management . . . Commercial Coverage, Field and Allocation Surveys . . . Advanced Antenna Designs . . . Performance Correction Problems . . . Ultra-high Frequency Studies . . . Aviation and Police Radio Applications . . . Television Antenna Systems.

TELEVISION FIRM WILL ISSUE STOCK

FORMATION of a new television corporation, Universal Television Co., New York, the president and vice-president of which have had 15 years of experience in the movie industry, was revealed Oct. 8 when its prospectus was filed with the Securities & Exchange Commission. With 5,000,000 shares of capital stock listed at $1 par value, the new Delaware corporation is licensed for television experimentation and development; to build, acquire and operate broadcasting stations for the transmission of visual and audible radio energy; to secure and acquire patents and licenses incidental to its business; to manufacture and distribute receivers for television and radio. President of the corporation is John W. McKay, 515 Madison Ave., New York, who with Vice-president Arno Zillger, 430 Anthwvn Road, Narberth, Pa., holds 59.96% of the stock jointly, representing 1,199,100 shares.

Mr. McKay and Mr. Zillger are listed in the prospectus as inventors who have spent 15 years in the motion picture and television fields. Other officers are: P. Hendrik Schaap, office manager and chief financial director; Curtis L. Harrington and A. Richard Trapp, directors, all of New York. Mr. Schaap, as secretary and treasurer of the firm, owns 20,100 shares and Mr. Harrington, as secretary, owns 10,100 shares. There are 2,000,000 shares of stock outstanding and an issue of 500,000 shares is being offered to the public at $2.50 per share.



NEWSHAWKS—Flocked to Denver Oct. 8 to cover the annual convention of the American Federation of Labor and Fred D. Fleming, news editor of KLZ, rounded them up for a broadcast of their impressions. They are, left to right: Edward Angley, *New York Herald-Tribune;* Edward B. Lockett, Washington Bureau of International News Service; Jack L. Fitzpatrick, KLZ news commentator; Bud L. McKillips, Washington correspondent for *Labor;* Fred Carr, *Christian Science Monitor;* Joe Alex Morris, Washington Bureau of United Press; Joseph Ator, *Chicago Tribune;* Ed Lahey, *Chicago Daily News;* Cyrus Sulzberger, Washington Bureau of United Press.

Big Langendorf Series

LANGENDORF United Bakeries Inc., San Francisco, on Oct. 18 takes time on 18 Mutual-Don Lee stations in California and Washington, the largest account signed in San Francisco this year for the Coast-MBS hookup. The bakery company, through McCann-Erickson Inc., will sponsor a dramatic program titled *The Phantom Pilot* and will originate at KFRC, San Francisco, Monday through Friday, 6:15-6:30 p. m. (PST). Langendorf Bakeries, big user of radio time, for five years has sponsored Rush Hughes on NBC-Red in the West in a commentary.

McGillvra Placement

AMERICAN HOME PRODUCTS Inc., New York (Anacin), is using live programs on two Canadian stations in addition to its quarter-hour transcriptions running on 32 stations. CKAC, Montreal, is carrying *Don Juan of Song,* and CHRC, Quebec City, has *La Gaiete Parisienne;* both are quarter-hour programs, broadcast Tuesdays, Wednesdays and Thursdays. These two stations, as well as CHNS, Halifax; CJRM, Regina; CFCN, Calgary, and CFRB, Toronto, which carry *Easy Aces* transcriptions, are represented by Joseph Hershey McGillvra, New York. Agency, Blackett-Sample-Hummert Inc., N. Y.

Problems of Broadcasts Will Be Considered at Conference of Educators

THE RADIO industry, audience and education will be represented among the speakers at the second National Conference on Educational Broadcasting at the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to an announcement by C. S. Marsh, executive secretary with offices at 744 Jackson Place, Washington. Representatives of the Federal Radio Education Committee, the FCC and the Federal Radio Workshop Project of the U. S. Office of Education will report on government activity.

Preliminary plans call for three general sessions, with Dr. George F. Zook, of the American Council on Education, presiding at the first; Dr. Walter Dill Scott, president of Northwestern University, presiding at the second, and Dr. Robert M. Hutchins, president of the University of Chicago, presiding at the third. There will be sectional meetings also on cooperative radio councils, radio as an art form, symposium of listeners and classroom use of radio.

The final session of Dec. 1 will be devoted to a discussion of "What Shall We Do With Radio?", headed by Dr. Zook.

PIONEER HI-BRED CORN Co., Des Moines, organized and controlled by Henry A. Wallace, President Roosevelt's Secretary of Agriculture, sponsored the *Corn Belt Hour* on WHO, Oct. 2. The same company sponsors Herb Plambeck's farm news at 6:30 a. m. three days a week on WHO.

THEY *laughed* WHEN WE SAT DOWN TO *play*

But we fooled them. We practiced long hard years to learn the score of the symphony of agricultural marketing, industrial buying and area servicing. . . . .

We learned our lessons well!

THE RESULT?

Only KFYR has access to the keyboard that thrills the hearts of the rich agricultural northwest. . . . .

AND

Only KFYR has the instrument of quality that serves this area without competition.



KFYR

MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA
GENE FURGASON & CO. *National Representative*

Federal Ruling in Film Exhibit Case Viewed as Applicable to ASCAP Suit

A DECISION by the Federal District Court in Dallas in a motion-picture price-fixing case brought by the Department of Justice and holding that anti-trust laws had been violated, is being hailed by attorneys as being "on all fours" with the issues in the anti-trust suit brought by the Government against ASCAP and its associated members and organizations which has been lying dormant in the New York courts for two years.

The decision was handed down last month by Federal Judge William H. Atwell, in a case brought by the Department against a group of film distributors including Interstate Circuit Inc., Texas Consolidated Theatres Inc., Paramount Pictures Distributing Co. Inc., Vitagraph Inc. RKO, Columbia Pictures Corp., United Artists, Universal Film Exchanges Inc., M-G-M Distributing Corp., and its Texas subsidiary, Twentieth Century-Fox and its Texas subsidiary.

The government alleged that since April, 1934, the respondents "have been engaged in a combination, conspiracy and agreement to restrain trade or commerce in motion picture films and to monopolize and attempt to monopolize their exhibition in said states of Texas and New Mexico." The opinion discussed the manner in which the first run motion picture houses contracted for film and the effect upon other houses.

Owner's Limited Rights

"It must be conceded," the court held, "that since films are copyrighted, the owner thereof has the right, under our laws to exhibit them, or, to license their exhibition at such prices, or, in such manner as to him may seem appropriate. This well-defined right, however, will not justify his agreeing, or, combining with another person in order to deprive a third person of a complete freedom of contract. The copyright statute and the anti-trust statute are both in effect and vitally necessary."

The court held further that the owner of the copyrighted article may contract with the exhibitor, without the intervention of any third mind, for full and free protection, both as to price and manner of use. But, it added, "when the outside mind, with an interest to serve, steps into the picture—the contracting room — and interjects, persuades and coerces the copyright owner to join with it in its protection, as against the party to whom the copyright owner is selling or contracting, then and in that event there are two or more persons engaged on the side of the copyright holder, when the law gives only one privileges and immunities. Such a unity of minds, if it be in restraint of interstate commerce, is illegal. The copyright privileges does not save it from illegality."

The court pointed out that the sharp issue of the case was whether the respondents conspired together to bring about the fixing of the minimum 25-cent admission charge by the subsequent exhibitor and the destruction of the practice of double-featuring (two features for the one admission price).

Good movies and good intentions, the court said, are not a defense to actions brought for violation of this statute. Moreover, Judge Atwell added, one's desire to have his own business prosper is not a defense. "The result of this transaction was to take from others that which they have the right to believe and to know, shall not be taken. It is as certainly theirs as is the right to breathe—the right to live."

In conclusion, the opinion stated the distributor respondents have the legal right to contract for the exclusive exhibition of their copyrighted pictures to the respondent exhibitors. "But if they should do that as a result of a common understanding that, too, would be illegal. If they do that without any such common understanding or, agreement, it is free from condemnation, so far as the law is concerned. They must not, in their contracts with the exhibitor respondents, contract away their right to contract, completely and fully, with other exhibitors, if they contract at all."

Attorneys who are familiar with the government's suit against ASCAP contend that the factors involved are almost identical with those in the motion picture case. They are inclined to regard the opinion as legal precedent of a character that inevitably would be considered in the ASCAP case.

The Government's ASCAP suit was launched in 1934 in the Federal District Court for the Southern District of New York against ASCAP and 130 codefendants. After 10 days of trial in 1935 the case was recessed pending an effort to stipulate the record. While still on the docket, the case is not scheduled for resumption of trial, and it has been indicated that the Department is indifferent about continuing it. Reports have been current the suit might be dropped.

Another Youngest

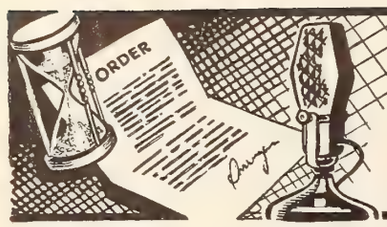


Mr. Roda

FROM the city of Kalamazoo comes another claim for the youngest news commentator, WKZO offering as evidence its news editor, Wally Roda, 23, who has been at it for seven years. In an article in the Oct. 1 issue of BROADCASTING it was claimed by WFBR, Baltimore, that its Bob Hurleigh was the youngest commentator in the industry.

PADGITT Co., Waco, Tex., manufacturer of saddles and other equipment, on Oct. 1 started a program on WACO, Waco, to promote the use of horses and mules on the farm and offers prizes to farmers sending in the best arguments in favor of farm animals.





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KGLO, Mason City, Ia.

Chicago, Milwaukee & St. Paul RR, Chicago, 14 weekly *sa*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Minneapolis Brewing Co., Minneapolis, 7 weekly *sp*, thru Erwin, Wasey & Co., Minneapolis.
Oyster Shell Products Co., N. Y., 3 weekly *sa*, thru Husband & Thomas Inc., N. Y.
Earl Ferris Nursery, Hampton, Ia., 39 *sa*, direct.
International Stores Inc., Minneapolis (feed), 6 weekly *sp*, thru BBDO, Minneapolis.
Leef Bros. Inc., Minneapolis (Spray Brite), 2 weekly *sa*, direct.
Paxton & Gallagher, Omaha (Butternut coffee), 6 weekly *sp*, thru Buchanan-Thomas Co., Omaha

WDOD, Chattanooga

American Tobacco Co., New York (Roi Tan), 7 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Vick Chemical Co., New York (cough drops), 2 weekly *sa*, thru Morse International Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
United Drug Co., Boston (Rexall), 5 *t*, thru Spot Broadcasting Inc., N. Y.

KDYL, Salt Lake City

General Mills Inc., Minneapolis (Wheaties), 150 *t*, thru Wesco Adv. Agency, San Francisco.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
New Departure Mfg. Co., Bristol, Conn. (coaster brakes), 39 *sa*, thru Lord & Thomas, N. Y.
Furmbilt Tailoring Co., Los Angeles, 13 *sp*, thru John Driscoll Adv. Agency, Los Angeles.

KAST, Astoria, Ore.

Hammer-Bray Ltd., San Francisco (oil heaters), 3 weekly *t*, thru D'Evelyn & Wadsworth Inc., San Francisco.
Pacific Power & Light Co., Portland, weekly *sp*, thru McCann-Erickson Inc., Portland.
Tidewater Associated Oil Co., San Francisco, weekly *sp*, (football), thru Lord & Thomas, San Francisco.

KNX, Hollywood

Service Life Insurance Co., Chicago, (insurance), 6 weekly *sp*, thru Presba, Fellers & Presba Inc., Chicago.
Chicago Engineering Works, Chicago (correspondence course), weekly *t*, thru James R. Lunke & Associates, Seattle.
Oneida Community Ltd., Oneida, N. Y. (Tudor plate silverware), weekly *t*, thru BBDO, N. Y.

KSFO, San Francisco

Fruzert Co., Richmond, Cal. (fruit concentrate), 2 weekly *sp*, thru Emil Reinhardt, Oakland.
Chrysler Motor Corp., Detroit (Desoto division), 1 weekly *t*, thru Stirling Getchell Inc., Detroit.
Table Products Inc., Los Angeles (Nu-Made Mayonnaise), 3 weekly *t*, thru Lord & Thomas, Los Angeles.

KFI, Los Angeles

Beaumont Laboratories, St. Louis, (cold tablets), 2 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Table Products Inc., Los Angeles (mayonnaise), 12 weekly *sa*, thru Lord & Thomas, Los Angeles.
Glass Containers Assn., New York (bottles), 2 weekly *t*, thru U. S. Adv. Corp., N. Y.
Standard Oil Co. of Cal., San Francisco (petroleum products), 6 *sa*, thru McCann-Erickson Inc., San Francisco.
Battle Creek Food Co., Battle Creek Mich., (cereals), weekly *sp*, thru John L. Wierengo & Staff, Battle Creek.
Bayuk Cigars Inc., Philadelphia (cigars), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.

KGO, San Francisco

Lea & Perrins Inc., New York (meat sauce), 5 weekly *sa*, thru Schwimmer & Scott Inc., Chicago.
Pacquin Laboratories, New York (hand cream), 3 weekly *t*, thru Wm. Esty & Co. Inc., N. Y.
Table Products Inc., Los Angeles (Nu-Made Mayonnaise), 15 weekly *sa*, thru Lord & Thomas, Los Angeles.

WRAK, Williamsport, Pa.

Bayuk Cigar Co., Philadelphia, 2 daily *sa*, thru McKee, Albright & Ivey Inc., Philadelphia.
Atlantic Refining Co., Philadelphia, weekly *sp*, thru N. W. Ayer & Son Inc., Philadelphia.
Carter Medicine Co., New York, daily *sa*, thru Street & Finney, N. Y.

KFRC, San Francisco

Ironized Yeast Co., Atlanta (yeast), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
General Cigar Co., Chicago (William Penn cigars), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KFI, Los Angeles

Gardner Nursery Co., Osage, Iowa (plants), 6 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Eaton Paper Co., Pittsfield, Mass. (stationery), 2 weekly *ta*, thru Badger & Browning Inc., Boston.

WGN, Chicago

Pinex Co., Fort Wayne, Ind. (Pinex), 6 weekly *t*, thru Russel M. Seeds Inc., Chicago.
Consolidated Drug Trade Products Inc., Chicago (proprietaries), 5 weekly *sp*, thru Benson & Dall Inc., Chicago.
Canada Dry Ginger Ale Inc., New York, *sa*, thru J. M. Mathes Inc., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Kraftone), daily *sa*, thru J. Walter Thompson Co., Chicago.
Washington State Apples Inc., 3 weekly *sa*, thru J. Walter Thompson Co., San Francisco.
Oneida Ltd., Oneida, N. Y. (Tudor plate), weekly *t*, thru BBDO, N. Y.
Western Grower's Protective Association (Crisp Eatin' Iceberg lettuce), *sa*, thru J. Walter Thompson Co., San Francisco.

WMCA, New York

Chris, Hansen's Laboratory, Little Falls, N. Y., weekly *sp*, 13 weeks thru Advertisers Broadcasting Co., N. Y.
Zion National Kosher Sausage Factory, New York, weekly *sp*, 26 weeks, thru Advertisers Broadcasting Co., N. Y.
Kingway Press Inc., Scarsdale, N. Y., 4 weekly *sp*, thru Alvin Austin Co., N. Y.

WENR, Chicago

Midland Flour Milling Co., Kansas City (Town Crier Flour), *sa* thru Stack-Goble Adv. Agency, Chicago.
Lewis-Howe Co., St. Louis (Tums), 2 weekly *t*, *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KECA, Los Angeles

Bayuk Cigars Inc., Philadelphia (cigars), 5 weekly *sa*, thru McKee, Albright & Ivey Inc., Philadelpha.
Buick Motor Co., Flint, Mich. (autos), 26 *ta*, thru Arthur H. Kudner Inc., N. Y.

KJBS, San Francisco

Doyle Packing Co., San Francisco (dog food) 5 weekly *sa*, thru Beaumont & Hohman, San Francisco.

WTMV, E. St. Louis

Sears, Roebuck & Co., St. Louis (retail), 6 *sp*, *direct*.



Drawn for BROADCASTING by Sid Hix

"I Brought Them Along to Corroborate the Bumper Crop Reports in Our Sales Territory."

CFCF, Montreal

Lambert Pharmacal Co., St. Louis (Listerine), weekly *t*, thru Lambert & Feasley Inc., N. Y.
Underwood Elliott Fisher Co., Toronto, weekly *sp*, thru Association Brdcstg. Co., Toronto.
American Home Products Corp., New York (Anacin), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Eno Proprietaries Ltd., Toronto, weekly *t*, thru Tandy Adv., Toronto.
Standard Brands Inc., Montreal (Chase & Sanborn), weekly *sp*, thru J. Walter Thompson Co., Montreal.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Procter & Gamble Co., (Chipso), 5 weekly *t*, thru Compton Adv. Inc., N. Y.
Procter & Gamble Co. (White Naphtha), 3 weekly *t*, thru Compton Adv. Inc., N. Y.
Procter & Gamble Co. (Ivory), 5 weekly, *t*, thru Compton Adv. Inc., N. Y.
Coca Cola Co., Atlanta (beverage), 2 weekly *t*, thru D'Arcy Adv. Inc., St. Louis.
Ironized Yeast Corp., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Milton Sales of Canada Ltd., Montreal (antiseptic), 3 weekly *sp*, thru United Radio Adv. Ltd., Toronto.

KHJ, Los Angeles

Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., New York.
Gardner Nursery Co., Osage, Ia., 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
General Cigar Co., New York (Wm. Penn Cigars), 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Nu Tone Chimes Inc., New York (electric door chimes), 3 weekly *sa*, thru Merrill Adv. Co. Inc., N. Y.

WIP, Philadelphia

Hecker Products Corp., New York (H-O cereal), 5 weekly *sp*, thru Erwin, Wasey & Co., N. Y.
Goldban Pharmacal Co., Philadelphia (Tarpinod), 6 weekly *sp*, thru Harry Feiganbaum Adv. Service, Philadelphia.

KOA, Denver

California Animal Products Co., Oakland (Calo dog food), 2 weekly *sa*, thru Emil Brisacher & Staff, San Francisco.

WHN, New York

Lamont Corlis & Co., New York (Danya hand lotion), 3 weekly *sp*, 26 weeks, thru J. Walter Thompson Co., N. Y.

WJZ, New York

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 2 weekly *sp*, thru John W. Queen, Boston.

WOR, Newark

Heller Deltah Co., New York (Deltah cosmetics), weekly *sp*, thru Arthur Rosenberg Co., N. Y.

WOV, New York

Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago

KYA, San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem) 7 weekly *sa*, thru Joseph Katz Co., N. Y.

KMPC, Beverly Hills, Cal.

Glass Containers Assn., Toledo (bottles), 3 weekly *t*, thru U. S. Adv Corp., Toledo.

KIDW, Lamar, Col.

Gardner Nursery Co., Osage, Ia., 52 *t*, thru Northwest Radio Adv. Co., Seattle.

WNEW, New York

Eagle Tire Co., New York, 13 *t*, thru Ravett Adv. Agency, N. Y.

Radio Time Widely Used By Candidates in Canada

By JAMES MONTAGNES

ONTARIO has just been through a provincial election, much of which was waged on the air, and which resulted Oct. 6 in the return of Premier Mitchell Hepburn and his Liberal Party to power. While definite figures are not available, because political parties are afraid such information might be harmful if issued, a close estimate by radio officials places the network time spent by the two leading political parties as 26 hours.

One party stated it spent 10¾ hours on the air at a cost, including line charges, of about $19,000. Individual station records were difficult to obtain because of the many short periods, but the time spent on CKCL and CFRB in Toronto is similar to that spent throughout the province. CKCL had 14¾ hours on the air and CFRB about 27 hours, total revenue for the two stations being about $4,000. A close estimate as to amount spent by all political parties on the air, including line charges, would come to about $45,000. The election broadcasts ended Oct. 2, according to government regulations which require broadcasts to cease two days before an election.

STAR RADIO PROGRAMS Inc., New York, has prepared a new edition of its Christmas programs, available Nov. 15. Titled *The Christmas Tree of 1937*, the series consists of 25 scripts, written by Edith Barnwell and edited by Burke Boyce, formerly continuity head of NBC.

FLORIDA STATION, WKAT, TO TAKE AIR

HOUSED in its own modern building in the shopping district of Miami Beach, the new WKAT, 100 watts on 1500 kc., will open Nov. 1 with a premier program featuring Harry Richman and other nationally known stars, according to Jan Musselman, general manager. Mr. Musselman came from Allentown, Pa., where he formerly managed WCBA and WSAN.

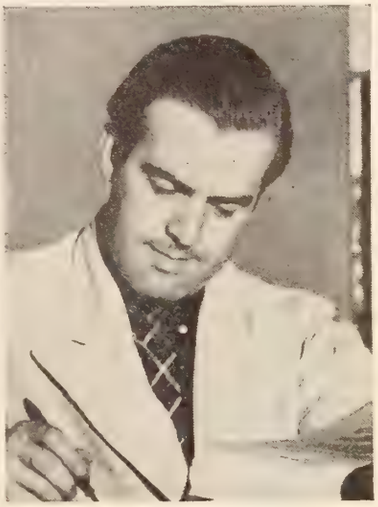
WKAT will be licensed to Frank Katzentine, Miami attorney and former Miami Beach mayor. Mr. Musselman's assistant manager will be Miss Bettye Lee Taylor, formerly with NBC in Cleveland.

The new station is regarded as a model 100-watter, its building containing two large studios, control and audition rooms, a spacious lobby and commercial offices. Western Electric equipment is used throughout, with a 154-foot Blaw-Knox antenna. WKAT will use the 18-hour UP teletype news service.

Magazine on Air

PUBLISHERS of *Your Life* magazine, Scarsdale, N. Y., started Oct. 4 sponsorship of a series of five-minute broadcasts on WMCA, New York. Conducted by Douglas Lurton, and titled *Voice of the Editor*, the program consists of excerpts from the new pocket-size magazine. Schedule is for one five-minute period a day for four weeks. Agency is Alvin Austin Co., New York.

Heads New Miami Local



JAN MUSSELMAN

From a Vault

WMPS, Memphis, handicapped for space because of studio construction, has converted a storage vault into a temporary studio. The novel studio is near present WMPS temporary quarters and has been cleaned out and wired. WMPS describes it as "the most unusual studio in the world."

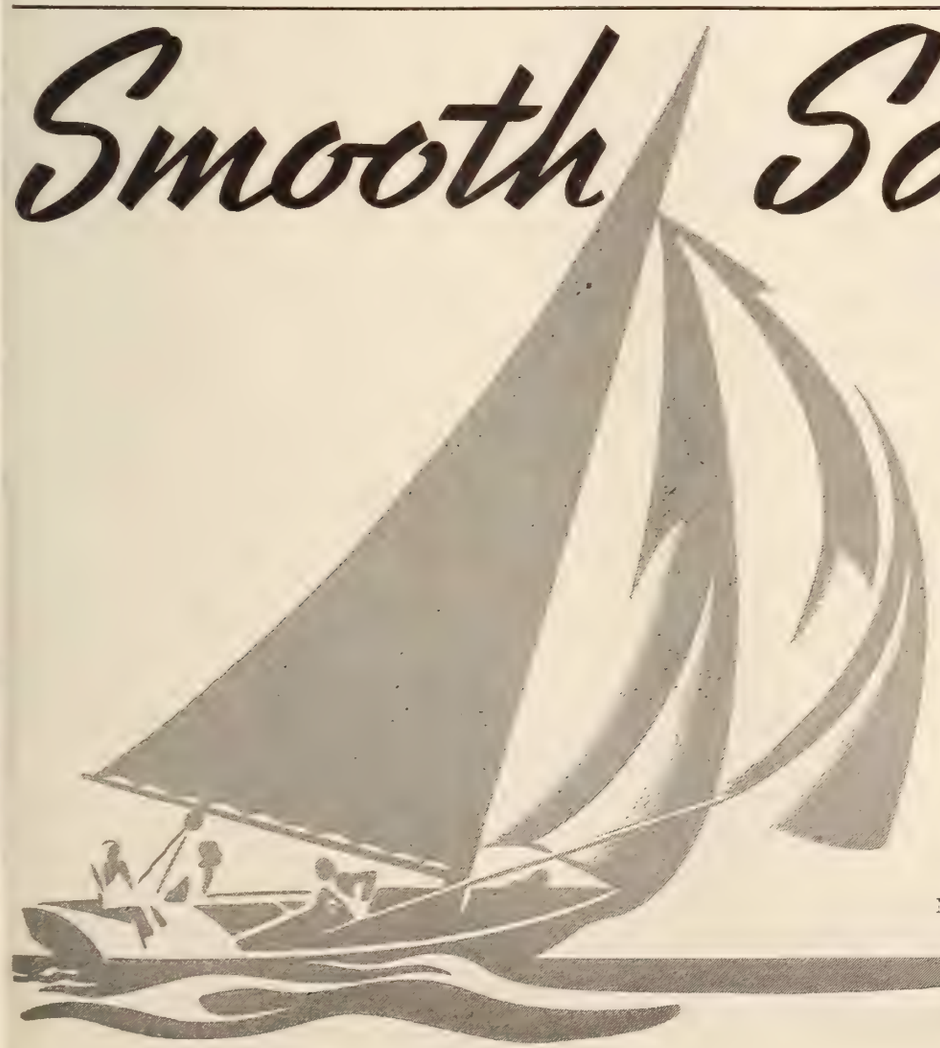
WHIP ON THE AIR AT HAMMOND, IND.

WHIP, new 5,000-watt daytime station on 1480 kc. in Hammond, Ind., went on the air for the first time Oct. 9, broadcasting the Chicago-Wisconsin football game direct from Stagg Field, Chicago. Actual opening of the station, however, took place Oct. 13 and various Chicago and Hammond officials were scheduled to take part in special dedicatory services about Oct. 17.

Charles Garland has resigned as assistant to Ralph Atlass, president of WJJD and WIND, to become sales director of WHIP, starting Oct. 18. Executive personnel of the Hammond-Calumet Broadcasting Corp., which operates the 100-watt WWAE in addition to WHIP, comprises G. F. Courrier, president and general manager; Doris Keane, managing director, and O. E. Richardson, commercial manager. Others are Everett Parker, former assistant chief of radio for the WPA in Washington, production manager; Ardella Kay, formerly with WTAM, WCFL, KOIL and WAAF, continuity editor; Gordon Ray, formerly continuity editor of WLW and producer at Affiliated Broadcasting Co., in charge of dramatic productions; and Jack Holbrook, chief announcer. Bill and Stan Corley handle sports and special events, respectively. M. E. Schrademeyer, chief engineer at WWAE, will also head the WHIP technical staff.

CKLW, Windsor, is now on the air 22 hours a day. It is silent only from 4 to 6 o'clock each morning.

Smooth Sailing



— DON'T FRET ABOUT DETAILS JUST CALL —

KWK

THOMAS PATRICK INC.

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

Radio Advertisers

WILSHIRE OIL Co., Los Angeles, early in October started to use all available evening station breaks on KFI, that city, continuing through 1937, for the sponsor's new Polly Gas said to be the first polymerized gasoline on the West Coast. It will be marketed through independent gas stations. Agency is Dan B. Miner Co., Los Angeles.

BIRELEY'S Inc., Hollywood (beverage), has named J. Walter Thompson Co., that city, as agency.

JUSTIN HAYNES & Co., New York, is advertising through William Irving Hamilton Inc., New York.

RADIO GUIDE, Chicago, has placed its account with Al Paul Lefton Co. Inc., Philadelphia.

STOCKTON & JONES, Los Angeles (S. & J. Prune Pudding), to attract consumer attention on Sept. 27 started an eight-week test on KNX, Hollywood, using daily participation in the five weekly half-hour *Housewives Protective League* program conducted by Fletcher Wiley. This is the first advertising ever undertaken by the firm. If test is successful contract will be renewed and other California stations will be added to the list. Agency is Chas. H. Mayne Co., Los Angeles.

GENERAL FOODS Corp., New York, will use its present programs for Maxwell House coffee, Grape-Nuts and Huskies for the promotion of Post-O, new hot cereal. First mention of the product on the air will be made about Nov. 1. Agency is Benton & Bowles Inc., New York.

DAY BROS. Inc., New York (furs), has appointed Jay Lewis Associates to direct advertising. According to the agency, a quarter-hour program on WOR, Newark, will start about Dec. 1.



OUR BOWL IS A GOLD DUST BOWL!

Red River Valley farms and buildings are valued at $927.18 per capita -- 33% higher than the average of $695.25 for the rest of the West North Central area... That's partly because richer soil, favorable climate and better farming methods produce better crops.

Moral: Red River Valley citizens are well worth reaching... especially when WDAY brings them to you all in one audience—at low cost!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT



FALL'S HERE—And Myron Kirk (left), vice-president in charge of radio, Ruthrauff & Ryan Inc., has plenty of radio problems to discuss with Edmund B. (Tiny) Ruffner, manager of the agency's Hollywood production office. This picture was taken just before opening of the R. B. Davis Co. program on CBS for Cocomalt, which started Oct. 3 from Hollywood.

EVANS FUR Co., Chicago, which has been built into a $2,000,000 annual business, primarily through radio, will add a seventh Chicago station, WLS, next February to promote its Fur Coat Club. The fur firm is currently considering Chicago sponsorship of the George Jessel Mutual Sunday evening program. Evans renewed its thrice-weekly quarter-hour program on WMAQ, Oct. 4 for 26 weeks and is continuing daily quarter-hour programs on the following Chicago stations: WGN, WBBM, WCFL, WJJD and WAAF. In addition Evans is using 3 quarter hour Polish programs weekly on WGES. A half-hour Sunday Polish program, currently on WCFL, will also probably be shifted to WGES in November as at that time the Labor Station discontinues its foreign language programs. Auspitz & Lee, Chicago, is agency.

POPULAR BRANDS Inc., New York, maker of Pop, a soapless cleanser, now using participating programs on three New York State stations, will probably add to its list before Nov. 1. Stations now being used are WNBF, Binghamton, participation; WGY, Schenectady, participation and one-minute spot announcements; and WSYR, Syracuse, participation in three programs. The agency is Tracy-Locke-Dawson Inc., New York.

S. GUMPERT Co., Brooklyn (dessert), sponsoring a series on WOR, Newark, and WCAU, Philadelphia, advertises through Rose-Martin Inc., New York. The account was incorrectly attributed to another agency in the Sept. 1 issue. BROADCASTING regrets the error.

SITROUX CO. Inc., New York (Sitroux tissues), on Nov. 5 will start participation in *Allie Lowe Miles and Sedley Brown* program on WOR, Newark. The company is also using one-minute live spot announcements on KYW, Philadelphia, six days a week. Agency is Franklin Bruck Advertising Corp., New York.

FIRESTONE TIRE & RUBBER Co., Akron, sponsored two broadcasts of the judging of the finest dairy cattle exhibited at the National Dairy Show on the Ohio State Fair grounds at Columbus. The two 15-minute broadcasts were made from ringside of the main arena as judges picked the best of the 1,400 animals exhibited on the afternoons of Oct. 13 and 14, over the NBC-Blue network. Programs were placed through Sweeney & James Co., Cleveland.

WESTLEY Co., New York (Westley's Hair Color Liquid and O'Lene), has appointed Glicksman Adv. Co. Inc., New York, to direct advertising. According to Edward R. Black, account executive, a radio program, the company's first, will be placed on regional networks about April 15.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), expanded its *Old Bachelor's* show Sept. 27, adding one Mutual outlet and 7 Columbia stations in addition to a switch made in Cleveland from WHK to WGAR. On Mutual, WHB, Kansas City, is now broadcasting the show in addition to WGN, which originated the program two years ago. On CBS the following stations have been added: WOKO, WCHS, WFBL, WHAS, KRNT, KFAB and WCCO. Nineteen stations are now broadcasting the show which is aired at 10:15-10:30 a.m. (EST) over Mutual and 9:45-10 a.m. (CST) over CBS. Roche, Williams & Cunnyngham Inc., Chicago, is agency.

GENERAL FOODS Corp., New York, on Oct. 7 observed the fifth year sponsorship of the NBC *Maxwell House Show Boat*. Final broadcast of the series is Oct. 21 and it will be replaced Nov. 4 by a new network show featuring MGM talent.

PRODUCERS Distributing Agency Inc., New York (turkeys), will start Nov. 8 *Turkey Tales*, transcribed talks, on WOR, Newark. Program will be broadcast Mondays through Fridays at 4:50-4:55 p.m. The sponsor expects to add a Chicago station about Nov. 15. Agency is Edwin M. Phillips Co., New York.

ATLANTIC REFINING Co., Philadelphia (White Flash), has added two broadcasts to its football schedule. On Oct. 16 the Chicago-Princeton game will be broadcast on WOR, Newark, and the Colgate-Tulane game on the same day will be heard on WGY, Schenectady; WBEN, Buffalo, and WHAM, Rochester, N. Y. Agency is N. W. Ayer & Son Inc., Philadelphia.

DELTOX RUG Co., Oshkosh, Wis., has appointed Grey Adv. Agency Inc., New York, to direct advertising. Use of radio is being considered.

AMERICAN PRODUCTS Co., Cincinnati (household necessities) has placed its business with Presba, Fellers & Presba Inc., Chicago. A quarter-hour of the *Top of the Morning* program on WLW, Cincinnati, thrice weekly will start by Nov. 1.

BERNARD PERFUMERS, St. Louis (perfume), on Oct. 15 started quarter-hour programs on WLW, Cincinnati, and five-minute spots two and three times weekly over 15 stations. Johnson Sel Co., Chicago, is agency.

MANTLE LAMP Co., Chicago (lamps), started *Homer Griffith, the Friendly Philosopher*, on two stations of the WLW Line (WLW and WIND) Oct. 15, Fridays, 7:17-7:30 p. m. Presba, Fellers & Presba Inc., Chicago, is agency.

REIDSVILLE, the Tobacco Market, for the third season is using WBIG, Greensboro, N. C., to promote the sale of millions of pounds of bright-leaf tobacco. Past broadcasts led to successive records in sales and a volume of 12 million pounds is expected this season.

C. OWEN ROSS Mfg. Co., Los Angeles, manufacturers and distributors of roller bearings for automobile springs, for the first time is including radio in its advertising schedule and on Oct. 14 started for 26 weeks, a Thursday evening quarter-hour news period titled *Magic Carpet News Review*, on KECA, that city. Lee Ringer Adv. Agency, Los Angeles, has account.

MONARCH BREWING Co., Los Angeles (Balboa beer), and Seven-Up Bottling Co., of Los Angeles (soft drink), alternated sponsorship of the International Six Day Bicycle Races from that city Oct. 5-11 on KFAC. The former took the afternoon quarter hour period and the latter the 15 minute evening schedule. Seven-Up Bottling Co. also sponsored the event twice daily on KMPC, Beverly Hills, Cal. Allied Adv. Agencies Inc., Los Angeles, has account, with Stanley Worsdell executive in charge.

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour), on Sept. 23 started six weekly announcements on WMAQ, WHO and WMT. A cook book containing 300 recipes, all of which have won prizes, is given with a sales check or part of a Town Crier flour sack. Stack-Goble Adv. Agency, Chicago, handles the account.

GAYTIME FROCKS Inc., Chicago (dress shops) has placed its business with George H. Hartman Co., Chicago. A quarter hour program, *Gay Time Melodies* started over WBBM, Oct. 10, with foreign language programs scheduled to start on WHIP, Hammond, Nov. 1.

KREMOLA Co., Chicago (cosmetics), has placed its account with Van Hecker-MacLeod Inc., that city.

GOLDEN BEAR COFFEE Co., Los Angeles (Breakfast Club coffee), has appointed Philip J. Meany Co., that city, to handle its advertising.

HYDE PARK BREWERIES, St. Louis, will sponsor all sporting events for the winter season on WIL, St. Louis, except collegiate football which is sponsored by the Industrial Bank, that city. The brewing company will sponsor wrestling, boxing, hockey, basketball, bowling, midget racing, indoor tennis and track events.

WILLARD TABLET Co., Chicago (Willard's Messenger) has moved from 215 W. Randolph St. to larger quarters at 9 W. Washington St. First station Willard has selected for its fall schedule is CKLW, Detroit, with 5 weekly five-minute news periods broadcast at 10-10:15 a. m. starting Nov. 1. First United Broadcasters Inc., Chicago, is agency.

R. C. McKEE, son of Homer McKee, Chicago agency, on Oct. 1 joined Standard Oil Co., of Indiana, at Chicago as assistant advertising manager under Wesley I. Nunn, advertising manager. He succeeds N. H. Reed, who retires on annuity next Jan. 1.

MAYBELLINE Co., Chicago, according to Thomas L. Williams, advertising manager of the firm, will do no radio advertising this year. The firm did considerable air advertising last year. Kirtland-Engel Co., Chicago, is the agency.

CHARLES MARCHAND Co. (hair wash, shampoo), has appointed M. H. Hackett Inc., New York, to direct advertising. Radio may be used later in the season.

Announcement Wordage Is Restricted in Canada

BECAUSE the hourly advertising content of 10% will be strictly enforced by the CBC, CKAC, Montreal, has notified advertising agencies and representatives selling short announcements to limit them to 50 words after Nov. 1. Phil Lalonde, director of CKAC, reports that several station managers are arranging to meet the Corporation management in Ottawa so that this matter of advertising content, regarding spot announcements, may be discussed further. "There is a possibility of a loophole through the use of five-minute periods," he said. The CBC regulations allow the stations to put several advertising announcements in at a time, provided the total of such announcements in a day does not come to more than a daily use of six minutes per hour for every hour the station is on the air.

RATE CARD No. 12, readjusting the time rates of WOR, Newark, has been issued to go into effect Nov. 14, but current advertisers may renew or extend their contracts at present rates for 52 weeks from the effective date.

CONTACTS WOMEN
WBBM Names Mrs. Mountjoy To New Position

WITH the rising importance of women as buyers for the American family, WBBM, Chicago, has appointed Mrs. Carroll Mountjoy, as "Women's Contact Woman", said to be the first post of its kind created by any major radio station. Mrs. Mountjoy will maintain public relations with women's clubs, parent-teachers associations, public, private and parochial schools, libraries and other organizations in addition to assisting in the merchandising of food broadcasts.

Among the programs coming under Mrs. Mountjoy's supervision is the new hour *Pantry Party* homemakers' school to be conducted by Eleanor Howe each Saturday morning over WBBM. Coming to WBBM from the Stack-Globe Advertising Agency in Chicago, where she was a member of the copy staff, Mrs. Mountjoy was at one time a fashion writer for the *Detroit News*. Before coming to Chicago she conducted the *Minute Parade* broadcast on WWJ, Detroit.

Sponsors in 32 Cities Using Mutual Program

LOCAL cooperative campaign of sponsors in 32 cities started Oct. 10 on the Mutual network with program, *30 Minutes in Hollywood* featuring George Jessel, Norma Talmadge, Tommy Tucker and his orchestra, Amy Arnell and guest stars. Scheduled to run for 26 weeks, sponsor for the show on the Oklahoma net (KGFG, KCRC, KGFF, KBIX, KADA, KVSO) is Oklahoma Power & Light Co.; on the Don Lee net (KHJ, KFRC, KGB, KDB, KFXM, KPMC, KQW) the sponsor is Gaffers & Sattler, Los Angeles, makers of gas ranges; on the Michigan net (WXYZ, WELL, WBCM, WFDF), Gobbels Brewing Co.; on WOR, Newark, Crawford Clothes Inc., New York; WEAN, Providence, Rhode Island Supply Co.; KFEL, Denver, New Method Dry Cleaning Co.; WHK, Cleveland, Standard Drug Co.; WWSW, Pittsburgh, Palace Credit Clothes; KWK, St. Louis, Hyde Park Brewery; KOIL, Omaha, Interstate Transit Co. (buses); and sustaining on WGN, Chicago. Program originates at KHJ, Los Angeles, and is broadcast Sundays from 6-6:30 p.m. Agency is Redfield-Johnstone Inc., New York.

Bakeries Buy Discs

CAMPBELL-TAGGART Associated Bakeries have purchased rights to *Air Adventures of Jimmie Allen*, formerly sponsored by Richfield Oil Corp. and others for units in 32 cities, following a 12-month test in Indianapolis and Cincinnati. Campbell-Taggart bakeries are operated in the Midwest and South. Negotiations were conducted by Mervin B. Cooksey, secretary of Russel C. Comer Adv. Co., Kansas City.

BUICK MOTOR Co., Flint, Mich., plans to sponsor the Joe Louis-Max Schmelling heavyweight championship match when it is finally staged, according to Arthur Kudner Inc., Buick's agency. The fight will probably take place next June.



Agencies

ROBERT C. WILSON Jr., for the past seven years CBS sales representative in the Philadelphia and New York territories, has been appointed director of radio for Maxon Inc., New York, effective Oct. 4. The agency's radio department has moved into new and larger quarters on the 10th floor of the General Electric Bldg.

LOUIS TAPPE, who has been in charge of continuity for Schillin Adv. Corp., New York, for the past six months, has been made head of the program and production departments of the agency, succeeding Lewis Reid, resigned. Mr. Tappe was formerly with WHN, New York, NBC, and KMOX, St. Louis. He is assisted by Pearl Greenwald, who was also his secretary at WHN. C. A. Kracht, formerly with WHN, WMCA and CBS, has joined the agency's sales staff. Ann Weinstein, secretary to A. B. Schillin, has resigned and is succeeded by Gertrude Friedlander.

W. H. SANDIFORD, sales manager of KAST, Astoria, Ore., has resigned to join Mac Wilkins & Cole, Portland-Seattle agency, in charge of radio contacts.

H. H. DOBBERTEEN, for two years in the media department of Benton & Bowles Inc., New York, has been named director of media for the agency. He succeeds A. M. Lewis, who resigned to become media director of Pedlar & Ryan Inc., New York, effective about Oct. 18. At Pedlar & Ryan, William E. Steers, formerly assistant media director, has been placed in executive charge of the space department, the position formerly held by Max Hacker, who died recently.

HERB CARLBORG, a CBS salesman in Detroit, has been appointed manager of Radio Sales Inc., in that city.

IRVING ROCKLIN, partner of the Selvair Broadcasting System Inc., Chicago, on Oct. 3 became the father of a baby boy, Robert Elliot.

RALPH J. FAILOR, formerly with the Pittsburgh office of BBDO, has joined the Chicago office of Young & Rubicam Inc., as account executive.

TOM REVERE, radio director of Benton & Bowles Inc., has returned to his New York headquarters after several weeks in Hollywood.

TOM HARRINGTON, Hollywood manager of Young & Rubicam Inc., has returned to his desk after recovering from a fractured ankle.

Delivers Denver's Dollars

Coin is minted in Denver—spent there, too! Station KOA—"Denver's Radio City"—has an influential voice in directing the purchasing power of some 358,000 radio families. Compact coverage in a wealthy domain means power to deliver more retail sales dollars.

50,000 WATTS
KOA
DENVER
★ Tops in Spot

PROGRAMMED AND REPRESENTED EXCLUSIVELY BY NBC

Lunke Names Baker



Mr. Baker

GENE BAKER, until recently production manager of KIRO, Seattle, has been appointed manager of the Seattle office of James R. Lunke & Associates, and will also have charge of the radio production unit of the organization, Weco Radio Productions. Prior to joining KIRO, Mr. Baker appeared on NBC and CBS shows originating in New York. He has been actively engaged in radio work for the last 12 years. The main office of the agency has been moved to Chicago [BROADCASTING, Sept. 15] with Mr. Lunke in charge of both the agency and Weco Radio Productions in that city.

EDMUND B. (Tiny) RUFFNER, west coast manager of Ruthrauff & Ryan Inc., Hollywood, has been appointed a vice-president of the agency, the announcement being made by F. B. Ryan, president, while the latter was in Hollywood. The appointment relieves Ruffner of active production duties on the agency's shows, giving him full supervision over Producers Nate Tufts of the *Joe Penner* show (R. B. Davis Co. for Cocoamalt), Ben Larson of the *Al Jolson* program (Lever Bros.), and Clark Andrews of the *Big Town* series featuring Edward C. Robinson which starts CBS Oct. 19 under the latter sponsor.

DAVID HEENAN, formerly of the United Press, San Francisco, and prior to that publicity director of the Don Lee Broadcasting System, Los Angeles, has joined the publicity department of Raymond R. Morgan Co., Hollywood agency.

ALLAN SEAGER and George Milburn, on the Hollywood production staff of Neisser-Meyerhoff Inc., have taken over the writing assignment of *Scattergood Baines*, daily quarter-hour CBS Pacific network serial sponsored by Wm. Wrigley Jr. Co. Serial was formerly co-authored by Russ Johnson, now CBS Pacific Coast continuity editor, Hollywood, and Hal Hudson, who has returned to Neisser-Meyerhoff Inc., Chicago offices.

SAM KOERNER, producer of the NBC *Olsen & Johnson* program sponsored by Richfield Oil Co., has resigned from Hixson-O'Donnell Inc., Los Angeles agency servicing the account, and will free lance in motion pictures and radio. Ted Sherdeman, NBC Hollywood staff announcer, has taken over production of the weekly half-hour Pacific Coast program from that city.

RAY HENDERSON, active in radio for many years, has joined the staff of C. Wendel Muench & Co., Chicago, as account executive.

JACK BAKER, for 12 years merchandising and sales promotion director of various Hearst newspapers, has been appointed merchandising service manager of Scholts Adv. Service, Los Angeles.

LARRY RAYMOND Adv. Agency, with offices at 1151 S. Broadway, Los Angeles, has changed its name to L. Raymond Co.

W. E. FARMER, formerly editor of the *Burbank* (Cal.) *News*, is now production manager of Botsford, Constantine & Gardner, Los Angeles. He succeeded E. F. Farnsworth, resigned.

RAY SULLIVAN, New York executive of Ruthrauff & Ryan Inc., on the R. B. Davis Co. (Cocomalt) account, was in Hollywood early in October for the opening fall broadcast of the CBS Joe Penner show sponsored by the latter firm.

WYNN ORR, radio director of Stack-Goble Adv. Agency, Chicago, became the father of a baby boy, born Oct. 10.

LENNEN & MITCHELL Inc., New York agency, has established West Coast offices at 8949 Sunset Blvd., Hollywood. Mann Holiner, agency radio director, is in charge as manager and he will remain on the West Coast indefinitely supervising production of the NBC Jergens Program (Andrew Jergens Co.), and the new NBC Tyrone Power dramatic series (John H. Woodbury Co.), which emanate from Hollywood. His assistant is Norman Best who was transferred from the New York offices. Blaine Butcher producer of the Jergens Program has returned to the agency's eastern offices to produce a new show now being readied. Robert Orr, vice-president of Lennen & Mitchell Inc., was in Hollywood early in October to assist in establishing offices and to attend the opening broadcast of the Tyrone Power series Oct. 3.

WILLIAM BENTON, former senior partner of Benton & Bowles Inc., who resigned to become vice-president of the University of Chicago on Oct. 15 was to discuss his reasons for leaving the agency business at the age of 38 to go into the educational field. The program, under the auspices of the University Broadcasting Council, Chicago, was arranged by Allan Miller, director of UBC.

RICHARD MARVIN, radio director of J. Walter Thompson Co., Chicago, has been appointed chairman of the entertainment committee of the Federated Advertising Club of Chicago.

ARTHUR BOOTH, formerly with Joseph Katz Co., Baltimore agency, where he handled radio work on the Amoco Gas and Arrow Beer accounts, has joined the Baltimore office of Courtland D. Ferguson Inc., working on national accounts, including radio.

HERSCHEL DEUTSCH, radio director of Lawrence C. Gumbinner Adv. Agency, New York, was in Hollywood late in September to complete arrangements for 13 weeks sponsorship by American Tobacco Co. (Roi Tan cigars), of *Man to Man*, weekly quarter-hour sports program on 5 CBS Pacific stations.

H. K. BACHELDER, formerly with 20th Century-Fox Film Corp., Hollywood, has joined Allied Adv. Agencies Inc., Los Angeles, as account executive.

MILTON S. SCHWARTZ, for seven years a member of the copy staff of Lord & Thomas, Chicago, was appointed to the Frigidaire account Oct. 1 and is now making his headquarters in the agency's Dayton office.

JOHN B. MORSE, with Lord & Thomas, Chicago, for three years, has joined Blackett-Sample-Hummert Inc., Chicago, as account executive.

FTC Stipulations

TWO firms that have used radio have stipulated with the Federal Trade Commission to cease alleged unfair claims. Coleman Lamp & Stove Co., Wichita, has agreed to stop claiming its lamps are more efficient than others on the market, etc. Bathasweet Corp., New York, has agreed to stop representing its product contains the secret of beautiful body skin. Federal Enameling & Stamping Co., Pittsburgh, has been ordered to stop use of the word "stainless" in advertising enamelware unless it meets certain tests, or that it will not chip, etc.

MILT GROSS, humorist and author, has been placed under a 39-week contract by Savington Crampton, Hollywood manager of William Esty & Co. Inc., to write the weekly scripts of the CBS *Oakie College*, West Coast part of *Camel Caravan* sponsored by R. J. Reynolds Tobacco Co. from that city.

Lord & Thomas Expands Facilities in Hollywood To Handle New Business

LORD & THOMAS plans to increase its broadcast originations from Hollywood to at least six transcontinentals weekly in the near future and has established headquarters at 1114 Guaranty Bldg., that city, with a suite of 10 offices, moving from the Knickerbocker Hotel. Tom McAvity, formerly New York radio director, has been brought in as manager. Jack Runyon, formerly in charge of Hollywood production, has been made assistant manager. Producers are James Fonda and Carl Stanton. William Newberry is in charge of motion picture studio contacts.

The firm, collaborating with Don Becker, production manager of Transamerican Broadcasting & Television Corp., is setting up the new Warner Bros.-Lucky Strike (American Tobacco Co.) broadcast series planned for NBC-Red release to replace the Wednesday night *Hit Parade*. The show is tentatively titled *Your Hollywood Parade*, and with Dick Powell as master-of-ceremonies will first be put on transcription and sent to the American Tobacco Co. New York office for audition and approval. It will be an hour show. Under an agreement recently consummated in New York, American Tobacco Co. has first call on Warner Bros. picture talent.

Prospects for Hollywood origination under Lord & Thomas production also include the new Pepsodent Co. series, and Quaker Oats Co. program, in addition to accounts now handled from that city for the Pacific Coast and transcontinental release. Other accounts now broadcast from Chicago, New York and elsewhere are tentatively on the Hollywood origination schedule.

Famous Artists to Pick Sealtest Starring Awards

A GROUP of eight of America's most distinguished musicians will serve as the Committee on Awards for the Sealtest *Rising Musical Stars* program, starting Oct. 17 on NBC-Red. Committee members are Leopold Godowsky, formerly of the Imperial Royal Academy, Vienna; Ernest Hutcheson, of the Julliard Graduate School of Music, New York; Olga Samaroff, also of the Julliard School, and head of the piano department of the Philadelphia Conservatory of Music; Ernest Schelling, conductor of the Baltimore Symphony Orchestra and of the Children's Concerts of the New York Philharmonic-Symphony Society; Alexander Smallens, conductor with the Philadelphia orchestra, New York Philharmonic and others; Albert Spalding; Efrem Zimbalist; Alma Gluck Zimbalist, former Metropolitan Opera prima donna.

This committee will choose from the hitherto unrecognized soloists appearing weekly on the program the one to receive monthly $500 awards. At the end of the 12-week series, they will select the one to win the Grand Award of $1,000. Mr. Smallens, Mr. Schelling and Mrs. Zimbalist will form the Jury of Auditions to select the individual artist for each week's program.

Jack Latham Takes Post At American Tobacco Co.



Mr. Latham

JOHN R. (Jack) LATHAM, spot time buyer for Young & Rubicam Inc., New York, has resigned to join the American Tobacco Co., where he will work on general advertising plans under supervision of George Washington Hill Jr., son of the president. He takes over his new duties Oct. 18.

Joseph Holmes, who has been Mr. Latham's assistant, will succeed him as spot time buyer, working under the general direction of Carlos Franco, radio department executive of the agency.

Mr. Latham has been with the agency since 1933 and two years ago assumed charge of spot placements. He has been most active in the use of local studio programs for spot campaigns. While his immediate function at the American Tobacco Co. has not been indicated, Mr. Latham's familiarity with spot broadcasting may be reflected in his new activities.

McDougall, Weiss Form New Advertising Agency

CHARLES H. McDOUGALL and Edward H. Weiss have resigned as vice-presidents of Henri, Hurst & McDonald Inc., Chicago, to form a new advertising agency. McDougall & Weiss. The new firm will operate from New York after the first of the year at an address to be announced shortly. Temporary headquarters have been established at 410 N. Michigan Ave., Chicago, with the possibility that this office may continue as a branch.



Mr. Weiss

McDougall & Weiss will handle all advertising of the Selby Shoe Co., and its subsidiary, Orthopedic Shoes Inc., embracing seven nationally advertised brands of women's shoes. No definite radio plans have been formulated.

At Henri, Hurst & McDonald where he was executive of the Selby account, Mr. Weiss was vice-president, account executive and radio head. He operated his own agency in Chicago for six years and spent two years with Critchfield & Co. before joining Henri, Hurst & McDonald in 1933. A pioneer in radio advertising, Mr. Weiss was among the first to have such famous names on the air as Ben Bernie, Chic Sales and Mrs. Franklin D. Roosevelt.

Mr. McDougall for many years was with BBDO in New York and Chicago. Among accounts he had worked on were Celotex Co., American Rolling Mills, Sears Roebuck & Co., Schlitz Brewing Co. and Hart, Schaffner & Marx.

J. WALTER THOMPSON Co., Chicago, is handling free the production radio programs to be broadcast over eight Chicago stations, all donating their time, for the Chicago Community Fund starting Oct. 18.

Grid Sponsor's Premium

A FOOTBALL "Scoregraph" for listeners-in on the Yale football games, designed by Announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by Socony-Vacuum Oil Co., New York, sponsor of the broadcasts. The "Scoregraph" is designed so that listeners may chart the play-by-play, and is being distributed by the company's dealers. Agency is J. Stirling Getchell Inc., New York.

EDDIE CANTOR Anniversary Week will be observed Oct. 24-30, in recognition of the comedian's 25 years in the entertainment world. A testimonial dinner in his honor, at the Ambassador Hotel, Los Angeles, on Oct. 28, will be broadcast by CBS.

Woolley Rejoins NBC



Mr. Woolley

EASTON C. WOOLLEY, until last June general manager of WWJ, Detroit, on Oct. 1 rejoined the NBC station relations department in New York. He fills a vacancy created in September when Keith Kiggins, assistant manager, became manager of the station relations department. Mr. Woolley was in the same department from 1933 to 1936 but had been with NBC since 1931. He is a native of Los Angeles and is a graduate lawyer. Richard Anderson, a member of the station relations department since last fall, has resigned because of ill health.

WAVE DOESN'T COVER 121,704,128 PEOPLE!

According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the *nearest* N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on *both* the Red and Blue Networks. . . . And that's a good many people, when you consider that they *really listen!*

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Furgason & Co. Adopted As Name for Rep Firm

FURGASON & ASTON Inc., station representatives with main office in Chicago, will henceforth be known as Furgason & Co. with S. M. Aston, former partner in the firm in Chicago becoming the new manager of the firm's Detroit office, succeeding Herb Hawthorne. Under the new set-up, Mr. Furgason told BROADCASTING, services of the firm will be expanded. No other changes have been made. James Wade and Pete Wasser of New York are continuing as vice-presidents in charge of eastern territory, with Bill Lintecum as manager of the Kansas City office.

Lettuce Series

WESTERN Growers Protective Assn., Los Angeles, has reappointed J. Walter Thompson Co., that city, to direct its Crisp Eatin' lettuce fall advertising campaign, and on Sept. 30 started for four weeks using daily spot announcements on 16 eastern and midwestern stations. A recipe booklet is also offered through produce dealers. Stations are WTAM, WNAC, WOR, WMCA, WHN, WGN, WLS, WCAE, KDKA, KYW, WWJ, WSAI, WRC, WHO, WBAP and WFAA. T. R. Paulson is agency account executive.

THE Representatives Round Table, Chicago, which, in addition to radio reps, is attended by agency transcription and advertising men, has resumed its Tuesday luncheon at 360 N. Michigan Ave.

Reps

ARTHUR HAYES, eastern manager of Radio Sales, has just returned from a midwestern trip on which he spent three or four days at the CBS stations in Chicago, Minneapolis, St. Louis and Cincinnati, and is just about to leave his New York office for similar visits to Washington and Charlotte. Next month he hopes to visit the Pacific Coast to complete his fall inspection tour, part of his job being to visit each of the network's owned and managed stations four times annually.

JIMMY BINGHAM, with Howard H. Wilson Co., Chicago, since September 1936, was transferred to the New York office Oct. 1 where he will be assistant to Horace Hagedorn, head of the firm's eastern office. Bingham was with Mitchell & Ruddell Inc., Kansas City, newspaper representatives, before joining Howard H. Wilson Co.

BLAIR PRODUCTIONS, 520 Michigan Ave., Chicago, has inaugurated a script service to function in connection with the stations represented by John Blair & Co., of which the production company is a subsidiary. This service will provide stations with scripts to be used as sustaining or commercial features.

ED VOYNOW, vice-president in charge of the Chicago office of Edward Petry & Co., became the father of a six-pound daughter, Ann Lait, Oct. 4. Mrs. Voynow is the niece of Jack Lait, Broadway columnist. The baby is the Voynows' first child.

KSRO, Santa Rosa, Cal., which was started last month, has named the McClatchy West Coast sales office as its Pacific Coast sales representatives.



Radio Sales Specialists

IN ADDITION to his regular duties each member of the New York and Chicago staffs of Radio Sales Inc. is now a "specialist" on one of the stations represented by this organization, with the responsibility for visiting it frequently and keeping at all times absolutely up-to-the-minute on the station's available periods, personnel, sustaining shows and any and all information that might be wanted by an advertiser or agency. The plan was devised by J. Kelly Smith, general manager of the CBS subsidiary which represents the nine stations owned and managed by the network.

CHARLES M. FREEMAN, well known in midwest advertising circles, has become associated with the Chicago office of John Blair & Co. Mr. Freeman, after attending the University of Wisconsin, joined the staff of *Farmer's Wife* Magazine in St. Paul shortly after the war. In 1929 he became advertising representative of *Good Housekeeping* Magazine and more recently was western manager of *Forbes* Magazine.

J. J. DEVINE & ASSOCIATES has been appointed national representative of WJIM, Lansing and WJBL, Decatur.

Regina Schuebel

(*Continued from page 43*)

typewriter, but she was now in a position at the center of the agency, where she could watch the wheels go 'round and see just what made it tick. By keeping her eyes and ears open and by asking questions at opportune moments Reggie gained so much knowledge and assurance that when Edward Petry, who had been handling the Bulova account, left to enter the station representative field, she applied for his job. At first somewhat dubious about it, Mr. Biow finally consented to let her handle it under his supervision.

This plunged her immediately into radio, for Bulova even then was an old-timer on the air with its time signals on a great number of stations throughout the country. As she became familiar with the Bulova setup and assumed increasing responsibility for placing its advertising, Reggie also became familiar with the broadcasting situation and the differences in stations, so much so that she was soon called in whenever radio was being discussed for any Biow client. And so, gradually, Reggie took charge of the radio end of the agency. Today she supervises not only the placement of the Bulova schedule, which is still expanding, each year including more stations than were used the year before, but also the production of the network programs for Philip Morris and Kreuger beer.

Regarding radio Reggie says that its users are so varied that it is impossible to lay down any hard and fast rules for its use, but she admits to one Golden Rule: A commercial program should never forget its sponsor. Too frequently, she thinks, so much concentration goes into making programs entertaining and attractive to the audience that the essential purpose, to sell merchandise, is overlooked. The program must be entertaining, of course, but it must also sell goods or goodwill, or it is not good advertising. Good sponsor identification is to her a prime essential of any commercial program. "Call for Philip Morris" as called by page boy Johnny on that program comes close to perfection in radio sponsor identification.

Another Schuebel tenet is that a program needs a formula that fits the entertainment preferences of the audience to be reached. If the proper formula is found the program can be continued indefinitely with minor variations to keep it timely but without any major changes. Again illustrating from the Philip Morris programs, their formula, chosen to appeal to all cigarette smokers, which means all kinds of people, is a mixture of drama and music, the dramas not too long, the music appealing to all ages. Without altering that basic formula, the program has changed orchestras and types of dramas several times, also without altering its success in selling its sponsor's cigarettes.

A successful formula may be imitated by competitors, but Reggie believes that this imitation is more of a help to the originator than to the imitator. The recent rush of watch manufacturers to sponsor time signals is so much free advertising for Bulova, she thinks, because people are so accustomed to hearing an announcement of the correct time followed by a Bulova credit line that they continue to hear it subconsciously, even though the announcer actually gives credit to some other brand of timepiece.

Too busy with business to spend much time on her former hobbies of tennis and golf, bridge and dancing, Reggie says she has made a hobby of the traveling by air that her job so frequently requires. Her main interests in life, however, are two: Radio and her son, now 9, and an honor student at the New York Military Academy at Cornwall.

Branion and Elges Join William Rambeau Staff

TWO new additions to the staff of William G. Rambeau Co., station representatives, have been announced by Mr. Rambeau, Clark Branion, for the last five years on the sales staff of WJR, Detroit, recently in the capacity of local sales manager under Lewis Allen Weiss, is now visiting all Rambeau-represented stations preparatory to taking charge of the Detroit office. Myron A. Elges, formerly with Transamerican Broadcasting & Television Corp., has joined the Rambeau New York sales staff.

Mr. Branion served with New York and Detroit newspapers and later with the advertising department of the J. L. Hudson Co., Detroit department store, before joining WXYZ, Detroit, as publicity director. From WXYZ he went to WJR. Mr. Elges was formerly an account executive with Bermingham, Castleman & Pierce and with the airplane and marine division of the Finder Corp. in charge of advertising and sales promotion.

INCORPORATION papers have been filed in Sacramento (Cal.) for the Famous Artists Corp., by Edington-Vincent, Hollywood, and Feldman-Blum Corp., Beverly Hills, Cal., talent agencies. Listed as directors are Ralph H. Blum, Charles K. Feldman, Harry E. Edington and F. W. Vincent. Agencies plan to combine and erect a new building on Sunset Blvd., Beverly Hills.

TRANSCRIPTIONS

ROBINSON RECORDING Laboratories, Philadelphia, has opened downtown offices in the studios of WIP and has installed modern equipment valued at $12,000, according to an announcement by William P. Robinson, president of the firm. The company's transcriptions are made by a secret electroplating process which Mr. Robinson developed after 10 years of research and experimentation.

NEW subscribers to NBC's *Thesaurus* service include CJAT, Trail, B. C.; KAWM, Gallup, N. Mex.; CB57, Santiago, Chile; TGW, Guatemala.

STANDARD RADIO Inc., has sold its popular music supplement to WMBD, WBAX, and WFDF with WBAP buying the complete library of sound effects. WIND, WJJD, KDLR, and WPAY have purchased the *Sons of the Pioneers*, KSEI has bought *Once Upon a Time*, a children's program, while KDAL has bought the *Kay Kyser* and *King's Men* series.

RADIOTONE Inc., Hollywood, has sold recording equipment to Leslie Noel Zemer, head of the new Radiage Studios in Chicago, specializing in one-minute transcriptions.

MICHELSON & STERNBERG, New York, has appointed Jerry Diamond to direct sales of Speedy-Q, sound-effect records.

GENE K. WALKER, manager of syndication, C. P. MacGregor, Hollywood transcription concern, was guest speaker at the Sept. 22 meeting of the San Diego (Cal.) Advertising Club, having for his subject "The Commercial Use of Electrical Transcriptions."

JERRY DIAMOND has been placed in charge of sales of Speedy-Q sound effects records for Charles Michelson, New York.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, and manager of the American Radio Transcription Agencies, that city, is scheduled to arrive in Los Angeles Oct. 30, aboard the *Monterey* on vacation. Before going to Australia three years ago, she was with the now defunct Freeman Lang transcription studios, Hollywood.

UNITED BROADCASTING SALES Ltd., Calgary, Canada, has taken 39 quarter-hour episodes of *Blair of the Mounties* for release on stations in the four western provinces. Series is owned by the radio programs division of Walter Biddick Co., Los Angeles.

C. P. MacGREGOR, Hollywood transcription concern, announces that WAIM, Anderson, S. C., and KSUB, Cedar City, Utah, are new subscribers to its library service.

KSFO, San Francisco, has been named by the Electrical Appliance Society of San Francisco to write and produce a series of transcription dramas. The programs are part of a $40,000 campaign to be run in October in the general interest of selling new radios. All San Francisco area stations are contributing time, aggregating $18,000 in value. J. C. Morgan, KSFO production manager, is preparing the productions.

KMOX, St. Louis, furnished copies of its six five-minute recordings made at the horse show in Ft. Meyer, Va., to KSD, KWK, WIL and WEW, St. Louis, and WTMV, E. St. Louis. The records were played by all stations previous to the National Horse Show in St. Louis in late September.

New Hollywood Studios For WBS Will Involve $250,000 Expenditure

PAT CAMPBELL, West Coast manager of World Broadcasting System, after a series of conferences with Percy L. Deutsch, president, in New York, is expected to return to his desk Oct. 20 with final details approved for the transcription firm's new Hollywood studios, planned for a site at Vine St. and Waring Ave.



Mr. Campbell

Mr. Campbell left Hollywood Oct. 1 accompanied by Marshall Wilkinson, architect, with completed plans that call for a $250,000 two-story structure which includes offices and three large studios. The expectation is that all details will have been settled for construction to start immediately upon Campbell's return to permit occupation of the new building by Feb. 15.

C. C. Langevin Co., dealer in the rental and permanent installation of public address systems, is erecting a one-story building at 1000 N. Seward Ave., Hollywood, at a cost of approximately $30,000, to be ready for occupancy Nov. 15. The present offices in the Richfield Oil Bldg., Los Angeles, will be moved to the new structure, according to F. M. Pease, local manager of the firm which is headquartered in San Francisco.

Chicago Disc Firm

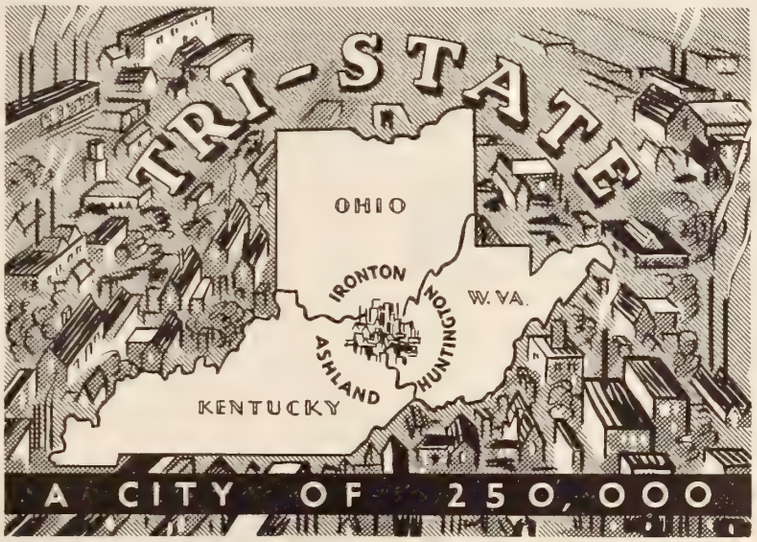


Mr. Zemer

LESLIE NOEL ZEMER has formed a new Chicago radio firm, Radiage Studios, at 154 E. Erie St., to specialize in the making of one-minute and similar type transcriptions. Complete transcription equipment purchased from Radiotone Inc., Hollywood, will shortly be installed. Mr. Zemer was formerly with Metro-Goldwyn-Mayer in Hollywood, having been technical director of *What Price Glory*, *Tell It to the Marines*, *Big Parade* and other war pictures. In addition to his transcription work, Mr. Zemer will handle talent exclusively for radio. Complete studios together with full microphone equipment have been installed.

Central Shoe Expands

CENTRAL SHOE Co., St. Louis (women's shoes), started their quarter-hour weekly transcribed program on WTMV, E. St. Louis, Oct. 4, the 11th station carrying the program. Other stations will be gradually added with the possibility that eventually 50 stations may be used. Transamerican Broadcasting & Television Corp. made the transcriptions. Kelly, Stuhlman & Zarndt, St. Louis, is the agency. The list currently carrying the program follows: KFOX WBNS WMBD KSTP WTMJ WHBL WTAD WSBT WIBA KROC WTMV.



WCMI, "WHERE COAL MEETS IRON." Right in the center of the U. S. Metropolitan District designated as Huntington, W. Va. - Ashland, Ky., and covering it all with a 5 MV/M signal. . . . WCMI delivers coverage of a *Metropolitan* population of 250,000 at very low cost.

WCMI Covers the Tri-State Market
Tower at Ashland, Kentucky

J. J. DEVINE & ASSOCIATES, INC.

Chicago Detroit New York Atlanta Pittsburgh

NATIONAL REPRESENTATIVE

CANADA'S *Busiest* STATION ★ LA PRESSE'S

CKAC

MONTREAL

5,000 WATTS
DAY AND NIGHT
• 18 HOURS A DAY •

Representative
JOSEPH · H · McGILLVRA
★
PALMOLIVE BLDG · CHICAGO
366 MADISON AVE · NEW YORK

CBS

Studio Notes

THE new WOR-Mutual Playhouse, formerly the New Amsterdam Theater, New York, is now housing 11 of the net's programs: *Rainbow House* and Admiracion Laboratories' *Tim & Irene* on Sundays; *Georgie Price* and *Impressions* on Mondays; Hudson Motor's *Hobby Lobby* on Wednesdays; *Music By* and *Sinfonietta* on Thursdays; *Opera House* and *Continental Revue* on Fridays; *Hi There, Audience!* and *Sylvia Froos* Saturdays.

NBC WILL broadcast the 14th annual national cornhusking championship exclusively on its *Farm & Home Hour* Nov. 4 with Hal Totten and Everett Mitchell, at the microphone. Over 100,000 spectators have been witnessing the cornhusking "world series" in recent years.

WITH labor disputes on two fronts in San Francisco apparently settled, KSFO, San Francisco, is going ahead with its construction program after being delayed for several weeks. A plasterers' strike in the bay region held up completion of KSFO's transmitter house at Islais Creek, recently dedicated. A dispute between factions on the waterfront held up the delivery of steel for the construction of KSFO's new $350,000 studios and executive offices at the Palace Hotel.

THE *Stump Me* series of WISN, Milwaukee, returned to the air Sept. 27 and produced a record volume of mail. They play or sing every number requested by listeners and Aren Beverage Co. donates a case of its product to those submitting tunes that "stump" the duo.

PROBLEMS confronting residents of Southeastern Colorado are discussed in a quarter-hour program by the C. of C. on KIDW, Lamar, Col.

CREATION of a sports department to coordinate all sports originating in Washington carried by NBC was announced Oct. 5 by Kenneth H. Berkeley, manager of WRC and WMAL. At the same time Berkeley announced that NBC would expand its present sports coverage in the Nation's Capital. Berkeley said the new department would consist of Bill Coyle, Bud Barry, George Gunn, William McAndrew and Robert Cottingham.

FIRE destroyed one of the permanent exhibition halls at the Dairy Cattle Congress Oct. 1, where booth and studio of WMT, Waterloo, were housed. Several thousand dollars worth of radio equipment and instruments was destroyed. Engineers Don Kassner and George Olson drove 200 miles for new equipment to keep the broadcasts on the air and Michael McElroy spoke via a telephone patched through to the transmitter.

CKY, Winnipeg, at present Canada's most powerful station, using 15,000 watts, has been ordered to change Oct. 15 from 910 to 960 kc., sharing with CRCY, Toronto. The 910 kc. frequency is believed to be intended for the new 50,000 watt transmitter at Montreal, CRCM, Montreal, now being on that frequency with 5,000 watts.

TWO PROGRAMS in English but directed to the Jewish audience are starting on WMCA, New York. On Sept. 30 *Voice of Jerusalem*, sponsored by Chris. Hansen's Laboratory, Little Falls, N. Y., for Junket, started a 13-week schedule, featuring songs of Palestine. On Oct. 4 Zion National Kosher Sausage Factory, New York, started sponsorship of *Zion Variety Show*, half-hour program to run for 26 weeks. Both accounts are placed by Advertisers Broadcasting Corp., New York.



NEWS FLASHES — Featured by WCOP, Boston, in the lobby of the Copley Plaza Hotel are admired by Harold A. Lafount (right), ex-Federal radio commissioner, now president of the Massachusetts Broadcasting Corp. and Gerald H. Slattery, general manager of WCOP.

KTSA, San Antonio, began broadcasting an enlarged schedule of locally produced programs Oct. 3 from new studios constructed under the direction of the station's engineering staff headed by W. G. Egerton, in collaboration with engineers of CBS and Hearst Radio. The studios, located on the third floor of the Gunter Hotel, consist of an auditorium studio seating 150 guests for locally produced audience shows, a smaller studio for regular productions, a small announcers' studio and clients' audition room, a reception room, a music library, news room and announcers' office.

KRLD, Dallas, on Sept. 1 instituted a new policy whereby it will not accept programs of any nature in which laxatives are mentioned.

KSAL, new station at Salina, Kan., has started a 60-minute Saturday night *Barn Dance* for which 10c admission is charged. The show, sponsored by a local motor company, attracts from 1,100 to 3,000 paid admissions.

WDZ, Tuscola, Ill., calls itself "one station chain." On Sept. 7 studios were opened in the Plaza Hotel in Danville, Ill., Emerson Russell of the WDZ sales staff in charge. On Oct. 11 studios in the First National Bank Bldg. in Mattoon, Ill., went into operation with Walt Schafer, also of the sales staff, as studio director. On the same date, in Effingham, Ill., broadcasts began from new studios in the Register Bldg., with Salesman Ray Livesay in charge. Every day each studio comes on the air on set schedules.

KFJM, Grand Forks, N. D., cancelled its entire morning schedule Oct. 4 to cover the president's moves from the time he arrived at 9:30 a. m. until he left at noon. The entire production staff was pressed into service as mikes were set up at five different points along the route of the parade including the state fair grounds where the President dedicated a new grandstand. The dedication and speech at the fair grounds were fed from KFJM to a regional network of 12 stations.

CKCW, smallest of the New Brunswick broadcasters in power, recently opened new studios in the Knights of Pythias Bldg., Moncton, N. B.

TO GIVE complete and well-rounded news coverage to the listeners of WINS, New York, Jay Knox, news editor, has started a *News Parade* series of four quarter-hours daily, broken up as follows: Morning news at 9:45 a. m., news from the woman's angle at 12:15 p. m., afternoon news at 3:15 p. m., and an editorial summary at 6:30 p. m.

A SERIES of weekly interviews with people picked at random from the phone book is being prepared for early production at WMCA, New York.

WWVA, Wheeling, W. Va., announces that its offices and studios have been renovated, modernized and treated acoustically. An interesting feature of the new studios is coverage map inlaid in the floor.

AN AGREEMENT has been effected between MBS and British Broadcasting Corp., affording Mutual network equal recognition with other American networks in releasing and exchanging of programs. First program on MBS under the new arrangement was broadcast via shortwave to the coast-to-coast Mutual net Saturday, Oct. 2, featuring the *West of England Folk Song Singers*.

MONTPARNASSE, the Midwest forum conducted by Monte Randall and comparable to the *American Town Meeting on the Air*, returned to WCFL, Chicago, after being off the air all summer. The program, originally on for 30 minutes has been expanded to 45 minutes every Saturday night.

WQBC, Vicksburg, Miss., broadcast a series of radio classroom programs for a week, in which nearly 90% of students at St. Aloysius school reported at the end of the week with written reports. Regular 15-minute periods were assigned to each of the 12 grades.

STUDENTS in more than 600 northern California public schools are listening regularly in their classrooms to the *Alameda City School of the Air* productions of KLX, Oakland, under the auspices of the board of education of the City of Alameda and in cooperation with the California State Department of Education.

KLZ, Denver, recently sent Jack Fitzpatrick, news and sports commentator, on a 10-day football scouting tour of the Rocky Mountain Conference. Fitzpatrick airs a daily sports review for the Derby Oil Co. and is observer for Warren Williams who handles the play-by-play broadcasts of the Denver U games under Kellogg sponsorship.

WICC, Bridgeport, Conn., is conducting a contest to choose student commentators for its five weekly program titled *News From Yale University*. Transcribed auditions will be judged by Boake Carter, Edwin C. Hill and Edgar Kennedy and two announcers will be selected.

FOREIGN motion pictures are described in *International Film Review* which started Oct. 5 on WBNX, New York. Program is heard Tuesdays at 5:30. Commentator is Bob Stokes, a member of the National Board of Review of Motion Pictures.

TALL PROFITS in Tall Corn!



$304,000,000 CORN CROP IN KMA SERVICE AREA

Not only tall corn, but bumper crops of wheat, oats, poultry and livestock are reaching new highs of production and profit. With almost ONE BILLION DOLLARS of cash income assured . . . with buying power greatest since 1929. . . . KMA listeners are **spending freely!**

That's where YOU come in! For over 12 years these people have guided their buying habits by the sound, friendly advice of Earl May and KMA. Right now, we're helping other advertisers set enviable new sales records in America's No. 1 Farm Market. We can do the same for you and we're ready to prove it!

The Earl May Station KMA Shenandoah, Iowa

Represented by:
Howard H. Wilson, Co.—New York, Chicago, Kansas City

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

TWO NEW radio series, each based on a best-selling book whose author has donated the radio rights to the Radio Division of the WPA Federal Theatre will soon take the air under the auspices of this organization. Mary Roberts Rinehart's *Tish* will be broadcast on a nationwide CBS network in 13 weekly half-hour episodes beginning Oct 14. Leo Fontaine and Joel Hammil made the radio adaptation of the novel and the series will be directed by William N. Robson. Leo Fontaine also did the radio adaptation of the second series, *Epic of America*, from Dr. James Truslow Adams' best-seller. This series will be broadcast for 13 Sunday evening periods on MBS, beginning Nov. 7.

THIS YEAR'S theme of the weekly broadcasts of the National Congress of Parents & Teachers, which returned to the air Oct. 13 as a half-hour Wednesday afternoon feature on NBC-Blue, is "Youth in a Modern Community" and the officials of the Congress and other specialists in health, education, recreation and allied fields who will speak during the year will attempt to aid parents in solving the problems presented by modern life.

REVIEWS of new Broadway plays are broadcast over MBS within an hour after the final curtain by Bide Dudley, veteran dramatic critic, for the benefit of Hollywood story scouts as well as the general theater-minded public. Feature started Oct. 11 with a review of "The House of Cantrell."

WNEW, New York, will issue a new rate-card effiective Nov. 15. The station operates 24 hours a day, and is about 80% commercial.

RADIO MUSIC LESSONS of Dr. Joseph E. Maddy, professor of music at the University of Michigan, were resumed Oct. 12 for the second year on the NBC-Red network under the new title *Fun in Music*. Dr. Maddy's program originates in Chicago and is broadcast Tuesday afternoons.

PRESENTED under the auspices of the Hayden Planetarium and the American Museum of Natural History, New York, WQXR started Oct. 13 *Music of the Spheres*. Marian Lockwood, musical director and assistant curator of the Planetarium, conducts the program, which consists of poetry and music.

WMCA, New York, has added to its schedule of news shows *Man of the Hour*, a biographical sketch of the dominant personality in the news of the day, presented daily at 11:45 a. m.

TITLED *Essays in Music*, a new series of half-hour Thursday evening broadcasts on CBS, deals with a wide variety of musical subjects, collected into unusual groups under the direction of Victor Bay, who also directed the music in connection with Columbia's summer Shakespearean cycle.

WHIO, Dayton, O., is on the air at 5:45 a. m. daily instead of 6 a.m.

Maland Milks

STILL claiming to be unfeated cow-milking champion of the NAB, J. O. Maland, manager of WHO, Des Moines, has challenged Miss Rose Amfahr of Jessup, Ia., who recently won the milkmaid contest of the National Dairy Cattle Congress, to a milking duel during the *Sunset Corners Frolic* Oct. 16. Miss Amfahr milked 12.6 pounds in three minutes to win the Dairy contest.

Tea for Two Million

(*Continued from page 22*)

longer is a log needed, after five years on the air the listeners are tuned to the program . . . they automatically know the day and the time of the broadcast. Standard Brands and *One Man's Family* are appealing to the type of listener who buys Tender Leaf Tea. The scope is being covered fully, no different strata of listeners is desired, because the show is for young and old alike . . . the medium of advertising is complete in this one program.

Should a change of cast to brighten the show, make it new, take place?

Mail by the Carload

Again I answer a question with a question. Does Mrs. Smith ask Mrs. Jones to divorce her husband so that the neighborhood may have a new personality in its midst?

Of course the latter question is preposterous. But not any more preposterous than changing *One Man's Family* would be. Ask any listener what he thinks of Henry Barbour. . . . The answer will probably be that he likes his grunt, his quiet mien, his understanding heart. And Fanny Barbour . . . who wouldn't love her? And all the scrapes that the children encounter . . . just as they have been encountered by you and you and you.

Now that the fact the program is definitely established as one with listener appeal, that it has commercials that are creating results, just what results have been attained?

Give aways have not been a standing policy. However, Teddy's diary was offered in exchange for end cards found in a package of Tender Leaf Tea. Standard Brands did not anticipate the deluge of box tops that flooded their offices. Over half-a-million listeners sent in their end cards for the diary! As many as seven mail cars packed with *One Man's Family* mail were pulled up to the railroad siding!

But even without giveaways, the response is above average. Sales have picked up from the first, and their level seldom drops. Indeed it may well be said that the graph is just the opposite . . . a steady climb towards a peak that keeps moving higher and higher. Statistics show that *all* tea sales increased 26% during 1936. In view of this fact, it must be remembered that *One Man's Family* is the *only* air show advertising tea!

So now the job is done, the sales talk and the initiation are over, the program is established and not only keeps its listeners, but adds new dialers to its list of fans every week. It can all be summed up in a very few words:

Find out what the public wants, give it to them . . . and your radio program will be a success!

McKenzie Spots

McKENZIE MILLING Co., Quincy, Mich. (pancake flour), on Oct. 18 will start a quarter-hour live show, the *Novelodeons*, daily except Sunday, over WLS, Chicago; five-minute programs thrice weekly, Mondays, Wednesdays and Fridays and 100-word announcements twice weekly on WOWO, Fort Wayne, and 100-word announcements thrice weekly on WHKC, Columbus. On Oct. 20 two quarter-hour programs a week will start on WWVA, Wheeling. Rogers & Smith, Chicago, is agency.

PATRICK IS NAMED TO FCC BAR POST

DUKE M. PATRICK, former general counsel of the old Radio Commission, has been nominated for the presidency of the Federal Communications Bar Association, which holds its second annual meeting in Washington Oct. 25. The nominating committee brought in a slate headed by the Washington attorney to succeed Louis G. Caldwell, also a former Radio Commission general counsel, who had served during the first year of the organization's existence.



Mr. Patrick

Other officers nominated by the committee are Alfred Geiger, Washington Counsel for the Independent Telephone Association, first vice-president; Ben S. Fisher, second vice-president; Phillip J. Hennessey Jr., NBC Washington attorney, secretary, and Herbert Bingham, treasurer. Nominated for three-year terms on the board of governors to fill the vacancies to be created with the elevation of Messrs. Fisher and Hennessey were Mr. Caldwell and Ralph Kimball, counsel for Western Union, retiring first vice-president.

Chairman Frank R. McNinch of the FCC may make the principal address at the opening session of the Association at the Raleigh Hotel Oct. 25. There will be a golf tournament in the afternoon and a banquet with entertainment that evening to conclude the meeting.



PERFECT FIGURES

PLUS

COMPLETE COVERAGE

Many a Miss has a "Million Dollar"

look . . . but . . .

"KTAT's MARKET DATA"

Introduces you to the $322,000,000 Market

"KTAT's Market Data" booklet, full of valuable facts about the Fort Worth Market, which covers a primary area of 21 counties with a population of 1,061,751. This market has 184,230 radio homes, 14,122 retail stores and annual sales of $322,000,000. "KTAT's Market Data" contains much pertinent information and is yours for the asking—just write NOW on your company letterhead.

Affiliated with the Mutual Broadcasting System

TARRANT BROADCASTING CO.

Studios and Offices in the Hotel Texas

FORT WORTH, TEXAS

Raymond Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

1000 Watts—Full Time

KTAT

National Representatives:
FREE & PETERS, Inc.

New York · Detroit · Chicago
San Francisco · Los Angeles · Atlanta

HOWARD H. WILSON, CO.

Radio Station Representatives

CHICAGO — 75 EAST WACKER DR. CENTRAL 8744

NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230

KANSAS CITY — 1002 WALNUT ST. GRAND 0810

NATIONAL SERVICE TO STATION AND ADVERTISER

Purely PROGRAMS

PLAYWRITING is the purpose of a contest on KJR, Seattle, sponsored by Grunbaum Furniture Co., that city, for a test period of 13 weeks. Short stories, plays and scenarios are accepted by David Halpern, of Ann Newman's Adv. Agency who directs the show, and the best manuscript of the week is dramatized the following Sunday on KJR. Grand prize is a two-day visit in Hollywood as guests of Paramount with the possibility of selling the manuscript to the film company. Titled *Are You A Writer?* the program is going over big, says KJR.

Spot NEWS!



United Press HEADLINE News every hour on the hour, from Vt.'s HEADLINE Station.

1390 KC

WQDM 1000 WATTS
ST. ALBANS VERMONT

Football Tie-in

WELL PLANNED tie-in of football and merchandising is the program *Can You Pick the Winners* heard weekly on KCKN, Kansas City, Kan., featuring John Goetz, former football star. Sponsored by the local Shepherd & Foster Clothing Co., the program consists of Tuesday forecasts by Goetz and announcements that contestants must visit the sponsor's store for entry blanks and return them to the store by Friday noon. Winners are chosen right after the Saturday games and must go to the store to get their prizes.

* * *

Around the Clock

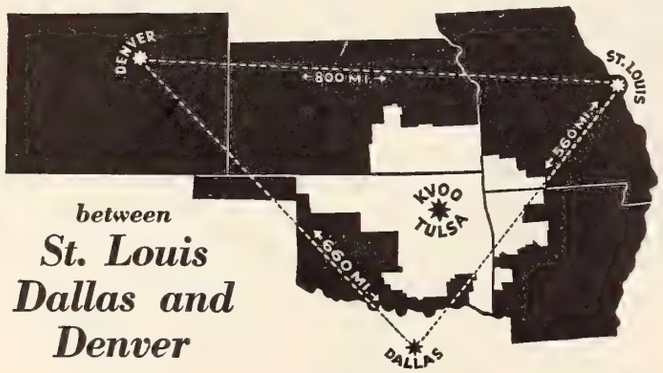
AT WCHV, Charlottesville, C. D. Taylor, commercial manager, has a copyrighted program in which names of listeners are selected from the telephone book. Those who phone the station and repeat the exact phraseology or manner in which their name was read are given cash prizes. If the name given does not respond within five minutes, another name is selected and the award increased.

* * *

Blonds and Red Heads

THE midnight Rhythm Club of WMPS, Memphis, dedicates one program to blonde girls, the next to red heads, another to bachelors, and on and on. Competition has set in to top the list in requests.

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA" — TULSA

WCCO's School Series

AN EDUCATIONAL radio series, *North Star School,* which has attracted nationwide attention, starts its third successive year Oct. 20 on WCCO, Minneapolis. Sponsored by the Minnesota Educational Association, the program is under the personal supervision of R. N. Ringdahl, radio chairman of the MEA and a Minneapolis school principal. Discussions of home and school problems, with emphasis on child behavior and training, will be featured. Assisting Mr. Ringdahl in program planning and execution will be Walter England, executive secretary of the MEA, and Max Karle, educational director of WCCO. Outstanding musical organizations from Minneapolis and St. Paul schools will be brought before the microphone once each month.

* * *

What's Your Birthday?

REALIZING how much everyone likes to be remembered on his birthday, WFBM, Indianapolis, broadcasts *Your Birthday Party* each Sunday morning for half an hour. Dedicated to Indiana's leading colleges, towns, social organizations, factories and business firms, the program dramatizes important events in the lives of individuals and communities. Talent is chosen from schools, factories and clubs. Village mayors, football captains and factory managers are featured in this series sponsored by the local Kirk Furniture Co. Participants receive free birthday presents from the sponsor and from other WFBM advertising clients. It's going over big, according to WFBM.

* * *

Fun for Scavengers

SCAVENGER hunts have started on WBAL, Baltimore, with Garry Morfit naming the articles that have to be brought to the studio for competition in the grand weekly prize of $10. The winner must complete his list first and no money has to be spent, for the articles are usually old things that any listener is apt to have in his attic or cellar, such as an old green fedora or a pair of high topped shoes. The first week's winner is guest on the second week's program and so on throughout the series.

* * *

For Songwriters

AMATEUR songwriters get a chance to have their compositions plugged and win a prize on the weekly *Can You Write A Song?* on KFWB, Hollywood. The songs are judged by a committee of orchestra leaders and songwriters and a weekly prize of $50 goes to the winning composer. More than 500 requests were received by KFWB the first week following the initial broadcast of Oct. 4.

* * *

Football Quiz

A QUIZ on Iowa Network Wednesday night is based on visits to the homes of Iowa's college football coaches, giving the grid mentors a chance to chat freely of touchdowns and such. Schools of five college conferences are to be represented in the visits.



TOUGHEST — Assignment Bill Kelso, KMTR, Hollywood, special events announcer, ever had was to broadcast from the shoulders of Otto Gretona, during an aerial act, at the Cole Bros.-Clyde Beatty Circus. With Kelso on his shoulders, Gretona, who is one of the Great Gretonas, aerial act, walked 75 feet across the tight rope, 55 feet in mid-air, balancing himself with a mammoth pole.

* * *

Freshmen Have Fun

FRESHMEN at Minnesota U told all about themselves without knowing it when WTCN, Minneapolis, set up seven remotes on the university campus during the first week of school. Charles Irving, WTCN special eventer, hid a mike in his lapel and danced with the freshmen girls who told him things that proved humorous and embarrassing to their ma's and pa's as they listened in. WTCN covered the registration proceedings, campus interviews and vocational guidance lectures as well as psychology and sociology classes.

* * *



* * *

DARWINIAN—When Joe Ford, announcer of WSGN, Birmingham, covered the recent Alabama State Fair, he interviewed a monkey, who apparently responded with some comic comment. Ford is wearing a pack transmitter. At right is Paul Cram, chief engineer.

* * *

For Ordinary Folks

ORDINARY people who have extraordinary occupations are presented in a series on WLS, Chicago, titled *Folks Worth Knowing.* The opening program included a man who keeps 5,000 clocks running accurately, a telephone information operator, a veteran mail man who takes a long walk on his day off and a Chinese boy of 12 who witnessed the first bombing of Canton.

* * *

The Stamp Man

WIND, Gary, inaugurated *The Stamp Man* on Oct. 4. An expert in the philatelic field, the Stamp Man's name, character and background are held secret, so that children will look upon him purely as the Stamp Man.

Good Deeds and Prizes

CKOC, Hamilton, Ont., has a Saturday morning *Children's Good Deed* feature which started its fifth winter season recently, running till March. Some 250 children are on hand at 9:45 a. m. in the concert studios of CKOC. A good deed is a prerequisite of membership in the Good Deed Club which last year had an enrollment of 7,000, and in the years it has been on the air a total enrollment of 30,000. Annual theatre parties for members bring out 3,000 children. A weekly prize is given for the best good deed, and the club has its own orchestra of 18 pieces, its own choir of 35 voices, all under 16. The program is used by Canada's largest department store, T. Eaton Co. Ltd., with stores from coast to coast, to foster good-will.



SOCK—Howard R. Chamberlain, production manager of KLZ, Denver, attempted to attack Arthur Wuth (right), program director and judge of the KLZ Boners' Court, after a fine had been levied, but two Denver patrolmen kept the defendant under control.

* * *

News and Background

A NEW TYPE of news broadcast is being presented on WNEW, New York, Wednesday and Friday nights. Titled *Deadline*, the broadcast is presented by George Clark, city editor of the *New York Mirror*, and Dave Charney, reporter. Clark and Charney take the parts of city editor and star reporter, respectively. The reporter recounts the big news of the day, discussing the news behind the news with his city editor. The program is under the direction of Charles Martin, producer and director of the Philip Morris and other network shows.

* * *

The Fixing Mr. Fixit

AN ARTICLE in the October *Reader's Digest* describes the work of *Mr. Fixit*, complaint handler of WFBL, Syracuse, who has dealt with some 2,000 complaints in three years. The Syracuse Community Chest has persuaded him to do another weekly series for its annual drive for funds. WFBL originally offered time to the municipality to aid its complaining bureau, and the bureau's manager, Charles Marks, became WFBL's *Mr. Fixit*.

* * *

Public Servants

THE LIVES of policemen and the dangers of their professions are dramatized on WNYC, New York, in a series called *Police Honor Men*, which began Oct. 2. Taken from the metropolitan police files, the dramatizations consist of factual and heroic incidents. It makes the public more appreciative of its servants, says WNYC.

* * *

About Illinois Oil

WDZ, Tuscola, Ill., has started broadcasts from the Illinois oil basin, with Charles I. O'Neill, oil authority, delivering last minute information.

Homemade Weather

TROLLEY motorman Coston F. Whitaker, of Memphis, has been given a daily morning weather program, as well as a Thursday night spot on WHBQ, Memphis, for his unscientific forecasts. The program capitalizes on his feud with F. W. Brist, official meteorologist of Memphis. The Whitaker predictions are based on observations of the moon and he claims a better record than the government meteorologist.

From the Depths

COOPERATION with Western Union resulted in unique broadcast on WCPO, Cincinnati. Robert Bentley, WCPO special eventsman, went into the depths of Western Union's master manhole behind the company's Cincinnati office and interviewed Jess Manning, city foreman for W. U., and his crew of trouble-shooters. Show was sponsored by Truly Warner Hats on their regular *Yours Truly* production, Oct. 7. Western Union ran special lines direct from the manhole to the WCPO newsroom over several city blocks. Show was first in a series of broadcasts to be aired direct from unusual business spots about town.

* * *

Bellhop Vox Pop

WHEN the tourist season closed in Duluth, Minn., KDAL ended its summer series of tourist interviews titled *Arrowhead Tourist Time* by airing a vox popper which featured the bell boys who had waited on the tourists all summer. When the boys started telling what *they* thought of tourists the show got so funny that even the control room engineers laughed, according to KDAL.

Murder in Texas

LISTENERS name the guilty and point out the clues that led them to discover the murderers paraded before the mike each week during *Can You Solve It?*, a mystery series on WOAI, San Antonio. Written and produced by Lew Valentine and sponsored by the local Milam Finance Corp., each broadcast is a complete detective story. Three cash prizes are awarded weekly. WOAI says that from the looks of its mail you'd think that half of the country's detectives live in the Southwest.

* * *

For Ranchers and Farmers

RANCHERS and farmers are the listeners that KLZ, Denver, informs and entertains on its early morning daily program which is devoted to ranching bulletins, news, livestock reports and western music. Production Manager Howard Chamberlain of *Nation Barn Dance* fame is assisted by Robert Buchanan who airs the latest farming news supplied by Colorado Agricultural College and governmental agencies. It's service, says KLZ, with a "just folks" touch.

* * *

A Medal a Week

WASHINGTON heroes will be honored in a new weekly program on WRC, sponsored by Schwartz Jewelry Co. Gordon Hittenmark awards a gold medal every week to the outstanding "hero" of the previous seven days. Selection of the recipient of the medal is made by a local newspaper.

* * *

Slants on People

WBNX, New York, has started a program, *The Modern Diogenes*, consisting of comment on personalities in social, civic and political life. The commentator, anonymous, is admittedly an attorney. Program started Oct. 8, and is heard Fridays at 4:15-4:30 p.m.

KMBC

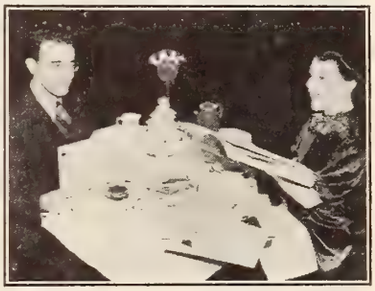
and nobody else



staged a gala Family Party Sept. 25 to dramatize the change of time to the radio audience, present new features of the KMBC Greater Show Season. Cooperation **plus,** to build your program!



"TEX" OWENS, now entering 8th consecutive year of sponsorship by Aladdin Mantle Lamps, consistently ranks FIRST with KMBC audiences. Available now for additional shows—and what a buy! A KMBC Tested Program.



ACROSS THE BREAKFAST TABLE—Great morning "natural" for any household product or service. **"Characterizations swell. Show rates top bracket. With a little exploitation can have maximum of the potential audience riding with them."** — VARIETY. A KMBC Tested Program.

KMBC
OF KANSAS CITY
The Program Building
And Testing Station
FREE & PETERS, Nat'l Reps.

COLUMBIA STATIONS ATTENTION!

The Sunday Players stand ready to carry on with your **BIBLE DRAMAS,** a world famous program already featured on many Columbia outlets. Fifty-two half hour episodes beautifully produced and recorded. Your opening program by air express if you wish to avoid missing another Sunday. Wire today and keep that large and loyal audience of your finest people.

MERTENS & PRICE, INC.

THE SUNDAY PLAYERS BIBLE DRAMA

1240 SOUTH MAIN ST. - - - - LOS ANGELES, CALIF.

New Bible Series

WHBF, Rock Island, sent 150 letters to Sunday School teachers in Rock Island, Davenport and Moline to invite their cooperation on a new program *Miles of Smiles*, broadcast every Sunday morning at 8:15. Miss Ruth Robinson, a teacher, takes the children on a mythical boat trip to the Holy Land where she describes the settings of well known Bible stories in the manner of a guide or tourist. Children who come to the studios to take part in the programs are given tickets for the "trip" —but first must present a ticket from their teachers testifying that they attended Sunday School the previous Sunday. Teachers are holding contests to see which youngster will win the most tickets.

OPEN FOR SPONSOR

"WALKS OF LIFE"
To Sell Shoes
By
PAUL CRUGER
Screen Writer
Footsteps on the Sidewalk
And Each Pair of Feet Tells
A Dramatic Story.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.

. . . wood words sell . . .

Informative Programs

WMCA, New York, is offering cooperation to New York City schools by broadcasting programs of interest to students of civics and modern history. Details of the programs are furnished to teachers, who make arrangements for group listening and classroom discussion. Among the presentations are *Municipal and State Legislative Highlights*, with Phelps Phelps, a member of the New York Legislature, giving a Sunday resume of the past week's activity in the legislature; *Operation of the Federal Government*, broadcast from Washington on Tuesdays; and *The Editor Speaks*, a digest of editorials in New York City newspapers, broadcast Friday evenings.

* * *

WDGY and the Schools

WDGY, Minneapolis, has been named official station for the Minneapolis Board of Education and the Central Council of Parent-Teachers of Minneapolis. Some 200 sets have been placed in schools and a microphone has been installed in the office of Thomas Buckston, publicity director of the board of education. School programs are broadcast every school morning, and talks are given two afternoons a week.

* * *

Good Deeds Court

WBNX, New York, has started *Court of Good Deeds*, to hear indictments against motorists who have not made proper use of their leisure. In the belief that motorists should spend leisure calling on under-privileged old folks and inviting them for rides, the court convenes with municipal judges.



Have a Gripe?

IF you've got a grudge against your wife or think Hitler's a tyrant or have some homemade poetry to recite, you're welcome on *Radio Soap Box*, an half-hour Saturday night program on WJR, Detroit. Duncan Moore, who is in charge of the show, calls it an uncensored half-hour of free speech, catch-as-catch-can and nothing barred. With all this talk about freedom, says WJR, here is the public's chance to give its opinion and speak its piece.

WCPO Uses Trailers

WCPO, Cincinnati, is employing trailers in five local theaters to ballyhoo its news and early morning show. The station claims it is "world's largest newspaper of the air" with 15 newscasts a day from a special street-level newsroom in downtown Cincinnati. Six newscasters and three editors work 18 hours compiling more than 24,000 words of news a day. Early morning show, the *Six-to-Niners*, is a three-hour live talent production from 6 to 9 a. m. with 26 stars of stage and radio. Music ranges from guitars to organ.

* * *

Question-Answer Variation

A NOVEL program combining the best features of "Question-and-Answer" and "Man-on-the-Street" broadcast was inaugurated by KLZ, Denver, Sunday night. The show, titled *Answer Man*, is handled from the stage of a downtown theater by Matthew McEniry, as the "Answer Man," and Norbourne Smith, as his stooge, the "Question Man." Smith roves through the theater, plying his questions at members of the audience. McEniry, officiating from the stage, supplies the correct answer and awards prizes given by the sponsor, the Seven-Up Colorado Co.

* * *

Trivial But Interesting

CROWDED OFF THE AIR by important international and domestic news, non-essential news of human interest value has been given a special spot, 1-1:15 a. m., on WMCA, New York. On this broadcast, the major events of the day are condensed into a three-minute summary, and the rest of the period is devoted to what the station calls "interesting trivial items."

* * *

Good Neighbors

KROW, Oakland, is broadcasting *Good Neighbor's Club*, conducted by Dr. Sunshine. Recently he made an appeal for volunteers to submit to a blood transfusion in order to save the life of a patient at a San Francisco hospital, who had to undergo a serious operation on his lungs. Within five minutes four radio listeners contacted the station to offer their blood.

* * *

Doghouse Court

WTMJ, Milwaukee, broadcasts *Doghouse Court* every Monday afternoon, the accused persons facing judge, prosecuting attorney and witnesses. Offenses are mistakes made on WTMJ broadcasts. Persons sending in accusations used for the program are awarded $1. If more than one person sends in the charge, the one suggesting the most novel punishment gets the $1.

For Better Movies

THE PUBLIC should know how to judge movies and understand them as a cultural force, according to WCLE, Cleveland, which has started a series called *Movie Art and Problems*, featuring Miss Bertelle M. Lyttle, editor of the *Cleveland Cinema Club Bulletin*. Weekly 15-minute interviews with film experts will include discussions of acting, sound developments, harmony, historical drama, differences between the movies and the stage. Adult listeners find the programs helpful in guiding the taste of their children, says WCLE.

* * *

Rural School Music

WDZ, Tuscola, Ill., is teaching group singing in the country schools of Douglas County with its *Rural School Music Program*. Morris Russell conducts the class of some 50 schools at the studio grand, playing and singing the songs from the radio text book while the pupils sing under his direction. The program endeavors to teach singing as done in the classrooms of large city schools. The entire course is part of the pupils' curriculum and after examinations credit will be given.

* * *

From the Past

KFRC, San Francisco, is presenting a series of historic dramatizations titled *Twenty-Five Years Ago*. The first presentation Oct. 3 was a commercial audition in addition to being a regular program. A number of advertising agency executives were listening in their own homes under normal conditions where they were able to check their reactions against those of the "average listener". The series is being transcribed.

* * *

Swift History

KCKN, Kansas City, is offering *Crossroads of History*, written and produced by Olaf Soward, KCKN news commentator, in which little known facts of history are tied to modern times with dialogue and dramatic flashes. Although subject matter is directed to more cultured classes, the swift tempo has attracted a general audience. Roney Monument Co. is sponsor.

* * *

From Denver's Harlem

WHERE there are negroes there is talent and KLZ, Denver, recently had such luck with a variety sidewalk show from the heart of the local Harlem that it's now a regular Thursday night feature. Matthew McEniry and Larry Robar, KLZ announcers, visit the colored districts. They place microphones in front of curbstone performers and help singing bootblacks do their stuff.

* * *

Informing the Public

SO THE public might know the details of fire fighting, the fire department of Miami, Fla., recently staged an elaborate demonstration. On hand was Norman McKay, announcer of WQAM, who interviewed Fire Chief H. R. Chase.

* * *

Junior Reporters

"UNCLE DON," pioneer children's broadcaster, whose daily program on WOR, Newark, is sponsored by a number of participating firms, is organizing a Junior Reporters and Press Club with the object of bringing together all editors, reporters and writers for school and other juvenile newspapers and magazines. WOR plans a Junior Press Convention.

Sarnoff on Television

(*Continued from page 36*)

d during the show the public ught less than 100 television re-vers in total.

"During one year's operation of public television service in Eng-nd, less than 2,000 receivers in ll have been sold to the trade and ss than 1,000 are actually in the nds of the public. There is but ne television transmitter in Lon-on, and I was informed that it ill probably be two years more efore a second transmitter is rected in any other part of Eng-nd.

"The foregoing represents the resent status of television in Eng-nd despite the fact that geo-raphically its problem is simple ompared with the vast area to be erved by a television service in he United States. Also it is to be oted that in England the costs f erecting a television station, the stablishment of a special organi-ation, and the furnishing of tele-ision programs, have been paid y the Government out of license ees paid by the public annually or the privilege of listening or eeing by radio.

Program Problems

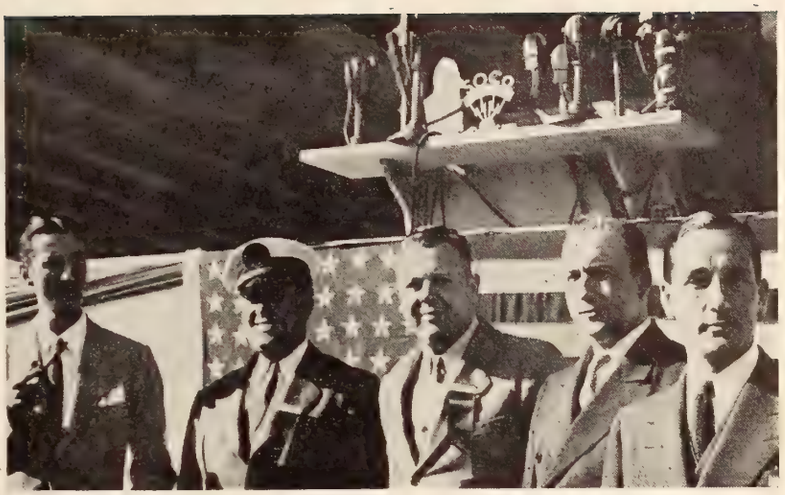
"The range of the RCA televi-ion transmitter atop the Empire tate Bldg., now operated by NBC rom its television studios in the RCA Bldg. in New York City, is pproximately the same as that of he BBC station in London. The elevision receivers installed in the omes of our experts, who have een carrying on field tests during he past year, are likewise of the ame order of performance as those n use in England.

"The major problem of televi-ion, in both countries, is to pro-ide a program for the home that will meet public requirements and naintain public interest.

"To place television on a com-nercial basis in the United States, t is necessary to establish a suffi-ient number of sending stations, hat must be interconnected and ble to furnish a regular service t least to the population residing within the principal market areas f our country. The erection of uch stations, the provision of nec-ssary interconnecting facilities, nd the establishment of a regular program service that would meet public requirements and hold pub-ic interest, call for vast financial expenditures before any returns an be reasonably expected.

"I firmly believe in the Ameri-an system of private enterprise, ather than government subsidy; f free radio to the home, rather han license fees paid to the gov-rnment by owners of receiving sets; and I have no doubt, that in due time, we shall find practical answers to the practical problems hat now beset the difficult road of he pioneer in television. The road calls for faith and perseverance as well as ingenuity and enterprise but it is a road that holds great promise for the public, for artists and performers, and for the radio ndustry."

Referring to published reports hat the late Senatore Guglielmo Marconi had left a vast fortune, Mr. Sarnoff said members of the nventor's family told him the es-tate would not exceed $150,000, rom which many taxes and fees must be deducted.



TOURISTS—Networks sent special crews on the recent western tour of President Roosevelt. At Bonneville Dam in the Northwest, KGW-KEX, Portland, got this picture of some of the radio party. Left to right are Bob Trout, CBS; F. T. Garesche, Standard Oil p. a. announcer; Art Kirkham, KOIN, Portland, announcer; W. Carey Jennings, manager KGW-KEX; Carleton Smith, NBC. Trout joined the party at Portland where he had been announcing the *Professor Quiz* program.

VOICE OF THE P. A.

Tester's Roars Break Into Funereal Solemnity

DURING the Pulaski Day memorial exercises in Washington Oct. 11, the President was stumped for the correct pronunciation of the name of General Wladimir B. Kryzanowski, Polish hero of the American Civil War. Turning to the network announcers on hand for the broadcast, Mr. Roosevelt asked for help and Carleton Smith, NBC presidential announcer, promptly suggested that according to the Polish Embassy the name was pronounced Chiz-a-nov-sky.

The big event of the day came while the body of General Kryzanowski was being reburied in Arlington National Cemetery. For some human reason, the NBC p.a. crew forgot to test the sound equipment until the long line of ambassadors and governmental dignitaries was filing out of the chapel after the ceremonies. Breaking the formal silence was an informal, resonant voice which roared: ". . . makes your teeth sparkle . . . . recommended by America's leading authorities on beauty."

WCBS, Springfield, Ill., has affiliated with the *Illinois State Journal*, local daily, but has not sold any interest in the station to that newspaper, according to Harold L. Dewing, president of WCBS Inc.

Quaker Oats Spots

QUAKER OATS Co., Chicago (macaroni), started participation and programs on 14 stations Sept. 27 and Oct. 4. On Sept. 27 participation in *Happiness House* on the Michigan network (8 stations) was started in addition to five minutes thrice-weekly on the *Modern Home Forum* of WOWO. Other spots are: Thrice-weekly announcements on WRVA, WTAR, WFBC; quarter-hour show on WBT; participation on WTAM six days a week. Mitchell-Faust Adv. Co., Chicago, is agency.

CBS Names Rosenthal



Mr. Rosenthal

HERBERT I. ROSENTHAL, with the CBS program department for the past seven years and assistant director of program operations for the past two years, has been appointed general manager of Columbia Artists Inc., effective Jan. 1, 1938. This appointment completes the reorganization of the CBS Artists Bureau, the eastern division now being known as Columbia Artists Inc. of New York, and the West Coast branch as Columbia Management Inc., of California.

WROK

COVERS THE BUSINESS

BRIGHT SPOT

IN NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

ROCKFORD, ILL.

1410 K. C. 1000 W

WEBC

Tells Your Story In

AMERICA'S SECOND PORT

DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG

HIBBING

WHLB

VIRGINIA

A *NEW* APPROACH TO THE NEW YORK MARKET

WBNX

With programs based on population characteristics, WBNX affords a specialized and *intimate* approach to the 6,982,635 foreign residents of metropolitan New York whose annual spendable income reaches as high as $5,000 per family.

FULL STAFF OF FOREIGN LANGUAGE PRODUCTION MEN AVAILABLE!

Variety's FIRST CHOICE FOR FOREIGN LANGUAGE STATION

Speaks the Language of Your Prospect

Vaseline on CBS

CHESEBROUGH MFG. Co., New York (Vaseline products), will launch a series of half-hour dramatic programs on approximately 58 CBS stations starting Nov. 7. The program, to be broadcast Sunday, 2:30-3 p. m. (EST), with a West Coast rebroadcast, will feature Jean Hersholt, motion picture actor, in dramatizations of short stories and will be produced from Hollywood. McCann-Erickson Inc., New York, is agency.

CANADIAN Broadcasting Corp. has signed the Canadian branches of Standard Brands Inc., (Chase & Sanborn coffee and Magic Baking Powder), Imperial Tobacco Co., Ltd. (cigarettes) and Imperial Oil Co. Ltd. for sponsored network programs to start in October and November.



STUDIOMOBILE—This roving studio, said to be the first ever built, is used for *Hollywood in Person*. Joan Blondell and Leslie Howard are speaking under Director Tay Garnett's guidance.

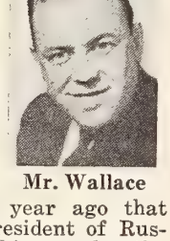
WMIN
BLANKETING
the
8th Largest
TRADE MARKET
in the
United States
at
Lowest Cost
Saint Paul
Minneapolis
WMIN
St. Paul, Minnesota

HOLLYWOOD FROM THE INSIDE

General Mills Series Staged by Russel M. Seeds Co.
—Offers Candid Portrayals of Studios—

By TOM WALLACE
Producer, "Hollywood In Person"
Russel M. Seeds Co., Chicago

RADIO and motion pictures are shaking hands again by means of the latest radio presentation which links the two in a five-weekly series coming out of the West, called *Hollywood in Person*.


Mr. Wallace

It was about a year ago that Freeman Keyes, president of Russel M. Seeds Co., Chicago advertising agency, conceived a new idea in radio which he took direct to Donald D. Davis, president of General Mills Inc. One of radio's most progressive users. General Mills was quick to recognize the potential interest in a daily visit with a "candid mike" inside the gates of the great motion picture studios—the idea met with immediate response on the part of Mr. Davis, and he and his company agreed to pioneer this new and novel radio feature.

Film Folk Cooperate

The obvious problem of whether the motion picture producers would see the value of such visits was solved through the influence of Hollywood's Billy Wilkerson, publisher of the *Hollywood Reporter*; Abe Lastfogel and William Murray of the William Morris Theatrical Agency. Mr. Wilkerson has been most constant in recognition of broadcasting as a medium for exploiting pictures. With his cooperation, the following studio executives have opened their gates to the genial Bisquick Broadcaster, Bob Baker:

Joseph Schenck, Darryl Zanuck and William Goetz of Twentieth Century-Fox; Samuel Goldwyn of Samuel Goldwyn Studios; Adolph Zukor of Paramount Productions; Walter Wanger of Wanger Productions; S. J. Briskin of RKO Radio Pictures; Harry Cohn of Columbia Studios; David O. Selznick of Selznick-International Studios; Harry Sherman of Sherman Productions; Hugh Harman and Rudolf Ising of Harman-Ising Cartoon Studios; B. P. Schulberg of Schulberg Productions; Hal Roach of Hal Roach Productions; Al Siegall of Republic Studios; and Charles R. Rogers of New Universal Studios. Lines are now permanently installed in 13 of Hollywood's studios, with more to come.

A 13-week test series was begun last March and released over the NBC-Pacific Red network. During this test General Mills ordered every type of survey available to measure the interest and effectiveness of the new venture. The result of these exhaustive tests found *Hollywood in Person*, beginning July 19, a part of the popular *Gold Medal Hour*, coast to coast over CBS.

Shortly before the test series was inaugurated, Mr. Davis made a visit to Hollywood and called on every producer. It was during this visit that he conceived the idea of a Trailer Studio—to our knowledge the first in the history of broadcasting. A 22-foot trailer, 14 feet of which is devoted to a unique sound-proof studio, the remainder to engineering control, with every improvement found in the most up-to-date regular radio studios, was ordered. This innovation has proved to be of great value. Bob Baker finds it quite convenient to park his Studiomobile on any of the streets of the movie studios and invite passersby to "drop in and be interviewed".

Doubtless one of the most difficult assignments ever given those who produce radio programs—that job is at the same time one of the most pleasant and interesting. When you get to know them, the movie executives and stars are some of the finest people in the world. However, with almost constant supervision, something unforeseen "happens" daily. In some 2 weeks, during which time we have broadcast over 120 programs, *Hollywood in Person* has been left high and dry, so to speak, only once time by the failure of scheduled personalities to appear. Which, in addition to being a very fine record, is conclusive proof that those who make up the motion picture industry are intensively cognizant of the value and scope of broadcasting.

Program Variety

Recognizing the importance of maintaining interest among the preponderance of women listeners *Hollywood in Person* has purposely offered at least once weekly program devoted to beauty and makeup, featuring the famous family of makeup artists, the Westmores. Always, in these chats one of the Westmores is accompanied by some charming feminine star who lends her advice and comment to the occasion.

In addition to the visits to such places as the cutting rooms, sound stages, fan mail, casting, music and wardrobe departments, special broadcasts have emanated from the Hollywood Brown Derby, Leo Carrillo's novel home, Ranch Scott's beach home, the Screen Actor's Guild division of the Labor Day Parade; presented an intimate tour through Shirley Temple's bungalow on the Twentieth Century-Fox lot; a visit with Deanna Durbin in the New Universal School Room; the Paramount Studio Restaurant; the world-famous Cafe de Paris at Fox; man-in-the-street broadcasts direct from Hollywood Blvd., and many other novel features.

At present *Hollywood in Person* is manned by a staff of eight people in the Russel M. Seeds Co. office in Hollywood, headed by Clay Osborne, general manager. Among the writers and newsgathers are Robert Brilmayer, Forrest Barnes and Lee Cooley.

Bob Baker started these broadcast with just a fair acquaintanceship in Hollywood, but in the time he has been making his daily visits he now numbers among his friends nearly every executive, star, director and camerman right on down through the studio personnel, including the lot cops and firemen.

Hollywood in Person has helped create a friendship between radio and motion pictures—a friendship that should be permanent.

PHILIP MORRIS & Co., New York, has announced an increase in sales of 50% over last year, through O. H. Chalkley, president. Most of the company's advertising appropriation goes to radio. Agency is the Blow Co. Inc., New York.



Today... the wise business managers are all writing the same notes: The Oregonian stations do a grand job!
National representative:
EDWARD PETRY & CO., INC.
New York Chicago Detroit San Francisco

Blaw-Knox Gets Award On Federal Contract for 400 Radio Range Towers

AWARD of a $350,000 contract to Blaw-Knox Co., Pittsburgh, for fabrication of 400 radio-range towers to be erected at various points throughout the country, was announced Oct. 6. It is believed to be the largest single contract for this purpose ever awarded by the government.

The radio-range towers provide airplane pilots, by means of radio signals, with a constant guide. The signals, leading the pilot from station to station, constitute invisible highways of the air. The modern radio-range stations consist of a group of five towers, four of which form a square with the fifth tower in the center. They are about 135 feet high and the radio impulses go out directly from the tower structure. The four outside towers transmit what is known as the beam course, while the center tower is used to transmit weather reports and other information without interruption to the beam signals.

Of the towers to be erected, about half will be used to modernize or relocate existing stations and 44 new five-tower stations will be built at needed points. Since 1932, Blaw-Knox has furnished about 400 towers for radio-range stations.

Peter Fox to Place

PETER FOX BREWING Co., Chicago (beer), is currently making quarter-hour transcriptions of its *Swingit* show on WGN, Chicago, to be placed three and six times weekly on southern and southwestern stations the first part of next year. The *Swingit* program was on WGN following the baseball games all summer and was recently renewed to follow football games. Transamerican Broadcasting & Television Corp. cut the transcriptions. Schwimmer & Scott, Chicago, is agency.

Roi-Tan in Far West

AMERICAN TOBACCO Co., New York, is sponsoring *Man to Man Sports* for Roi-Tan cigars, a series of sport-talk broadcasts. Program started Oct 5 on six western CBS stations, through Lawrence C. Gumbinner Adv. Agency, New York.



UNSEEN BUT HEARD—A program dedicated to those who live in the world of eternal darkness has been started by WGBI, Scranton, Pa. Broadcast thrice-weekly, it features Ralph Ball, blind pianist, who before losing his sight nearly two years ago, had been on the WGBI staff six years as announcer, pianist and organist. Since losing his sight in January, 1936, the former announcer has mastered Braille and has spent some time at the world-famous Seeing Eye Inc., training school at Morristown, N. J., where he obtained Myra, (shown herewith) as a guide. He became a WPA teacher and instructed the less fortunate blind and now has made a successful radio comeback. He announces his own program and solicits mail from blind listeners, requesting them to write in Braille, if possible. He features as guests other blind artists and personalities who have attained success despite their handicaps.

New CBS Lever Series

LEVER BROS. Co., Cambridge, Mass. (Rinso-Lifebuoy), on Oct. 19 will launch its new dramatic series featuring Edward G. Robinson, motion picture actor, on 58 CBS stations. Emanating from Hollywood and titled *Big Town*, the series will be heard Sundays, 7-8:30 p. m. (EST). It will precede the Al Jolson program also sponsored by Lever Bros. Robinson will be cast as editor of a tabloid newspaper and have Claire Trevor as his feminine lead. Arthur Ceasar is writer of the scripts, with Courtney R. Cooper acting in an advisory capacity. Tiny Ruffner, Hollywood manager of Ruthrauff & Ryan Inc., agency handling the account, will supervise production.

World Series Covered As Sustaining Program

FAILURE of the Ford Motor Co. to continue its custom of sponsoring the World Series baseball games and of the network sales forces to find another advertiser willing to pay the $100,000 asked by the clubs plus time charges did not keep the series off the air. Full networks of CBS, MBS and the combined Red and Blue NBC hookups carried the play-by-play descriptions of the struggle between the New York Yankees and the New York Giants for the title of World's Champions.

Assigned to cover the games for NBC were Tom Manning, Cleveland announcer, and "Red" Barber, WLW sports expert, with Warren Brown, sports editor of the Chicago *Herald & Examiner*, summarizing the day's play and George Hicks, special events announcer, reporting on highlights and color. CBS microphones were handled by France Laux, St. Louis, and Bill Dyer, WCAU, Philadelphia, while Paul Douglas of the New York staff did the between-inning summaries.

Mutual's coverage of the series was done by Bob Elson, WGN, Chicago, Johnny O'Hara, KWK, St. Louis, and Dave Driscoll, WOR, Newark. Reason for the selection of out-of-town announcers for this purely New York series was the insistence of Judge K. M. Landis, high commissioner of baseball, that the broadcasts be handled by announcers who had been broadcasting baseball through the season.

BLAIR WALLISER, producer of the *Romance of Helen Trent*, sponsored by Edna Wallace Hopper, on CBS, celebrated the 1000th performance of the program on Oct 8. Virginia Clark, actress, has been with the show since its inception.

WPA Fall Festival

RADIO DIVISION of the WPA Federal Theater is starting what it hopes will be an annual presentation, the Fall Festival of Radio Dramas. The October schedule consists of rebroadcasts of the four best productions of the past year. New and experimental scripts will be used in November. In addition to the programs running, on New York stations such as *Pioneers of Science, History in Action, Repertory Theater of the Air, Men of Art,* and *Oscar Wilde's Plays,* a new series began on WHN and the WLW-Line Oct. 10, *Jules Verne,* to be heard Sundays from 5 to 5:30 p. m. Director of the new program is Ashley Buck, actor and short-story writer, who has been directing *Pioneers of Science.* He is succeeded on the latter show by Edward Latimer, former program director of WNBF, Binghamton, N. Y.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

OVER A MILLION PEOPLE

. . . within a thirty mile radius react favorably to this familiar station-break, "This is The Columbia Broadcasting System . . . Station WDRC, Hartford." Advertisers like the combination, too, because it brings RESULTS.

National Representatives
Craig & Hollingbery, Inc.

Basic Network Station of the Columbia Broadcasting System

MR. LESLIE NOEL ZEMER

announces the opening of the

RADIAGE STUDIOS

154 EAST ERIE STREET

CHICAGO, ILL.

Representing:

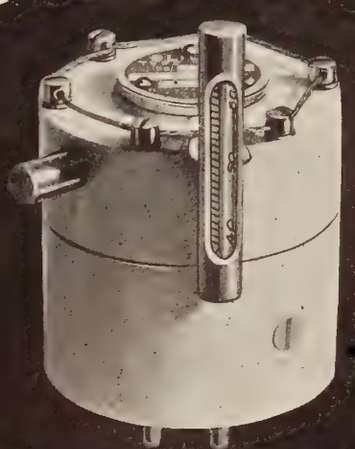
FERN SHAW, Soprano MIRIAM BOOTH, Soprano

DAVID LANE, Tenor FRANK MARWELL, Baritone

AMBROSE J. WYRICK, Tenor

Approved by F. C. C.

BLILEY OVENS



BROADCAST CRYSTALS

Write for Bulletin G-9

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

Food Account on Coast

TABLE PRODUCTS Inc., Oakland, Cal., on Oct. 1 started a two-month campaign on KFI, Los Angeles, and four other California stations, using daytime spot announcements to call attention to its Nu-Made Mayonnaise. Agency is Lord & Thomas, Los Angeles.

P & G Records Show

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Oct. 11 started quarter-hour transcriptions of its NBC show, *The Goldbergs*, on WOR, WLW and WJR. Other stations are to be added. Blackett-Sample-Hummert Inc., Chicago, is agency.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. — Field Office
Washington, D. C. — Evanston, Ill.
District 8456 — Davis 2122

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 — Evansville, Ind.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. — NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.



AT PARTING—When T. R. Putman (center) manager of KFRO, Longview, Tex., for the last two years, resigned to become head of the new KHBG, Okmulgee, Okla., James R. Curtis (right), president of the Texas station, presented him with a fountain pen set. On the extreme left is Harold C. Johnson, sales manager of KFRO, who was named by Mr. Curtis to succeed Mr. Putnam as manager.

SPEAKER ATTACKED
CIO Leader Beaten Prior to Speech on WMPS

FREE speech jumped right into the copy books to become a live issue in Memphis when Norman Smith, CIO representative, was attacked as he was entering the studios of WMPS to deliver a paid speech dealing with the advantages of the CIO. Smith was severely beaten by unknown assailants and taken to the hospital with a fractured skull and other injuries. His aide, Harry Elder, escaped, made his way to the studio and delivered the speech on schedule.

As two carloads of unidentified men patroled the streets outside the studios waiting for Elder to come out to receive the remainder of his beating, the WMPS staff gradually oozed into a state of jitters. Elder outguessed the strong-armed gents by calling Police Commissioner Davis and waited in the WMPS studios until the commissioner with two officers arrived.

NEW type of baseball pre-view was broadcast from New York on MBS Oct. 5 when fans in Times Square interviewed sports writers sitting at press headquarters in the Hotel Commodore. Stan Lomax was in the press-room, and Dave Driscoll broadcast from Times Square.

SENATOR Robert F. Wagner of New York has accepted the honorary committee chairmanship for a dinner-dance at the Waldorf-Astoria Hotel, New York, Dec. 5, to raise funds for the McCosker-Hershfield Cardiac Foundation, organized to fight heart disease by Alfred J. McCosker, president of WOR, and Harry Hershfield, the cartoonist.

The Largest Independent Frequency Measuring Service in the Country

ACCURACY

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.

Forms close 25th and 10th of month preceding issues.

Help Wanted

San Francisco Advertising Agency wit splendid radio background wants expe ienced man to build radio departmen The man we want is probably a statio salesman who wants unlimited opport nity. Your answer will be held in stric est confidence. Write Box 788, BROADCAS ING.

Wanted Sports and News Commentat also announcer with program departme experience for southern radio station 1 watts operating to local sunset. Qualific tions for above position requires go sober reliable men who are willing work. State experience, references, age a salary expected in first letter. Addre Box 793, BROADCASTING.

Situations Wanted

Chief announcer, studio director no employed half kilowatt network stati desires position with wide awake orgar zation. Box 792, BROADCASTING.

Station Manager now employed, youn ambitious and industrious, now operati a network regional, desires change. Fine references, perfect record, excellent sal ability. Box 791, BROADCASTING.

ENGINEER: Telephone first, telepho second licenses; RCA graduate. Seve years experience, installation, mainte ance, operation, and chief engineer. Ma ried. Excellent references. Now availab Box 789 BROADCASTING.

Announcer—Now with major New Yo station, desires change, anywhere. A writes, produces sketches. Young. A bitious. Excellent references. Box 7 BROADCASTING.

Licensed operator, radio telephone fi class, young, married, go anywhere. So experience. Salary secondary to securi work. Desire permanency. References f nished. Have had instruction in televisi Box 773, BROADCASTING.

Station manager eleven years' expe ence including network now directing sal Wish complete charge of station w guarantee of five hundred dollars month. Thirty-day notice required. Wr Box 787, BROADCASTING.

Program Director with southern netwo affiliated station desires position with e or midwest. Good background with b CBS and NBC stations. Excellent co mercial announcer; newscaster. Marri Sober. Cooperative. Permanence imp tant. Box 786, BROADCASTING.

For Sale—Equipment

500 watt low level modulation tra mitter at rock bottom price. WROK, Ro ford, Ill.

Wanted to Buy

WANTED: Used Western Electric du speed turn-tables. Box 785, BROADCASTI

Wanted: 100 Watt Transmitter not o two years old. Composite not want Quote cash price and full details. Box 7 BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7 field strength measuring unit (ne direct reading; Estiline Angus Autom Recorder for fading on distant statio G. R. radio frequency bridge; radio osci tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Str New York City.

A REPORT from France states t the French government has increa the tax on radio advertisements bro cast in French from 13% to 35% gross receipts. The tax on radio vertising in languages other t French was reported hiked from 4 to 65%.

in the CONTROL ROOM

BURT R. COLE, formerly of Bell Research Laboratories and the Graybar Electric Co., has been appointed technical director of the Louis Wasmer group of stations in Washington.

JAMES WALLACE, chief engineer of KVI, Seattle, has returned to his duties after a month's study and survey of West Coast stations.

GEORGE FOSTER, formerly chief announcer of WPG, Atlantic City, has joined the technical staff of KFWB, Hollywood.

HAROLD WHITE, of the engineering staff of KGLO, Mason City, Ia., is the father of a baby boy born Sept. 27.

GORDON BROWN, for seven years the "Night Owl" on KJBS where he doubled as operator-announcer on Oct. 1 joined technical staff of KYA, San Francisco.

DON McBAIN, CBS Hollywood engineer, has been awarded a pilot's license, and will shortly buy an airplane.

AL NEWMAN has joined the control staff of KDYL, Salt Lake City.

EDDIE KNIGHT, CBS-Chicago engineer, developed a streptococcus infection while covering the Al Pearce broadcast from Louisville. He was taken to the Northern Hospital in Louisville, and later transferred to the St. Luke's hospital in Chicago, where he remained a week before going home Oct 3. He was expected to return to work about Oct. 15.

JAMES GUEST, KMTR, Hollywood technician, and Lucille Rogers were married in that city Oct. 3.

HAROLD J. SAZ has been made manager of the new NBC Hollywood sound effects department, having been transferred from New York where he was one of eight effects supervisors at Radio City.

RUBY ISENBERG has been named chief transmitter operator of WOWO, Fort Wayne.

WILLIAM WHITE has joined the operating staff of KDB, Santa Barbara, Cal., replacing Ken Taylor, resigned.

LEONARD SHREVE, formerly of KWJJ, Portland, Ore., has joined KAST, Astoria, Ore., as operator-announcer.

MERRILL HOUSER, new to radio, has joined the control staff of KOIL, Omaha.

BILL JONES, transmitter operator at WJEJ, Hagerstown, Md., and Mrs. Jones are the parents of a daughter, Ellen Elizabeth, born Sept. 22.

N. T. BASS, formerly of Transradio Press, and more recently with the air division of the Department of Commerce, has joined the technical staff of KDYL, Salt Lake City. Howard Johnson has been promoted to chief control operator of KDYL. Owen Ford, engineer of KDYL, married recently.

NBC Shows Television

NBC staged a television preview of the 34th Annual Business Show, to be held in New York the week of Oct. 18, on Oct. 7, when President Lohr entertained a number of executives of exhibiting companies with a televised program of some of the new appliances to be displayed at the show.

Equipment

THE two new 50,000-watt stations of the Canadian Broadcasting Corp., have been definitely located on frequencies now used by CBC stations the new stations will replace. CBL in Toronto will go on 840 kc and CBF in Montreal on 910 kc. The stations, by latest information, are not expected to open till Nov. 15.

KSD, St. Louis, has constructed an ultra-high frequency transmitter containing novel features said to give it greater signal strength due to stability and high percentage of modulation. It is light in weight and compact. Joe Volk, KSD engineer, designed the transmitter.

KECA, Los Angeles, has installed a new Western Electric compression amplifier and is also adding other equipment, according to Harrison Holliway, manager.

CFAC, Calgary, has increased power to 1,000 watts from 100 watts and installed a Canadian Marconi 1,000-watt transmitter to take care of the boost in power.

RCA has issued descriptive booklets covering UHF Type ET-4315 mobile relay transmitter, MI-7802 and 7803 relay broadcast receivers, 76-A consolette, a two-studio speech input system, and the 68-a beat frequency oscillator and 69-a distortion and noise meter.

AN RCA 1-DA 1,000-watt transmitter and miscellaneous speech input have been ordered for the new WLAW, Lawrence, Mass., recently authorized by the FCC. Licensee will be Hildreth & Rogers Co., publisher of the *Lawrence Eagle* and *Tribune*, and stations will operate with 1,000 watts daytime on 680 kc. Also on order with RCA, contingent upon securing a CP, is a 250-D transmitter with speech input from the Spartanburg (S. C.) Herald-Journal Co., applicant for a new station.

WORK started Oct. 1 on the new 450-foot Blaw-Knox vertical radiator of WHAM, Rochester, which will replace the present antenna system and will include 450-foot radials from the base of the tower and utilize 70,000 feet of copper wire in its ground system. The new tower is to be in place by mid-November.

KSFO, San Francisco, has received a shipment of Western Electric "salt-shaker" microphones, to be used for permanent hotel dance pickups. Two new WE 22B remote pickup amplifiers have also been acquired.

KRKD, Los Angeles, has installed two new type 6F preamplifiers manufactured by Collins Radio Co., Cedar Rapids, Iowa. Station is also planning several other technical improvements, according to Willis O. Frietag, chief engineer.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has started to manufacture a new 1938 model of its professional recording machine for delivery in December. A new development will be an adjustable and illuminated microscope with .006 inch spaced hair lines. This will be mounted on a slide bar assembly and will move with the cutting head, thus enabling the cutting action to be observed at all times. New machine will also include a playback pickup mount incorporated in the main assembly of the recorder together with wiper bars. The firm produces five different types of recorders for instantaneous and wax work, portable and stationary types.

FAIRCHILD AERIAL CAMERA Corp., recording division, has sold a complete transcribing outfit to University of Maryland to be used in connection with its radio courses.

Just as Important in the Control Room, too . . .

JOHNS-MANVILLE ACOUSTICAL TREATMENT



No faulty acoustical conditions in this NBC control room. Here, as in the control rooms and studios of modern stations throughout the country, Johns-Manville Sound-Control Materials and methods were used.

FAULTY ACOUSTICS in the control room may impair the high fidelity of the most carefully prepared studio production . . . may cause "feedback" and resultant blurring.

When good studio acoustics are duplicated in the control room, the engineer hears the program *exactly* as it is being produced . . . *exactly* as it should go to the listening audience. The proper use of J-M Acoustical Materials and Sound Isolation assures perfect monitoring. Result . . . permanent protection of highest broadcast quality.

Johns-Manville Acoustical Engineers, in studios all over the country, have demonstrated their ability to eliminate faulty acoustical conditions. They have actually created finer broadcast quality. If you are not entirely satisfied with the quality of *your* broadcasts, why not let a J-M Acoustical Engineer help you solve your problem? For details, write Johns-Manville, 22 East 40th Street, New York City.

JM Johns-Manville
SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Who Was Dumb?

A DEAF and dumb wrestler was interviewed the other day by Jake Higgins, sportcaster of WLBC, Muncie, Ind., who had prepared questions that could be answered by movement of the head and hands. The mistake came when Jake asked the wrestler about his favorite hold and found himself on the mat with his legs where his arms ought to be and the mike half way down his throat.

McKnight to KANS

PHIL McKNIGHT, Wichita branch manager of the Carter-Owens Adv. Agency, on Oct. 1 joined KANS, Wichita, as manager of merchandising. His first assignment was a trip to Chicago and New York, to get the national business picture first hand and determine what is needed in the way of location promotion for such accounts. He will function under Herb Hollister, KANS general manager.



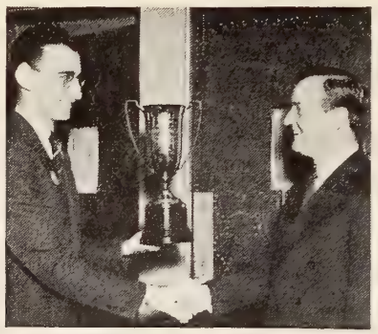
Mr. McKnight

New Lever Net Series

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), will star Edward G. Robinson in a dramatic series to start Oct. 19 on 58 CBS stations immediately preceding Al Jolson's program for Rinso. The new show is based on newspaper life, with Robinson as a crusading managing editor of a tabloid in a large city. Claire Trevor will play the society editor. Ruthrauff & Ryan Inc., New York, is the agency.

Woman's World Places

WOMAN'S WORLD, New York (magazine), started a test campaign on 10 stations Oct. 3 using announcements, participations and programs. Albert Kircher Co., Chicago, is agency.



FOR SERVICE—Harry Shatzman (left) receives the annual KWK Trophy for outstanding service to the St. Louis Advertising Club. Bob Convey is the donor. Mr. Convey has been named to the club's board of governors.

Pants for News

RAY COX, news editor of WMT, Waterloo, Ia., hurried over a picket fence Oct. 3 when he saw a stunt plane hurtle 300 feet to the ground. First on the scene, he obtained pictures and a complete story of the fatal crash. After putting the story on the air he discovered that he had been in circulation for quite a while without an embarrassing portion of his pants, left on the picket fence.

Swift Sales Meeting

SWIFT & Co., Chicago, on Oct. 2 broadcast a sales meeting on NBC-Red network from 7:15-7:30 a. m. (CST) with a repeat broadcast at 11 a. m. (CST). During the radio sales meeting, company executives and sales managers all over the country addressed the nationwide conclave. J. Walter Thompson Co., is agency.

Watch Tower Cancels

WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge Rutherford, has cancelled all the contracts for commercial broadcasting, effective Oct. 31. Programs by transcription will continue to be available to stations wishing to use them on a sustaining basis.

Wamboldt, Holden Form Radio Production Firm

WAMBOLDT & HOLDEN, radio program service agency, has been established at 20 E. Jackson Blvd., Chicago, by M. P. Wamboldt and Jack Holden, both veterans in the broadcasting field. Mr. Wamboldt, who has been associated with the production of many outstanding network programs, recently resigned from the NBC production staff to form the new organization. Jack Holden, for several years chief announcer at WLS, Chicago, currently writes and plays the lead role in the Ralston-Purina *Tom Mix* NBC series; announces the Miles Laboratories *Station E-Z-R-A* and *National Barn Dance* NBC programs, and features the Hooker Paint local broadcasts. He has also conducted the WLS devotional programs for many years.

Serviced by the new organization are *Tom Mix*, a five-day-per-week dramatic series signed for 52 weeks through Gardner Adv. Co., St. Louis, and *Public Hero No. 1*, a new weekly 30-minute dramatic program sponsored by Falstaff Brewing Corp. over NBC, scheduled to start Oct. 18. Also placed through Gardner Adv. Co., the new program will glorify police organizations, which are placing their files of criminal cases at their disposal.

Anti-ASCAP Measure Is Introduced in Texas

AN ANTI-ASCAP bill introduced in the Texas legislature, which would have proved a boomerang to broadcasters and other copyright users, was killed Oct. 12 by prompt action of the Texas Broadcasters Association. The bill was introduced by Assemblyman Metcalf, of San Angelo, and proposed a tax of 25% on gross collections made in Texas for licenses to perform copyrighted music, along with other requirements.

Mr. Metcalf withdrew the measure after it was explained to him that it might cause substantial increases in the price users pay for ASCAP licenses and might also afford ASCAP opportunity to file tariffs that would definitely require broadcasters to negotiate according to such tariffs. O. L. Taylor, president of KGNC, Amarillo, and of the Texas Association, was in New York to attend the special NAB convention when the measure was introduced. He promptly called a meeting of Texas broadcasters present at the convention, and swift action followed. The bill, in addition to the tax ASCAP collects, also provided for filing by the Society of a list of all compositions and price schedules.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

50,000 WATTS - NATIONALLY CLEARED CHANNEL

NOW....
More spending money and more needs to fill than at any time in the last six years.

820 Kilocycles
C. B. S. Outlet

EDWARD PETRY & COMPANY
National Representatives

WHAS

PROVED PRIMARY LISTENING AREA...

4,932,307 Population
1,267,519 Families
904,999 Radio Homes
962,233 Passenger Cars
134,204 Income Taxpayers
$2,738,119,583 Total Sales in 1936



WHAS at LOUISVILLE covers ALL the rich Ohio Valley.

COURIER-JOURNAL & LOUISVILLE TIMES STATION

THEY'RE TUNING IN WATL IN ATLANTA
First In Atlanta With The News
EVERY HOUR ON THE HOUR
News Periods Open for Sponsorship
WATL
ATLANTA

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

Studios of KEHE Used by Networks

NBC Officials Survey Sites for Hollywood Headquarters

NBC, faced with the problem of supplying an adequate studio theater for the *MGM-Maxwell House* program to originate from Hollywood starting Nov. 4, has taken over the El Capitan Theater on Hollywood Blvd., that city, on a short-term lease. It is understood that the transaction involves a monthly rental of approximately $3,000. The network originally negotiated rental of the Hollywood Playhouse on Vine St., which houses the Federal Theater Project, but it is understood that the Treasury Department in Washington turned it down.

While taken primarily for the *MGM-Maxwell House* program, NBC will also originate several other transcontinental shows from the El Capitan Theater, which has a seating capacity of 1,571. NBC will spend several thousand dollars in remodeling the house for broadcasting purposes. The *Maxwell House* show will originate there while MGM is building its own broadcasting studios.

Construction Plans

Meanwhile formal announcement on NBC's building plans in Hollywood are being awaited. O. B. Hanson, the network's New York chief engineer, and William Clarke, of his staff, were in Hollywood early in October, presumably to survey the much discussed Vine St. and Sunset Blvd. property and to start preliminaries so that actual construction will get under way immediately following official announcement [BROADCASTING, Sept. 1]. Mr. Hanson's presence on the West Coast was taken to indicate that the NBC directorate has approved purchase of the site, although public announcement is being withheld until the board meeting in New York Oct. 29.

With insufficient facilities to handle the heavy schedule of sponsored programs emanating from Hollywood, CBS and NBC on Oct. 10 started using studios of KEHE, Hearst Radio station. The CBS *Phil Baker* program (Gulf Oil Co.) is remoted from the 300-seat studio-theater and NBC's *One Man's Family* (Standard Brands Inc.) from the organ studio, with a rebroadcast on Wednesday; NBC continues to use the KFWB studios for the weekly *Hollywood Mardi Gras* (Packard Motor Co.) program, *Gilmore Circus* (Gilmore Oil Co.), and the present *Maxwell House Show Boat* series.

Sun Gold Fruit Test

CALIFORNIA Fruit Products Ltd., Los Angeles, to introduce its Sun Gold fruit spread to the consumer market, on Oct. 19 will start a 13-week test campaign on two Southern California stations, using participation programs. Firm will participate thrice weekly in Fletcher Wiley's *Sunrise Salute* on KNX, Hollywood, and Thursday morning in *Ann Warner Chats With Her Neighbors*, on KFI, Los Angeles. This is the sponsors' first use of radio and if test is successful, the campaign will probably be extended to include other California stations. General Adv. Agency, Los Angeles, has account.

Petrillo's New Union; Labor Situation

(Continued from page 14)

since my assumption of the managership of WKRC in May of this year. These I had deferred making until I might be completely familiar with the operating personnel. Any changes which have taken place have been in accordance with long considered policy and without any knowledge on my part of whether any employe was engaged in activity on behalf of a labor organization. I have endeavored to make my viewpoint clear to the station's staff and feel sure that the employes realize that they are completely free to follow their own views with respect to labor union activity."

Philadelphia Contract

Contract has been signed between ARTA and WPEN-WRAX, Philadelphia, resulting in an immediate $10 weekly raise for the chief operator and a $5 weekly increase for all other operators, with a minimum scale of $47.50 for the station's technicians. John Iraci, owner of the stations, and Eugene Dupree of ARTA, conducted the negotiations. ARTA also aided AGRAP in a dispute with Mr. Iraci, helping to bring about the reinstatement of 10 announcers who had been discharged.

At WWSW, Pittsburgh, the union secured a contract for technicians calling for an approximate $10 increase per week per man, with time-and-a-half for overtime, a five-day, 44-hour week; arbitration of all disputes and dismissals; the setting up of a grievance committee; two weeks' vacation with pay and a similar sick leave; an allowance of 7 cents a mile for automobile traveling, and recognition of seniority rights. Frank R. Smith Jr., general manager of WWSW, and William Lievow of ARTA negotiated the new contract.

Roy Langham, president of AGRAP, is on leave from the CBS production staff and is devoting all of his time to organization activities of his union.

The New York local of AFRA, talent union, has elected Mark Smith, well-known radio character actor, as president. He had been acting as chairman of the group previous to the election. Other officers are: Walter Preston, baritone, first vice-president; Bill Adams, character actor, second vice-president; Ben Grauer, NBC announcer, third vice-president; Alexander McKee, actor, fourth vice-president; John Brown, fifth vice-president; Wilfred Lytell, actor, treasurer, and Lucille Wall, dramatic actress, recording secretary.

Oklahoma City Signs

The technical employes of all four stations in Oklahoma City (KFXR, KGFG, KOMA, WKY) have joined the American Radio Telegraphists' Association, CIO union, according to information received at ARTA's New York headquarters, which also stated that the technicians of stations in a half-dozen nearby towns had likewise taken membership in ARTA.

Together with Equity, Chorus Equity, Screen Actors Guild and American Guild of Music Artists, the AFRA has agreed that before Dec. 1 any member of any organization in good standing who is entering the jurisdiction of any other group may join the new organization without any initiation fee, but he must pay a half-year's dues to the new group. Artists earning more than $25,000 a year must pay a full year's dues.

After Dec. 1 a transferee must pay the difference of initiation fees if the group he is joining has a higher initiation than the one he is leaving. Equity and the SAG have also ruled that any of their members who come under AFRA jurisdiction must transfer to that organization immediately or he will be suspended and fined by the parent organization. Reason for the agreement is to help AFRA to build its membership rapidly and to become self-sustaining as soon as possible. AFRA dues range from $12 a year for members earning less than $2,000 annually to $100 for those earning more than $50,000 a year, while initiation fees vary from $10 to $25.

Heinz in Michigan

H. J. HEINZ Co., Pittsburgh, on Oct. 18 starts *Adventures of Tommy Thatcher* on six Michigan Network stations, Mondays through Fridays, 4:45-5 p. m. from WXYZ, Detroit, and 5:15-5:30 p. m. on the rest of the network. Maxon Inc., New York, is the agency.

CARLETON E. COVENY, Los Angeles manager of John Blair & Co., station representatives, dealt himself 13 diamonds in a hand of bridge. The deck was made and cut by his opponent. Mrs. Coveny was his partner.

Operettas Orchestrated

COMPLETE orchestrations of the Gilbert and Sullivan operettas have been published by Bass Publishers, 11 W. 42d St., New York. Orchestrations available for radio stations include *The Mikado, H.M.S. Pinafore* and *The Pirates of Penzance* and plans are under way for the printing of *The Gondoliers, Iolanthe, Patience* and *Yeoman of the Guard.*

MARTIN BLOCK, program director, WNEW, New York, and conductor of the station's *Make Believe Ballroom, Sunday Swing Concert* and other programs, has been made chairman of the program board. The board, composed of heads of production, sales and other departments, sits on every new program idea submitted to the station.

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Wm. Alcorn, WBNX, New York City
Ed. A. Allen, WLVA, Lynchburg
*Campbell Arnoux, WTAR, Norfolk
A. L. Ashby, NBC, New York City
Ralph Atlass, WJJD-WIND, Chicago
Hibbard Ayer, Sears & Ayer, New York

L. H. Bailey, WHAT, Philadelphia
W. A. Bailey, KCKN, Kansas City, Kans.
*Lisle Baker, Jr., WHAS, Louisville
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James E. Bingham, Howard H. Wilson Co., New York City
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Scott Howe Bowen, WIBX, Utica, N. Y.
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Quincy A. Brackett, WSPR, Springfield, Mass.
Otis P. Brandt, NBC, New York City
*Hugh J. Brennen, WJAS, Pittsburgh
*K. H. Brennen, KQV, Pittsburgh
*W. C. Bridges, WEBC, Duluth
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*Ralph R. Brunton, KJBS, San Francisco
D. T. Bryan, WPHR, Richmond, Va.
*M. L. Burbank, WJAR, Providence, R. I.
Jos. A. Burch, WROK, Rockford, Ill.
W. Burk, WEW, St. Louis
Harry C. Butcher, CBS, Washington, D. C.
*Burridge D. Butler, KOY, Phoenix

*John T. Calkins, WESG, Elmira, N. Y.
*Vincent F. Callahan, WWL, New Orleans, La.
Pat Campbell, World Broadcasting System, Los Angeles
*Martin Campbell, WFAA, Dallas
Charles Carlson, WJBM, New Orleans
*H. K. Carpenter, United Broadcasting Corp., Cleveland
Clifford M. Chafey, WEEU, Reading, Pa.
Frank E. Chizzini, NBC, New York City
Henry I. Christal, Edward Petry Co., New York City
*Arthur B. Church, KMBC, Kansas City, Mo.
Frank R. Clarke, WWRL, Woodside, Long Island, N. Y.
*Maurice C. Coleman, WATL, Atlanta
Irving Collin, WHOM, Jersey City
T. H. Comal, KPO, San Francisco

*Robert Convey, KWK, St. Louis
S. H. Cook, WFBL, Syracuse, N. Y.
W. L. Coulson, WHAS, Louisville
*Lester E. Cox, KGBX-WTMV, Springfield, Mo.
Ed. W. Craig, WSM, Nashville
W. F. Craig, WLBC, Muncie, Ind.
*Ed. B. Craney, KGIR, Butte
Lewis M. Crosley, WLW, Cincinnati
C. C. J. Culmer, SESAC, New York

*Walter J. Damm, WTMJ, Milwaukee
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*Herb Hollister, KANS, Wichita
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Ottis Lucas, Associated Music Pub., New York City
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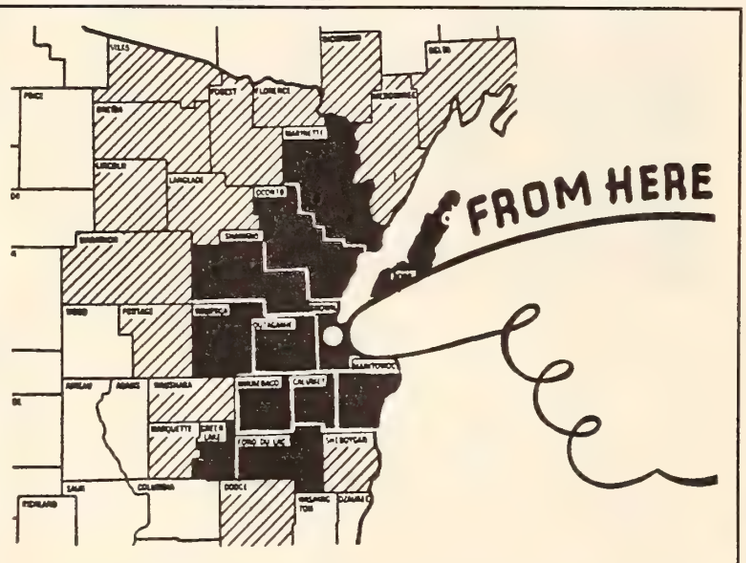
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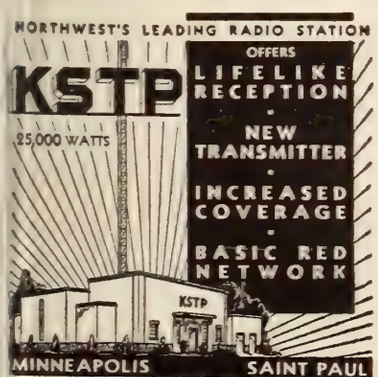
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*Norman Reed, WPG, Atlantic City
*Earle Reineke, WDAY, Fargo, N. D.
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*S. R. Rosenbaum, WFIL, Philadelphia
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N. C. Ruddell, WJMS, Ironwood, Mich.
*M. R. Runyon, CBS, New York City
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Frank Ryan, CKLW, Detroit
*John H. Ryan, WSPD, WWVA, WMMN, Toledo

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Stanley M. Schulte, WLAW, Lawrence, Mass.
*Wm. J. Scripps, WWJ, Detroit
Don Searle, WIBW, KMMJ, Topeka
*Harry Sedgwick, CFRB, Toronto, Ont.
*C. Richard Shafto, WIS, Columbia, S. C.
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*Alex Sherwood, Chicago
*Howard A. Shuman, KTHS, WHBB, Hot Springs, Ark.
Edgar P. Shutz, WIL, St. Louis
*Allen Simmons, WADC, Akron
Calvin J. Smith, KFAC, Los Angeles
*Harold A. Smith, WOKO, WABY, Albany, N. Y.
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*Stewart Sprague, KSFO, San Francisco
Burt Squire, WINS, New York City
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*John J. Storey, WTAG, Worcester
*Ted C. Streibert, WOR, New York City
Dan C. Studin, Star Radio Programs, New York City
*T. W. Symons, KXL, Portland, Ore.

*O. L. Taylor, KGNC, Amarillo, Tex.
Hugh B. Terry, KVOR, Colorado Springs, Col.
*Lloyd C. Thomas, WROK, Rockford, Ill.
*Norman Thomas, WDOD, Chattanooga, Tenn.
*Robert M. Thompson, KQV, Pittsburgh
Roy Thompson, WFBG, Altoona, Pa.
*Geo. R. Torge, WBEN, Buffalo
Niles Trammell, WMAQ, Chicago
J. C. Tully, WJAC, Johnstown, Pa.
*Edgar H. Twamley, WBEN, Buffalo

C. H. Venner, KGMB, Honolulu

*James A. Wagner, WHBY, WTAQ, Green Bay, Wis.
Lee B. Wailes, KGO, San Francisco
*T. J. Ward, WLAC, Nashville
E. N. Warner, KLS, Oakland, Cal.
G. S. Wasser, Furgason & Co., New York City
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*Fred Weber, WGN, CKLW, Chicago
*Jonas Weiland, WFTC, Kingston, N. C.
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*Harry C. Wilder, WJTN, Jamestown, N. Y.
*W. P. Williamson, WKBN, Youngstown, O.
F. S. Willis, CBS, New York City





HIS HOBBY TROPHY—Boys have been the hobby of Leo Fitzpatrick, vice-president and general manager of WJR, Detroit, for many years. While it isn't generally known, he has a dozen youngsters attending the University of Michigan on scholarships he donated. Here is the former NAB president presenting a cup to Detroit Police Commissioner Henrich Pickert to be given to the outstanding Boy Scout troop of 16, sponsored by the Police Department.

PEGGY MEYERS, 20, is said to be the first full time woman staff announcer with a Canadian station. She started recently on CHML, Hamilton, Ont.

*L. B. Wilson, WCKY, Covington, Ky.
*Earl W. Winger, WDOD, Chattanooga
*Donald Withycomb, WFIL, Philadelphia
*Harvey Wixsom, KHQ, KGA, Spokane, Wash.
*J. W. Woodruff, Jr., WRBL, Columbus, Ga.
Mark Woods, WEAF, New York City
Sam Woodworth, WFBL, Syracuse, N. Y.
*Hoyt B. Wooten, WREC, WHBQ, Memphis
W. Avera Wynne, WEED, Rocky Mount, N. C.
G. W. Young, WDGY, Minneapolis, Minn.

OTHER FELLOWS' VIEWPOINT

Glad to Help!

EDITOR, BROADCASTING:

Your cartoons [by Sid Hix] entitled *Here's Where the President's Wife Began to Sing on the Company's Radio Program* and *No, the Radio Audience Doesn't Care How She Dresses, But the Sponsor Likes It*, did just what I hoped they would do last night.

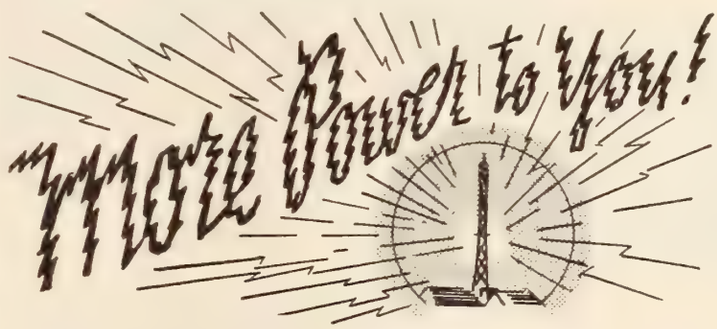
One of our sponsors was putting too many foreign fingers in the production of his show and when he was shown these two cartoons he saw our point—and with a smile.

EUGENE S. THOMAS,
Assistant Sales Manager,
WOR, Newark.

Sept. 30, 1937.

Radio Degree

GRANTING of a degree of Bachelor of Broadcasting by leading colleges and universities within the next few years is predicted by Ralph Rogers, director of radio courses at Boston University, author of *Do's and Dont's of Radio Writing*. He takes the position that broadcasting offers a good field for college-trained men and that training for the profession can be given by institutions of higher learning.



Now WABY, Blue Network outlet for the country's prize marketing area, blasts its daytime entertainment and selling message with *more power*—stepped up to 250 watts, effective Oct. 19th! Ride it.

★

In the Heart of "The State That Has Everything"

Harold E. Smith, *General Manager*

★ WABY ★

STATION W•A•B•Y--ALBANY, N. Y.

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

TWO BILLION: We mentioned the vast negro market in Chicago (250,000 population) in a recent column. So much interest resulted from the statement that WSBC alone has served this huge audience for ten years, we amplify thus: The negro in America spends TWO BILLION Dollars annually, is far more gainfully employed than whites per family, three times more gainfully employed women than whites—responsive beyond any other class or nationality to their own programs. Get the success story of WSBC with this tremendous negro market.



* * * *

GLAD: A renewal we're proud of on WCBD, Carnation Milk.

* * * *

KEEPING AT IT: Local Loan Company of Chicago completed its 844th program over WGES the other day—which is a Chicago record of consistency for that swell outfit.

* * * *

LEST YOU FORGET: WGES is FIRST in local accounts in Chicago—has been for five years! WSBC is Chicago's most outstanding 100-250 watter—more business than any other! In proportion to time on the air, WCBD is far out in front in local and territorial business! WEMP is first in local accounts in Milwaukee! Our offer to correct these statements publicly if we're wrong always holds.

* * * *



COMPARE: The suspending of publication of many newspapers on a recent holiday gave us a good idea of how easily we could get along without them. What a terrific howl would go up if radio stations would shut down on days when the "commercials" are a bit low! (The writer spent 12 years as a newspaper editor, mind you.)

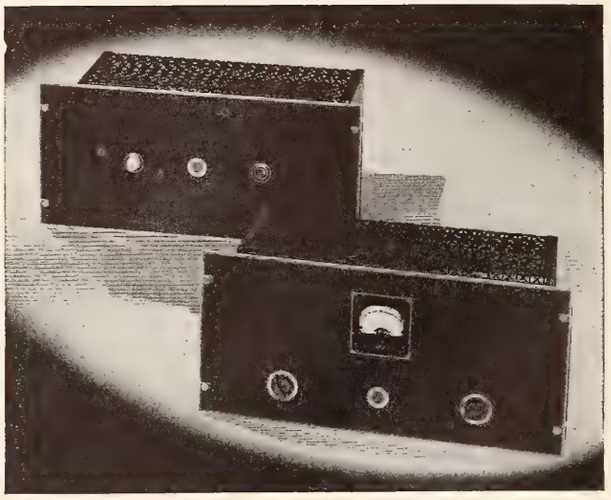
* * * *

WANT ONE? Field intensity measurement showing WCBD's model coverage are on the press. You fellows with 5,000 watters may want one to see what we've done. Yours for asking.

* * * *

AGENCY SLANT: After a listener survey in ten Eastern and Middle West cities, an agency signed our contract first with the comment, "You've got them all licked for audience and merchandising sense."

Gene T. Dyer



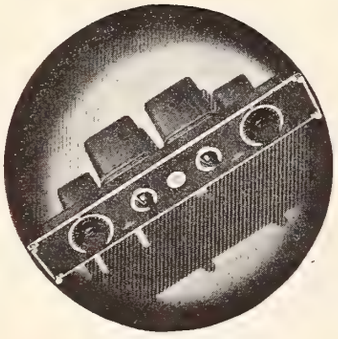
STUDIO MONITORING AMPLIFIER

The UTC model 7A-8A studio amplifier has been designed for audition and monitoring service, or for home radio service, where the absolute maximum in fidelity is desirable. It is also suitable for driver service for 100W. or 250W. broadcast stations.

Three push pull stages are used, all transformer coupled. The first two stages employ 605 or 606 triode tubes. The output stage can be arranged for either 2A3 or 300A tubes. The power output is 15W. The gain is 85 DB with noise level 60 DB weighted below maximum output. The frequency response is uniform from 30 to 14,000 cycles. The input transformer used has primary impedances of 50, 125, 200, 250, and 500 ohms. The output transformer can be altered to suit the particular requirements of the user. Standard transformers are available for driver service, for impedances up to 6,000 ohms, simultaneously with the voice coil windings.

A meter and switch is provided on the audio panel to check the plate current of the first stage, second stage and the individual tubes in the output stage. A control is provided in the output stage to balance the plate current of the output tubes. This is extremely important in high power output stages to effect a minimum of hum and distortion. The power supply panel incorporates a readily replaceable pilot light and fuse. These units are finished in the UTC attractive etched metal panels with dimensions 8¾" x 19". The model 7A-8A unit is supplied complete, wired and calibrated.

Net $160.00



EQUALIZER

MODEL 3A—The UTC universal equalizer will equalize telephone lines, recording systems, pickups and cutters, microphones and all other broadcast equipment. It is accurately calibrated and quickly adjustable for both low and high frequency equalization. Low frequency controls permit maximum equalization at 25, 50 or 100 cycles with zero to 25 DB control. The high frequency end permits maximum equalization at 4000, 6000, 8000, or 10,000 cycles with zero to 25 DB control.

Net price to broadcast stations and recording studios $85.00



STUDIO PRE-AMPLIFIER

The UTC 5A-6A pre-amplifier is designed to the best broadcast standards for studio service. Input coils are hum-balanced and in addition have quadruple alloy shields. The hum level is practically negligible due to extremely fine filtering in the power supply. The noise level is 60 DB weighted below the maximum output of plus 7 DB. The frequency response is uniform from 30-to-14000 cycles.

Input and output connections will accommodate 50, 125, 200, 250 or 500 ohm lines. The audio amplifier is arranged so that either 1, 2, 3, or 4 stages can be used with respective gains of 25, 50, 73, or 95 DB. Etched panels are used, having dimensions 3½ x 19. This unit is supplied, wired, and calibrated.

Net $125.00

UNITED

TRANSFORMER CORP.

72 SPRING STREET NEW YORK, N. Y.

Quick Action

THE Brady Gang were killed in Bangor, Me., in a gun fight with G-men at 8:30 a. m., Oct. 12. That evening at 8, WABI carried a half-hour program dramatizing the activities of the gang. Script was written by R. M. Wallace and Maurice Dolbier within four hours' time, rehearsed by the cast once and produced without a flaw.

Lutheran Hour Resumes On 46-Station Network

THE *Lutheran Hour*, Sunday afternoon religious broadcast featuring Dr. Walter A. Maier, theologian, will start Oct. 24 on 46 stations, largest network to carry the program since it began in 1930. The series is keyed to MBS from KFUO, Concordia Seminary, St. Louis, and includes the Don Lee and Oklahoma networks. Handling the account again is Kelly, Stuhlman & Zahrndt Inc., the sponsor being the Lutheran Laymen's League, cooperating with Lutheran International Walther League. Stations are:

WNAC WEAN WINS WFIL WBAL WRVA WCAE WKBW WHK WHKC WSAI CKLW WOWO WIRE WSM WCFL WISN KSTP KFYR WMT KSO KFAB WHB KWK KTOK KCRC KGFF KBIX KADA KVSO WBBZ KASA KFEL WRR KTAT KHJ KFXM KVOK KGB KXO KDB KPMC KDOX KGIM KFRC.

MPPA Deal Pending

NEW CONTRACT designed to effect an agreement between the Music Publishers' Protective Association, New York, and the Songwriters' Protective Association, may go through by Oct. 20, according to Harry Fox, general manager of the MPPA. Negotiations for licensing stations to record programs off the air have been postponed until after the settlement of the musicians' demands. Check-up by the MPPA is said to show that many stations make a practice of transcribing programs off the air without license.

Katro-Lek on MBS

KATRO-LEK LABS., Boston (Katro-Balsam) on Oct. 17 starts *Polish Melodies* on 11 MBS stations, Sundays, 12:15-12:30 p. m., 52 weeks, placed through Chambers & Wiswell Inc., Boston.

NORFOLK - VIRGINIA
National Representative - EDWARD PETRY & CO.

WTAR
VIRGINIA'S OLDEST BROADCASTER

Examiner Against Cleveland Quest

Berry Recommends FCC Deny Warner-Transamerican Unit

DENIAL of the application o Great Lakes Broadcasting Corp., a new corporation controlled by Transamerican Broadcasting & Television Corp., which in turn is a Warner Bros. affiliate, was recommended to the FCC Broadcas Division Oct. 13 by Examiner Tyler Berry.

Finding that the applicant was legally qualified and proposed to employ an adequate and qualified staff, the examiner, however, held that the evidence does not show the company is "financially qualified to construct and operate the proposed station". A sum not to exceed $100,000, it had been brought out would be advanced through Warner Bros. by way of Transamerican, but only $10,000 had been advanced by the latter, and the Great Lakes' financial statement showed cash on hand of $5,561.47.

Examiner Berry held further that the evidence shows that the primary purpose of Transamerica in furnishing the necessary funds for the proposed station "is to establish for said agency an advertising outlet, so that said agency may receive commissions from the proposed station, if established, on business it may furnish. Said purpose is private, whereas the Communications Act contemplates that 'public interest, convenience or necessity' only shall require the issuance of a construction permit."

Warner Bros., said the report, holds about 69% of the stock of Transamerican. The report stated that the original incorporators of Great Lakes were Peter E. Klein, M. Ellert and E. R. Courtland, the latter two secretaries in the office of Mr. Klein, an attorney. "It was testified that in drafting the charter," he said, "the purpose was to provide the minimum sum with which the company could begin business in order to keep the corporate fees at a minimum and that the use of dummy incorporators was a custom resorted to in Ohio— and that, after the charter is returned by the Secretary of State the parties interested then proceed to hold regular meetings, and make amendments as occasions require."

Mr. Berry stated also that under its contract with Transamerican Great Lakes proposes to furnish its facilities to Transamerican at 70% of the net card rates. "According to the evidence", the report continued, "the Transamerican has a similar agreement with all of the stations they represent."

In his conclusions, the examiner said the evidence does not show a "substantial need for the additional service proposed by the applicant as the service proposed does not differ materially from the service now being rendered by the stations serving the area involved." The applicant sought an unlimited time assignment on 1270 kc. with 1,000 watts night and 5,000 watts local sunset.

CHARLES VANDA, CBS Pacific Coast production manager, is in New York for three weeks, conferring with eastern executives on west coast production and is expected to return to his Hollywood headquarters Nov. 1.



BIG BASS—Dick Shafto (left) WIS, Columbia, S. C., pulled in this 34 pound channel bass Oct. 4 at Ocracoke Island, N. C. The rest of the party also found the angling full of excitement, the first morning yielding six bass weighing 144 pounds, C. F. Hundley, sales manager of Genesee Brewing Co., Boston, getting the largest, a 36-pounder. In the party are (left to right): Paul Remlinger, sales manager Seagrams Distillers, Hartford; Harry A. Peters, Chicago, father of H. Preston Peters of the Free & Peters firm; Shafto; Hundley; H. Preston Peters.

ASCAP PUBLISHES NEW HOUSE ORGAN

ASCAP this month published Number One, Volume One of the *ASCAP Journal*, designed to propagandize the ideals, aims and problems of the organization. Released on a free basis to radio licensees, ASCAP members, trade publications and affiliated societies, the new publication contains a large amount of statistical data designed to show that ASCAP is ill-treated by users of music, primarily radio broadcasters. In an editorial message, Gene Buck, ASCAP president writes:

"It is truly a sad commentary and somewhat fantastic that some of the users of music, who without our works could not possibly operate or enjoy tremendous revenue, are loaded with larceny and have deliberately violated our rights and throughout the years have attempted, through lies and propaganda, to legalize piracy in their attempt to change the Federal Copyright laws in Washington, D. C., and in numerous states throughout the country for their selfish interests."

Walter Winchell, featured in the same issue, says: " . . . radio was doing $412,000,000 worth of business annually [Sic!] and approximately 75% of radio time was devoted to the performance of music."

The publication carries a pie-chart showing that 62% of ASCAP's dollars are derived from radio broadcasting.

John G. Paine, General Manager of ASCAP, told BROADCASTING that the new house organ would be issued probably four to six times a year. He said it was one of a series of services intended to build a closer relationship between ASCAP and others with whom it has affiliation or dealings.

Townsend in Indiana

TOWNSEND National Weekly, Chicago, plans to start quarter-hour transcriptions on five Indiana stations Oct. 24 or Oct. 31. Transcribed talks of Mr. Townsend, which will be broadcast Sundays, will probably be expanded to other sections gradually.

Aurora Laboratories

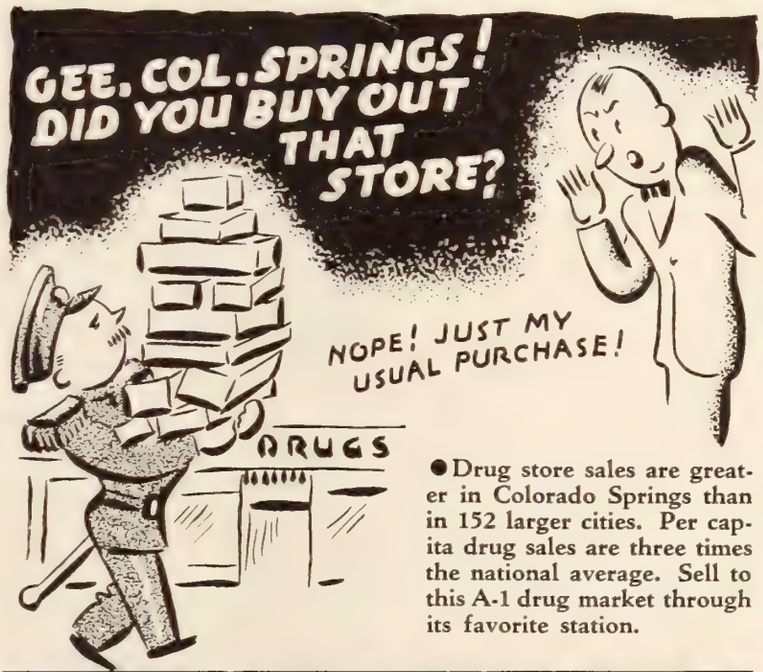
AURORA LABORATORIES Inc., Chicago (Clear-Again cold remedy), on Oct 15 will start *Bob Elson's Sports Review* on WGN, Mondays, Wednesdays and Fridays at 6:15-6:30 p. m.; a quarter-hour Sunday show on WLW, starting Oct. 17; and a quarter-hour daily except Sunday in the *Musical Clock* on WBZ-WBZA, starting Oct. 18. Aubrey, Moore & Wallace Inc., Chicago, is agency.

WALGREEN DEBUT
Opening of Store in Miami With Record Series

WHEN Walgreen's opened its new million-dollar drug store in Miami Oct. 2, WIOD's new pack transmitter was kept working overtime. In fact, it is believed the seven broadcasts from the new store during the day, set an all-time high record for this type of broadcast. Festivities—and broadcasts—began with Miami's leading clubwomen as guests of Walgreen officials in a tour of the new store. Announcer Bill Pennell, pack transmitter strapped to his back, was on hand giving descriptions and interviewing the guests and store officials in two broadcasts during the day. Efficiency of this type of broadcast was demonstrated the following day when Pennell took the pack transmitter through every department of the five-story plant. The program came through without interruption even when broadcasting from within the enclosed refrigeration room. Eleven remote broadcasts and numerous spots were used during the three-day campaign.

New Chicago Agency

PHIL W. TOBIAS, formerly account executive at Gardner Advertising Agency, St. Louis, has formed his own agency, Phil W. Tobias & Associates, at 612 N. Michigan Ave., Chicago. Radio may be used to promote some poultry accounts handled by the new firm.



● Drug store sales are greater in Colorado Springs than in 152 larger cities. Per capita drug sales are three times the national average. Sell to this A-1 drug market through its favorite station.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM

We've Just Got to Shout!

"BROADCASTING" reported in its September 15 issue that Foley & Co., out of Lauesen & Salomon, Chicago, would carry 15-minute spot shows on three stations and here they are—

WLW CINCINNATI

WLS CHICAGO

WWVA WHEELING

In our last "BROADCASTING" ad. we presented an imposing list of "Fast Company", and by fast company we referred to some of our 1937-38 accounts. This time we're still on the subject of "Fast Company", but referring to brother broadcasters. We just can't help but sense a lot of merit on our side when Foley & Company and their Chicago agency chose WWVA along with WLW and WLS to feature 15-minute spot shows for this season, and we're not by any means trying to ride in on our worthy brethren's reputation, but just the same we enjoy their company! May we say—

There MUST Be a Reason!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

McNinch Abolishes Divisions of FCC

Three Directors Are Eliminated in New Order

(Continued from page 16)

mail investigations. He is said to be related to the Justice. Mr. Bartley, perhaps the most active of the three directors, is a nephew of Rep. Sam Rayburn (D.-Tex.), House majority leader. Mr. Killeen is a former New York newspaperman, and prior to his appointment as director, had been mentioned for appointment on the FCC.

Mr. McNinch emphasized that the Commission would not abolish the divisions simply to reduce the personnel and get at the directors. Asked whether there would be other reductions in personnel, the chairman stated he contemplated none and that he has the general "impression" that the Commission may be understaffed rather than overstaffed.

He said there would be no vice-chairman under the one-division set-up but that he would designate a commissioner as acting chairman when absent. Whether the elimination of divisions will mean the elimination of the titles of assistant chief engineers and assistants general counsel for the three divisions, he was not prepared to say. It was evident, however, that there is no thought of dispensing with the personnel in these assignments, as was done in the case of the directors.

Reporters repeatedly questioned the chairman as to his views on reports of unsavory and political actions within the FCC, which were asked at the first press conference. He said he had not made any inquiries as yet, though he has worked 12 to 15 hours a day. No members of Congress are attempting to "influence" the Commission in its new policies, he retorted in reply to another inquiry. He would not say he had not heard that members of Congress and officials of all kinds and character and of both political parties had written, phoned and otherwise communicated with the Commission on certain matters, but said he knew of no instances of attempting to influence decisions. When questions of a routine nature, pertaining to the status of cases or applications or similar data, are asked, he added, they are not improper.

"No one inside or outside of Congress has attempted to influence me in the least," he declared. "I hope they don't do so except on factual, legitimate grounds."

Six of the seven members of the FCC were present at the conference, Commissioner Thad Brown being absent. It is the evident purpose of the reorganized FCC to release all publicity through the chairman, and probably at regular press conferences, and in that manner put an end to "rumor" stories and to "leaks."

* * *

A Public Utility

The new chairman's classification of broadcasting as a "public utility" during his initial press conference of Oct. 2, was made with the reservation that his views were subject to revision. He declared he had an "open mind" on all matters relating to the FCC, but that he had formulated certain ideas based upon his study of the Communications Act.

Mr. McNinch talked to some 40 assembled newsmen for nearly an hour at his first press conference. Practically every controversial question involving broadcasting was raised—newspaper ownership, trafficking in licenses, rate regulation, superpower, alleged monopoly, franchise taxes and the past record of the FCC. On only two or three of the issues did he make direct comments; on others he said simply he had not had sufficient time to inquire into them.

The press conference took place Oct. 2, the day following his induction into office. Previously, the President had accepted Mr. McNinch's resignation from the Power Commission, but with the understanding that he would return to it after fulfilling his mission at the FCC. The Power Commission chairmanship, it was indicated, will be kept vacant for Mr. McNinch. How long he plans to remain at the FCC appears uncertain, but it is confidently expected he will be there at least six months and possibly a year. He was appointed to fill the unexpired term of the late Chairman Anning S. Prall, which is for five years from July 1, 1937.

Mr. McNinch described broadcasting as a "public utility," but not a common carrier like the telephone and telegraph companies and the railroads. Pointing out that the Communications Act does not permit rate regulation, he said he questioned "the wisdom of a policy that would forever free from regulatory control any public utility." Therefore, he asserted, it might be advisable for the FCC to recommend to Congress that the law be amended to make possible such rate fixing authority by the Commission. Declaring at the outset that he regarded broadcasting as a public utility subject to regulation, the new chairman said that regulation to him does not mean "strangulation" but that it does mean regulation by the Commission "and not being regulated by the industry or anybody else." Continuing his discussion on rate regulation, he said:

"The statute forbids that. I am not certain that subsequent legislation should not provide for some measure of control of charges by radio just as the statute does provide for control of interstate charges made by telephone and telegraph. Saying that, I am adverting to the definition in the statute that telephone and telegraph are common carriers and that radio is not a common carrier, but it is not necessary in law that an industry be a common carrier to be subject to regulation.

"I have read in the press now and then some statements about amounts of money supposed to have been made by this, that or another broadcasting organization. I know nothing about them. However, I have no hesitancy in saying that while the statute does not now provide for regulation of broadcasting charges, I question the wisdom of a policy which would leave forever free from regulatory control the charges made by any public utility."

No Vested Right

The Act, Mr. McNinch continued, makes it perfectly clear that there can be no vested right in the use of radio frequencies. "I shall do what I can within the statute to prevent or break up anything, if there has been anything, of what is commonly known as traffickin in licenses," he said. Elucidating he said he understood that under the statute the licensee has nothing to sell except the physical property which belong to him. "This seems clear from the provisions of the law against vesting any rights in the use of frequencies and the expressed waiver of license of any such claim and the further provisions forbidding transfers, either voluntary or involuntary, except with the consent of the Commis

FIRST in

- SHOWMANSHIP
- SPORTS BROADCASTS
- LOCAL PROGRAMS
- SELECTED NBC FEATURES
- NEWSPAPER PUBLICITY

Here are FIVE big reasons why Birmingham "Home Folks" keep their dials tuned steadily to WSGN . . . day and night!

WSGN

THE NEWS AGE-HERALD STATION in Birmingham 1310 KC.

AFFILIATED WITH NBC BLUE NETWORK

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

THE PEOPLE OF ROANOKE AND SOUTHWEST VIRGINIA

LOOK to WDBJ for the best in Columbia Network and local entertainment, and special features. They are receptive to your advertising messages.

Progressive merchants and manufacturers are reaching this *rich market* through WDBJ—the only Network Station in the Western portion of Virginia.

Representatives

CHICAGO — Sears & Ayres

NEW YORK — Craig & Hollingbery

WDBJ in the heart of a great TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

WWL

NEW ORLEANS

LOUISIANA'S most powerful station

850 KC 10,000 WATTS

affiliated C.B.S.

RADIO'S BIG BUY

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WE

CLEARED-CHANNEL—50,000 WATTS—FULL-TIM

sion. One can sell only that to which he has title, either absolute or qualified."

"There can be no good will to pass on to another," he said, "it seems to me when a license is issued for the limited term of six months and with no legal right to renewal and can be renewed or transferred only by written permission of the Commission and when furthermore the statute specifically forbids vested rights, within which term good will might be thought by some to come. I shall be interested to know, as licenses come before the Commission for action, what is the actual, legitimate cost or value of the equipment that would follow with the transfer of a license. In my opinion by reason of various statutory provisions the legal maxim, *caveat emptor*, 'let the buyer beware', has even more than usual significance because the buyer is put on notice by the statute that there is nothing he can purchase except physical property if the Commission is willing for the license to be transferred."

Asked regarding "going concern" value, Mr. McNinch said he would not try to answer the question categorically as he was not familiar with all the provisions of the statute. But, he added, "going concern" is a somewhat different thing than "good will." He added: "The latter implies, in part, the legal right to sell the continued use of a good name, carrying with it the good will of customers or the public, while 'going concern' may, for illustration, include the legitimate expense of organizing a business and getting it going. However, I reserve completely my opinion on this question."

Newspaper Ownership

Asked regarding his views on newspaper ownership of stations, particularly in the light of recent legislative demands for their separation, Mr. McNinch said he had none at present. He added, however, that he regarded it as "one of the important policy problems to be thought through and either determined by the Commission or presented to Congress with recommendations, if any, as the Commission may see fit to make for determination."

He said his own views were opposed to monopoly and that the statute prohibits monopoly. "I am not now sufficiently informed to know whether there may be rare situations in which a limited monopoly may or may not be able to serve the public interest better and more economically," he said. "I want to think more about this."

Responding to further questions, Mr. McNinch said he had no views one way or the other on the so-called superpower issue involving WLW and that in his opinion there was no difference between local and national monopoly. Similarly, he said he had "no feeling" on network ownership of stations and that he had given no thought to government ownership.

"While there has been considerably more in the press about radio than telephone and telegraph," he said, "I shall not permit my entire time to be completely absorbed in any one particular phase of this Commission's work. Telephone and telegraph affect universally and very materially both the social and economic welfare of our people. I shall take active interest in both of these industries and if there appear to be things existing there not in the public interest I shall go directly into them and assist the Commission in such way as I can in their correction."

No Secrets at FCC

In reply to inquiries on license fees to be assessed against stations, Mr. McNinch declared the statute absolutely forbids the Commission from doing this. He added, however, that if the Commission had the authority "it would regulate the earnings by regulating the charges."

Mr. McNinch said he had no views on assessment of license fees to defray the cost of federal administration of radio and of carriers subject to its jurisdiction. He said he had not "thought that through" and that he had not formed any opinion on any sort of tax for broadcasters. On this whole subject, he said that he hoped that by the next session of Congress he would know more about the situation than now. Declaring he had "tentative views," he said these were held in reserve until he knew more about the situation and exchanged views with his colleagues.

"My work has been in the electric power field," he declared. "I am approaching my work with an open mind, desiring to hear and receive impressions and views of others who may be able to help me."

There will be "no secrets" while he is chairman, Mr. McNinch said. He added he held to the doctrine of Thomas Jefferson that when a man accepts a public trust he should consider himself "public property."

"I am not here to do anything for anybody," he said. "I shall make such investigations as appear to be necessary to enable me to ascertain what may have been done, but which may not be beyond the power of correction. I am not going to spend my time in graveyards, listening to ghosts. I have a real job as I view it. I face the future but I shall not neglect the past if it appears to me that the past may be a lamp to guide my feet. There will be no covering up of anything by me. I care not how high or how low it goes. I would not have accepted the job had I not been given a completely free hand to do what I think is right. My judgment and my conscience are going to be my only guides. As a member of an independent Commission, created by the Congress, I gladly recognize my responsibility to the Congress. Beyond that I have no boss except the public. I have been serving that public for some years and, if you know anything about my course on the Power Commission, you may guess fairly accurately what my course here may be."

Mr. McNinch said he would make some investigations of his own about the Commission but that these would not be anything "spectacular or formal." As to a Congressional investigation, he said that is a matter for Congress to determine rather than the Commission. He declared he did not have in mind any immediate changes in personnel, and when asked regarding his statement that nothing would be "covered up," asserted that he did not know that there has been anything at the FCC "that would not stand the white light of publicity if the facts were known." But he added:

"However, I think all of us are familiar with the saying that where there is a lot of smoke at least there may be a little fire. And I am a Bible reader, incidentally, the greatest piece of literature on earth. And one of the things I recall that the Great Preacher in Proverbs said, is: *Where there is no wood the fire goeth out; where there is no talebearer the strife ceaseth.*" I shall not put any wood on the fire. I shall try to dissuade any other who might be so inclined, for if there has been any fire, let's put it out."

Regarding procedure on transfers of licenses, Mr. McNinch said he did not know what the present procedure is but that he would not suggest any delay which would "visit injustice upon anyone."

At the outset of the initial press conference, Mr. McNinch made public a letter from President Roosevelt dated Sept. 17—three days before the Power Commission chairman first announced he would join the FCC. Addressed to "My dear Frank," the President expressed the hope and belief that Mr. McNinch's new associates would give him the necessary support and cooperation.

Letter From Mr. Roosevelt

The President's letter read as follows:

"As you go to your new assignment as Chairman of the Federal

(*Continued on page 85*)

Series Audience

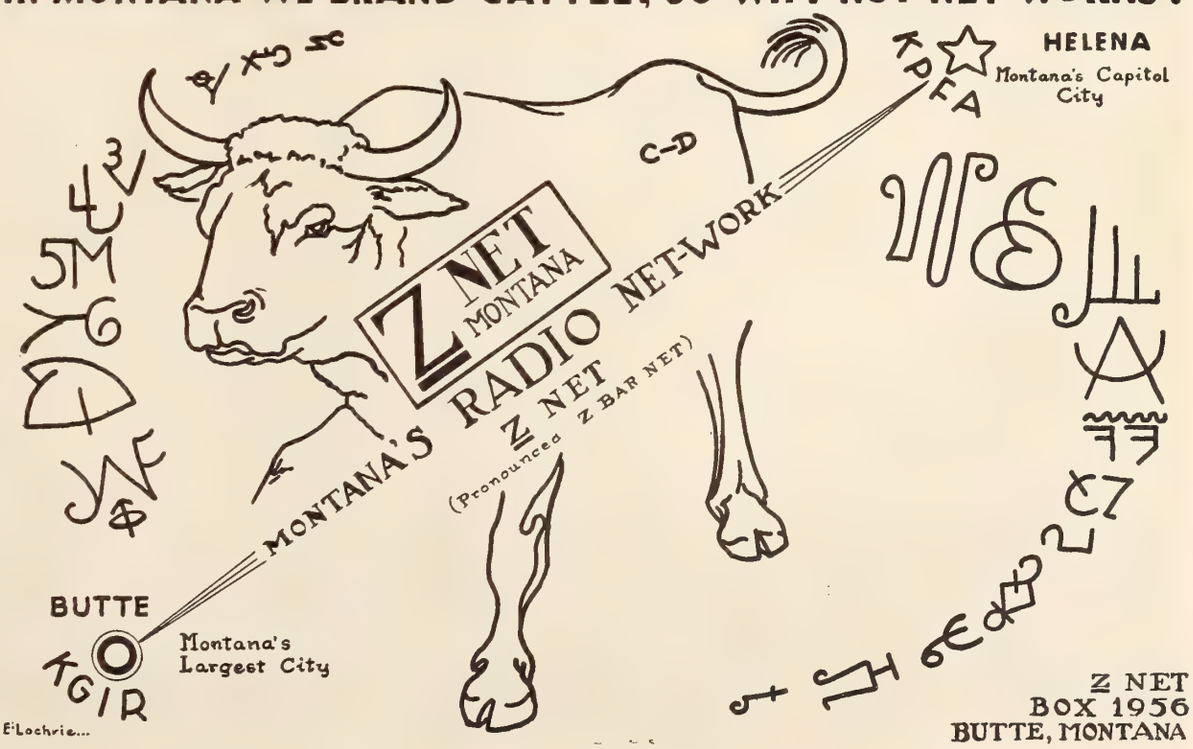
AN AVERAGE OF one out of every four radio homes listened each day to the World Series broadcasts from Wednesday, Oct. 6, through Saturday, Oct. 9, according to a study made by the Cooperative Analysis of Broadcasting. The high figure was 27% for Wednesday and Saturday, with a drop to 20% on Friday. In the 1935 Detroit-Chicago Series, the average size of the audience for four week-days was about 32%.

Power for the job!
10,000 watts
Clear channel for coverage! 1060 kc.
New showmanship!

KTHS

Hot Springs, Arkansas
NBC Red and Blue

IN MONTANA WE BRAND CATTLE, SO WHY NOT NET-WORKS?



NAB Votes Sweeping Reorganization

Paid President to Be Selected by Committee

(*Continued From Page 12*)

of collecting all legal data pertaining to broadcasting and copyright, transcripts of testimony on state and federal bills, briefs, etc., and become a central depositary for all legal information on the subject of broadcasting.

"4. *Economics.* This division would collect and make available all statistical information such as the business index; cooperate closely with the commercial committee of the Association, and through that committee with statistical departments of other Associations such as the ANA and AAAA, collect and publish information on sales, rates, sales costs, standardization of contracts and rate cards, and such other services as may be assigned to it from time to time.

"5. *Information and Library.* This division would collect all available publications on the subject of broadcasting with a view that the National Association of Broadcasters will possess the most complete library of radio information in the United States. It would also have charge of preparing publicity releases and would assist in the preparation of bulletins. It would invite inquiries from the Congress, State Legislators, educational institutions, students, speakers, and the general public on the general subject of broadcasting.

"At the outset it may be advisable to combine two or more of these divisions into one, or it may be found advisable to create additional divisions. It should be kept in mind that the purpose of getting such divisions started at this time is to provide an efficient and experienced staff which will actually be in existence and functioning at the time of the regular meeting. In other words, these divisions, organized and staffed, and familiar with the administrative work of the Association and its standing committees, would constitute a necessary framework upon which the superstructure of the association would be erected.

"It should be made clear that these divisions are administrative or working divisions, concerned with routine and not with policy-making matters. To meet such needs as may be raised by important specific questions of policy, provision should be made to give the officers and directors of the Association authority to retain expert legal, engineering and other counsel, from time to time. For example, in a tax matter, the board should have authority to consult the best tax expert in the country; on copyright matters, the best copyright expert, etc. The Board, acting in conjunction with the legislative committee, should have power to appoint the best possible legislative counsel to deal with specific legislative proposals. These appointments may be temporary or permanent, depending upon the requirements of the specific task to be performed."

Bureau of Copyrights

Separation of the NAB Bureau of Copyrights from the NAB, so that it must function on its own, was ordered by the special convention as part of the Craig resolution. This Bureau, which was created to build up a library of public domain music, transcribed, with the objective of tiding the industry over in the event of another ASCAP crisis, has been one of the main projects of Mr. Baldwin. Thus far, 20 hours of music have been transcribed, with the library offered to station members on a cost basis, and with a goal of 100 hours. Some $50,000 of NAB funds, it was disclosed, have been invested in this project up to this time.



BACK AGAIN—Because the NAB convention this time was open to all, Dr. Leon Levy (left) and his brother Isaac D. Levy (second from left) attended despite the withdrawal of their WCAU from the NAB at the Chicago convention two years ago. Here they are shown by our cameraman in earnest confab with Stanley Hubbard, KSTP (with pipe), who urged them to rejoin in a speech, and Benedict Gimbel Jr., WIP.

The specific action was that the Bureau be divorced from the Association and be required to function henceforth as a separate and private business enterprise, the Association, however, to continue stock ownership in it to the extent of control and with the Board authorized by majority vote from time to time to appropriate funds of the NAB for further support "but only if and to the extent that a real need for such support develops and upon a clear showing by the Bureau of the nature and extent of such need."

In explaining this proposal prior to its adoption, Mr. Craig said that while the NAB Bureau is a separate corporation, it nevertheless functions at the NAB headquarters in Washington and makes use of the NAB personnel, finances and facilities.

"There is now a widespread feeling among the members," he said, "that the Bureau is ready to proceed on its own feet and that it will make better progress as an independent organization; in other words, that the period during which the Association willingly gave liberal support to the Bureau is now over, and that with its present public domain library and transcribed selections, the Bureau will go forward more rapidly if it must look to its own work to produce revenue to meet its expenses instead of being dependent upon the Association for such revenue. These members believe that the funds of the Association must henceforth be devoted to the general work of the Association and cannot be further diverted to the purpose of the Bureau.

"In order that the benefit of the pioneering work heretofore done may not be lost, it is hoped that the Bureau will devote more effort to a vigorous promotion and sales program for the service which the Bureau has to offer. Members of the Association are urged to support it by purchase of the library as insurance against future withdrawals of licenses by any licensing organization. To meet the case where a real need develops at any time in the future for support of the Bureau by the Association, it is suggested that the Board of Directors be given authority to appropriate funds for this purpose, but only upon a clear showing by the Bureau as to the nature and extent of this need."

Reorganization Plans

Regarding the functions of the Reorganization Committee, Mr. Craig pointed out that at the special meeting it was impossible to develop a detailed plan for the future. He said that many valuable plans for reorganization of the NAB have been advanced, and some of these had been considered by the board and other groups. He added:

"The purpose of the proposed Committee of Five is to give thought and study to these suggestions, weigh them in the light of the needs of the industry, set up the objectives to be achieved, and recommend the necessary changes in the constitution and by-laws of the organization to permit achievement of these objectives.

"Conceivably, this committee would give thought and study to such suggestions as the employment of a president who might be compensated for his services and recommend such changes in the basic law of the Association which would define the scope of his authority and his duties. It is hoped and expected that it would adopt policies so sound in principle that each and every unit of this industry, from the largest networks to the smallest part time station would be proud of its membership in the organization, and that provision would be made to make such policies effective by binding each member to adhere strictly to them. If it is the will of the industry to appoint and compensate such a leader, then each member should bind himself to follow his leadership.

"These are merely illustrations. Many more must be considered. But it would be the duty of this committee to draft a report, complete in detail, place a copy of it in the hands of each member at least 60 days in advance of the date for the next meeting and invite criticism of the recommendations contained in the report. The committee would then be expected to redraft its report in the light of the suggestions and criticisms of the members and send copies of such revised report to each and every member at least 30 days in advance of the meeting in order that each member may come to the meeting prepared to act formally and finally upon the report. The report in its finished form should contain estimates of cost and if further increases in dues payments are necessary, the necessary changes in the by-laws should be recommended. The report should be complete in detail, the recommendations definite, and there should be included therewith, drafts of all amendments to the constitution and by-laws required to give effect to the recommendations. Through the work of this Committee, the regular meeting of the membership would be in position to take definite and decisive action upon the program for the future development of the Association. To complete the task expected of it, the Committee of Five will necessarily need the assistance of personnel, including a secretary, and will have other expenses. The Board of Directors should, therefore, have authority to meet these expenses."

Another resolution adopted, offered by Harold V. Hough, general manager of WBAP, Fort Worth, advocates a new policy on publication of industry business statistics. To follow the procedure of newspapers and other printed media, the policy is that the industry release such statistics in terms of unit hours, instead of gross dollars. The networks, under the resolutions, will be asked to adopt this procedure, through a committee to be designated by President Elmer to call on them. [The text of this resolution is published on the opposite page.]

Congressional Investigation

Two resolutions dealing with proposed Congressional investigations of the broadcasting industry and of the FCC, presented to the membership, were referred to the Board for study. One, offered by Mr. Craney, proposed that the NAB go on record as favoring such an inquiry, and the other offered by Lloyd C. Thomas, WROK, Rockford, Ill., proposed cooperation with Congress and with other Federal agencies on the theory that such an investigation would be helpful to the industry. The Resolutions Committee, headed by Joseph O. Maland, WHO, made no recommendations on the resolution.

The morning session Oct. 12 was devoid of pyrotechnics. It was opened by President Elmer with a plea for frank expressions by those in attendance because the industry is confronted with the greatest problems in its history. He urged that internal strife be avoided and

that the best practical steps be taken toward solution of the problems. The history of the AFM situation from the NAB standpoint, was recounted by Mr. Elmer.

Speaking for IRNA, Mr. Ethridge told of the reasons for the formation of the group. He urged unity. He advocated an NAB strong enough to give to the industry the measure of protection to which it is entitled, and which other trade associations give their industries. [Details of his explanation of the IRNA-AFM negotiations will be found on Page 13.]

Declaring he had no illusions about the agreement, Mr. Ethridge said there was no feeling on the part of the IRNA negotiation committee that it was a "good deal." He called the AFM demands "arbitrary, high-handed and black-jacking." But he added the committee did the best that could be done. "I resent as much as anybody being black-jacked and looted, and that is what it does," he declared.

The IRNA group, Mr. Ethridge continued, desires to go along with the NAB as part and parcel of it, provided it is reorganized to afford stations that degree of protection deemed necessary. "I hope it will not be necessary to set up an organization designed for our own protection," he said. IRNA will continue as a temporary organization for the present, he added, until it can determine whether the NAB will give it the necessary protection.

Then the Excitement

It was at the afternoon session Oct. 12 that the fireworks began. It was opened with the reorganization resolution, and the prompt action on it.

A barrage of questions on the effect of the IRNA negotiations upon contractual arrangements which might be worked out by non-networks independents consumed most of the session, with many smaller stations participating. Samuel R. Rosenbaum, WFIL, Philadelphia, newly designated chairman of the IRNA negotiating committee, along with Mr. Ethridge, supplied most of the answers. John J. Gillin Jr., WOW, Omaha, NAB first vice-president and also a member of the IRNA committee, presided. Criticism of the NAB for its failure to handle the AFM negotiations for the industry as a whole permeated the discussions.

On motion of Edgar T. Bell, secretary-treasurer of the Oklahoma Publishing Co., and of its stations WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs, the convention gave the IRNA negotiating committee a rising vote of thanks for its arduous labors during the last several months.

The first day's session came to a rather dramatic close when Mr. Levy took the rostrum upon suggestion of Stanley Hubbard, KSTP, St. Paul. Mr. Levy said he walked out of the NAB two years ago because he never regarded the NAB as a "charitable organization" and because he had never gotten anything out of it. He alluded to the ASCAP difficulties current at that time and compared them to the current musicians' controversy. He said he regarded the IRNA arrangements as favorable under the circumstances. Unions today, he said, have a hold on America they have never had before. As for his reentry into the NAB, he said he would not rejoin until it had "done something constructive".

John A. Kennedy, operator of WCHS, Charleston, WPAR, Parkersburg and WLBK, Clarksburg, W. Va., said he too had withdrawn from the NAB because he failed to see any advantages to it, but that he intended to apply for membership as soon as something "concrete" is done.

Mr. Shepard, who previously had withdrawn three of his four stations from NAB membership, declared he would apply for reinstatement of WNAC, Boston; WEAN, Providence, and WICC, Bridgeport. Others that have withdrawn in recent months indicated their intention of returning to the fold.

Advises Naming of Counsel

Campbell Arnoux, WTAR, Norfolk, started the second day's session by expressing apprehension over the Craig resolution, not because of lack of sympathy for the plan but because he felt there was too long a lapse of time for accomplishment of the reorganization. He urged appointment of counsel at once to cope with existing situations. He was followed by Mr. Hubbard, who had pressed the motion for the second day's session. He declared he understood many stations intended to resign from the Association because they were dissatisfied with the lack of initiative of the management.

In defense of his plan, Mr. Craig said there were two alternatives on reorganization—one as he had outlined it, and the other to destroy the NAB at the meeting and start all over. The constructive thing, he said, was to build on the present framework. This, he declared, is the only practical, sensible program to follow.

Then in succession, H. K. Carpenter, general manager of WHK and WCLE, Lloyd Thomas of WROK, Earl Glade of KSL, Salt Lake City, Cecil Mastin of WNBF, Binghamton, Mr. Ethridge, Mr. Rosenbaum, and others spoke in support of quick action, but along the lines of the Craig resolution. Subsequently, the modification was effected upon motion of Mr. Elias.

In this discussion it was emphasized again and again by speakers that the reorganization could not be effected overnight; that it takes time to select the proper personnel, but that the time element is important; and that the reorganization should be undertaken with greatest possible dispatch. Because the next regular convention cannot, under the by-laws, be held in the calendar year 1937, it will be necessary to hold the session after the first of the year.

A proposal by Paul W. Morency, general manager of WTIC, Hartford, who a decade ago was field director of the NAB, that the board be not permitted to advance further funds to the NAB Bureau of Copyrights until such time as the reorganization is completed, elicited considerable debate which had the effect of airing the entire situation.

After this discussion, in which Mr. Baldwin participated, Mr. Morency withdrew his motion, declaring the debate and explanations had served his purpose. Mr. Baldwin had explained that the public domain library has entailed an expenditure of $50,000 up to this time in research and personnel and in arranging, recording and pressing transcriptions. Some 56 stations have subscribed to the initial 20 hours at $10 per hour. He said about 1,500 selections have been cleared as in the public domain, and that arrangements are ready on 50 hours for recording, or 30 more than now are on wax.

Mr. Hough, as NAB treasurer, declared that, while he was personally opposed to spending additional NAB funds on the library and felt that the service should pay its own way through subscription, the $50,000 already invested should not be frozen, and that if small additional sums are necessary to record music already cleared, it should be advanced.

Unit Hour System Sought by Hough

Offers Resolution to Change Present Sales Yardstick

PUBLICATION of broadcasting industry business statistics in terms of "unit hours" of time sold, instead of gross dollars, to avoid misunderstanding and confusion, and also to parallel the methods employed in the published media which use agate lines as their statistical factor was endorsed by the special convention of the NAB in New York Oct. 12. A resolution to this end offered by Harold V. Hough, general manager of WBAP, Fort Worth, and treasurer of the NAB, was adopted by unanimous vote.

The resolution follows in full text:

WHEREAS, it has been the custom of agencies, broadcasting stations, and the management of the chains to use the term "dollars" in referring to gains and losses and amount of broadcasting business; and WHEREAS, this method does not present a true, fair, accurate picture of the business of the broadcasting industry, particularly, in relation of the receipts to the stations.

WHEREAS, the published revenue, as submitted to the public by the agencies, stations and chains, does not show that portion being actually received by the stations, but makes a misleading analysis, as no account is published of the percentage going to the stations, percentage for commissions, or the percentage for line charges, which is misleading to the public, the FCC and the advertisers.

THEREFORE BE IT RESOLVED That it is the wish of the NAB that the standard yard stick of measurement on broadcast business, in the future, be computed and published in the terms of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED That the NAB urge all agencies, member stations and nonmember stations to adopt the policy of presentation of unit hours, instead of gross dollars.

AND BE IT FURTHER RESOLVED That a request be made to NBC, CBS Mutual, and any other chain, to use the practice of presenting any volume in phrases of unit hours instead of gross dollars.

BE IT FURTHER RESOLVED That the president of the NAB appoint a committee to confer with the Chain management and to present to them the views of the NAB.

Canadian Observer

CANADIAN broadcasters were represented at the NAB Special Convention by Harry Sedgwick, general manager of CFRB, Toronto, and president of the Canadian Broadcasters' Association. As head of this group, Mr. Sedgwick has actively assisted in the negotiations between Canadian broadcasters and music organizations in that country. He was present at the NAB gathering as an observer.



Major R. E. Zultz

Judging by results, there's magic in the low frequency broadcasting of WIS-WPTF—the Carolina Combination . . . Covering the rich cotton-tobacco areas of the two Carolinas, these twin stations assure maximum results for a single low rate.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



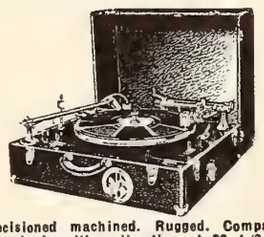
Represented by Free & Peters, Inc.

Sold at one low rate

Libel Suit Dismissed

SUIT for damages brought by Paul Locke, a script writer, against Floyd Gibbons, was dismissed by Justice Pecora in New York Supreme Court on grounds of defective complaint and insufficient allegations. Locke charged that on Jan. 28 Gibbons, using Locke's script for a network broadcast from WLW, Cincinnati, altered and colored the material so that Locke's reputation was damaged. Subject matter was the flood in the Ohio Valley. The broadcast was one of Gibbons' series for Colgate-Palmolive-Peet Co., Jersey City, N. J., in the interests of Colgate Dental Powder and Rapid Shave Cream. Agency in charge was Benton & Bowles Inc., New York.

UNIVERSAL PORTABLE RECORDING MACHINE



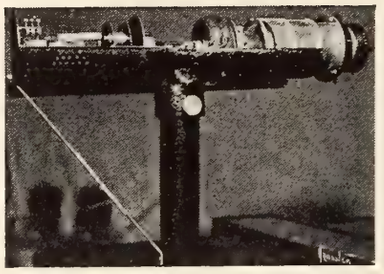
Precisioned machined. Rugged. Compact. Records in either direction at 33 1/3 or 78 RPM. 90, 110 or 130 lines per inch. 110 volts AC. Leatherette carrying case. Five models of recorders.

Recording Division
Universal Microphone Co. Ltd.
424 Warren Lane, Inglewood, California



PROJECTED TELEVISION — It looked like this from back-stage Oct. 14 as RCA television was shown on a screen 3x4 feet in NBC television studios before members of the Society of Motion Picture Engineers. An hour's revue involving eight scene shifts was shown. RCA's new Kinescope projection tube was demonstrated for the first time. At right is the tube in profile with the cover laid back.

REGGIE SCHUEBEL, radio time buyer, the Biow Co., New York, is out of town on one of her frequent Bulova trips, conferring with station managers. She will be gone a month.



Thrift Drive Planned

THRIFT & SECURITY Foundation, New York, held a meeting at the Hotel Commodore, New York, Oct. 13, to raise an advertising fund of $1,000,000. Eugene P. Thomas, president, National Foreign Trade Council, spoke. If present plans materialize, much of the appropriation will be spent for radio advertising, promoting thrift in time as well as money in an effort to avert a possible recurrence of the stock market crash. Officers are Herbert N. Fell, executive secretary, and John W. Ticknor, vice-president.

The Foundation believes Detroit should be the focal point for its thrift campaign, because of the large numbers of middle-class people in the area and working in the automotive industries. The account is being solicited by at least one unnamed Detroit advertising agency.

KFH

Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans, in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

KFH CBS WICHITA • KANSAS •

National Representative EDWARD PETRY AND CO.

"This is . . .

WBNS

COLUMBUS, OHIO

"This is Our Representative . . .

JOHN BLAIR & CO.

"Ask John . . . he knows"

Television Shown On Large Screen To Film Engineers

RCA Stages Hour Revue to Demonstrate Its Progress

TELEVISION projected in black and white on a screen 3x4 feet was demonstrated on a practical basis for the first time Oct. 14 when RCA staged an hour revue before the Society of Motion Picture Engineers. A new Kinescope projection tube of intense brilliance was given its first demonstration outside the laboratory.

David Sarnoff, RCA president in presenting the revue, described progress attained since television was first brought out of the RCA laboratory June 29, 1936. "Week by week and month by month television progress has seemed slow and difficult," he said.

"Where a year ago each separate image was scanned with 343 lines today we are scanning with 441 lines. During the past year the color of television pictures has been changed from green to black-and-white, and their brilliance greatly increased.

"The size of the picture has been increased from approximately 5x7 inches to 7x10—almost double the area. In addition, important progress has been made in projecting television pictures of approximately 3x4 feet onto a screen.

New Studio Technique

"New techniques for the writer, the director, and the actor are being explored. Practical experiments with outside television pick-up equipment will get under way within the next few weeks.

"If television programs are to be provided through the support of commercial sponsors, advertisers must first be furnished with sufficient circulation to justify their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect; we must create large audiences in order to support costly programs, and we must build costly programs in order to attract large audiences.

"To meet the requirements of nationwide television service, vast sums of money must be invested in new facilities. The present range of useful television signals is less than 50 miles. The creation of even limited networks, with connection by coaxial cable or radio relay, is a highly expensive undertaking.

"We can, I believe, look forward to the ultimate establishment of a American television system, which like our present system of sound broadcasting, will employ many thousands of workers, will offer a unique advertising service to American business, and will render free educational and entertainment service."

The projection Kinescope, developed by Dr. Vladimir K. Zworykin, W. H. Painter and Dr. R. R. Law, is designed to produce a clear image 18x24 inches. The demonstration consisted of both motion picture film and live entertainment. It included two dramatic sketches written for television, harp solos by Margaret Brill, a comedy skit by Herman and Banta and a new film reel. The show was picked up by Iconoscope cameras in the NBC studios at Radio City, relayed by coaxial cable to the transmitter on the Empire State Tower, and by air to the RCA Bldg.

McNinch Retains Two of FPC Staff

W. J. Dempsey Named to Be Legal Adviser to Chairman

WITH his assumption of the chairmanship of the FCC on Oct. 1, Frank R. McNinch had transferred to that agency two of his assistants at the Federal Power Commission over which he had presided since 1933. They are William J. Dempsey, assistant general counsel of the FPC, and Miss Julia Josephs, Mr. McNinch's personal secretary.

On Oct. 15, Chairman McNinch announced that John J. Murray, of Boston, had been retained as special counsel to the chairman for a few months. Formerly chairman of the Massachusetts Public Utilities Commission, of the Massachusetts Board of Tax Appeals, and engaged in other state utilities activities, Mr. Murray is expected to devote his time largely to FCC telephone matters. He was also professor of public utility law and economics at Boston University.

Mr. Dempsey, who is 31, has been named special counsel of the FCC assigned to the chairman's office. It is presumed that he will be legal adviser to Mr. McNinch on all FCC matters. He joined the Power Commission in May, 1937, as assistant general counsel after having been identified with litigation involving the Public Works Administration for Administrator Harold Ickes, Secretary of the Interior. He is still special counsel on those PWA cases now in litigation.

Chairman McNinch holds Mr. Dempsey in high esteem and regards him as an expert on public utilities law. He occupies an office in the chairman's suite, rather than in the Law Department.

A legal resident of Santa Fe, N. M., Mr. Dempsey was born in New York, where he attended grammar school. He resided in Oklahoma City during his high school years, and matriculated at Georgetown University, Washington, in 1927. He then attended Georgetown Law School at night, and taught mathematics and physics at the university during the day. Receiving his law degree in 1931, Mr. Dempsey, however, was admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931, and joined the legal staff of the BMT Corp., subway operators, handling utilities litigation and trial work.

In 1933, Mr. Dempsey joined PWA and was associated with Jerome Frank, special counsel handling power litigation. He resigned his Power Commission legal post as of Oct. 1, upon his assumption of duties at the FCC. Mr. Dempsey is married and has three children, five years, two years and six months of age.

Miss Josephs is a native of Charlotte and served as secretary for Mr. McNinch at the Power Commission during the last two years. Prior to that assignment she was a secretary in a Charlotte law firm. She attended school in Charlotte.

THE FIRST broadcaster to interview Frank R. McNinch, new FCC chairman, was Alfred J. McCosker, president of WOR and chairman of the board of Mutual Broadcasting System. Following his visit Oct. 7, Mr. McCosker said he had a most pleasant talk.

No FCC Divisions

(*Continued from page 81*)

Communications Commission, I want you to know that I am confident you will render an important public service in a field which so vitally affects the public welfare. I am sure your colleagues and the public will expect and welcome from you aggressive and fearless leadership with fairness to all interests concerned. I hope and believe you will have the necessary support and cooperation of your associates and the staff, and you are assured of any help I can properly give you.

"I regard it as of prime importance that you assist the Commission in formulating policies and principles of action and procedure. After any Commission may have had sufficient experience to enable it to do so, the public and all who may have business with such agency should be advised as to principles and policies by which the Commission will be guided. In this way all who are concerned may be able to anticipate a reasonably consistent course of action.

"I earnestly hope you may be able to complete your assignment within a few months so that you may return to your post as Chairman of the Federal Power Commission."

In opening his press conference, Mr. McNinch stated the reception given him by members of the FCC could not have been more sincere if they, instead of the President, had selected him as chairman.

He said he would "need and shall count heavily" upon the support of his colleagues for without it "my efforts would be futile." "With the support of the Commission and as one of the seven members thereof, acting in harmony, I am confident we shall be able to do some constructive things in the public interest."

On Oct. 1, Mr. McNinch took his oath of office at noon in his offices in Room 6111, New Post Office Bldg. Present were members of the FCC and of the Power Commission. Afterward he was host to the members of both Commissions at a luncheon. That morning the staff of the Power Commission bade him farewell at an assembly at which they paid tribute to the man who served seven years on that agency and who has been its chairman during the last four.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WLS Seeks Transmitter

WLS, Chicago, on Oct. 15 filed with the FCC an application for authority to install its own 50,000-watt transmitter near Tinley Park, about 25 miles from the Chicago Loop. The application specifies an RCA transmitter with a 586-foot vertical tower. The installation, including land and equipment, would involve an expenditure of $200,000. The station now shares time with WENR, Chicago NBC-owned outlet, and during the last six years has used the WENR transmitter on a rental basis. Burridge D. Butler, president, declared WLS desires to install its own transmitter to keep abreast of most modern developments in radio technique, and to improve its signal in its present area as well as to extend its service to listeners outside the present WLS area.

Kennison Buys WRDO

TRANSFER of WRDO Inc., operating WRDO, local outlet in Augusta, Me., to Conrad E. Kennison, its manager, is sought in an application filed with the FCC. The station is now wholly owned by Henry E. Rines, who also is head of the companies operating WCSH, Portland, Me., and WFEA, Manchester, N. H.

APPOINTMENT of George Lasker as manager of WPEN-WRAX, Philadelphia, was announced Oct. 1 by John Iraci, new owner of the stations, which recently were combined to form a full-time outlet. He succeeds Charles Stahl, manager under the former ownership. Mr. Lasker has been identified with the sales departments of both WPEN and WFAB, New York.

HOST *to the* WORLD



WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

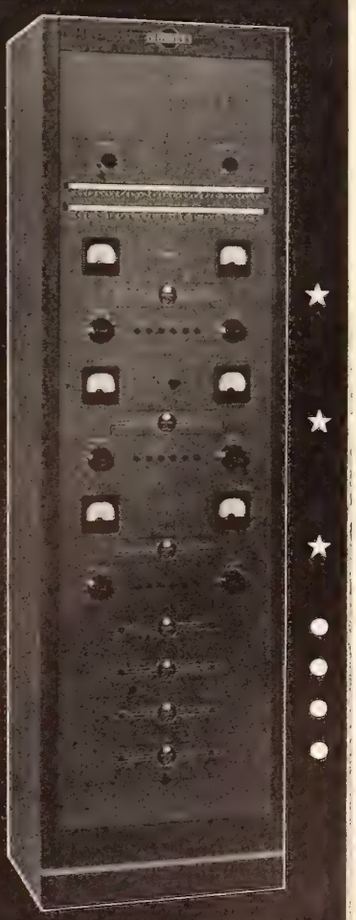
Single Rooms from $4
Double Rooms from $6
All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, *Manager*

6F. PRE-AMPLIFIERS AND 7S. MAIN AMPLIFIERS

are built for stations who use the best equipment obtainable. Their design includes every desirable electrical feature, complete metering, tube access doors, modern styling, easily removable inspection plates.

Technical data sent on request.



COLLINS
RADIO COMPANY
CEDAR RAPIDS IOWA
NEW YORK, N. Y.: 11 WEST 42 STREET

Chicago Unions Merge

THE Chicago Federation of Musicians has absorbed two other Chicago musicians' unions — the American Musicians' Union and the Polish-American Musicians' Union. James C. Petrillo, president of the CFM, was especially interested in taking over the American Musician's Union as the latter organization had been negotiating with the CIO. With the amalgamation, Mr. Petrillo's union now numbers 10,524 as there were 1,840 AMU members and 682 Polish-American members.

In Washington



Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

Board Warns of Danger in Contract

(Continued from Page 14)

the increase paid by each member station, amounting roughly to 16%. Stations already expending their allocated amounts, which will not be required to employ more musicians, will not receive any money from the networks. The amount was accepted by a vote that lacked only four of being unanimous, a marked contrast to the way in which the group had rejected the 10% offer of the networks at a previous session.

Mr. Rosenbaum was elected chairman of the Negotiating Committee, succeeding William S. Hedges, whose resignation from the Committee followed his resignation from his position with WLW. The 24-point trade agreement which the Committee had negotiated with the AFM committee was approved with certain specific amendments which the committee was instructed to attempt to secure at further meetings with the AFM board.

Contract Inviolability

Chief amendment, on which the committee was instructed to insist at all costs, is the recognition of the inviolability of all existing contracts. While this might appear to be robbing the union of its chief means of forcing its demands, it really will not have this effect due to the method under which the new contracts between affiliate stations and their local unions, of which this trade agreement will be a standard part, are to be handled. When each station signs its contract, it will send it to the committee, the local union at the same time sending its signed copy to the AFM headquarters. When the time limit has been reached the committee and the AFM board will meet and unless the number of contracts is satisfactory to the board the deal ends there, with none of the new contracts being put into effect. If the number is satisfactory the groups will exchange contracts and will send to the stations those signed by their local unions and to the locals those signed by the stations, consummating the agreement. Contracts are to be for a two-year period, longest the musicians would agree to.

Another addition to the contract requested by the network affiliates is an arbitration clause customary in union agreements but never accepted by AFM, which has always insisted that disputes between locals and employers of musicians be referred to the AFM international board for final settlement. A third amendment desired is a clause prohibiting sympathy strikes, to protect stations against refusal of musicians to play for programs sponsored by companies having labor troubles or to participate in strikes of other employes of the station or its parent company. The broadcasters also ask for the four weeks' notice in case of discharge provision to be changed to the prevailing notice period in each particular locality, usually two weeks.

A catch-all amendment, providing for clarification of certain vague phrases and the assurance that each statement in the agreement be worded to make its intended meaning legally sound, was also voted. This task will undoubtedly fall to Sol Rosenblatt, former NRA deputy administrator and counsel for Transamerican and for CBS in certain labor matters, who was retained by the IRNA negotiating committee for aid of this kind.

Meets AFM on Oct. 18

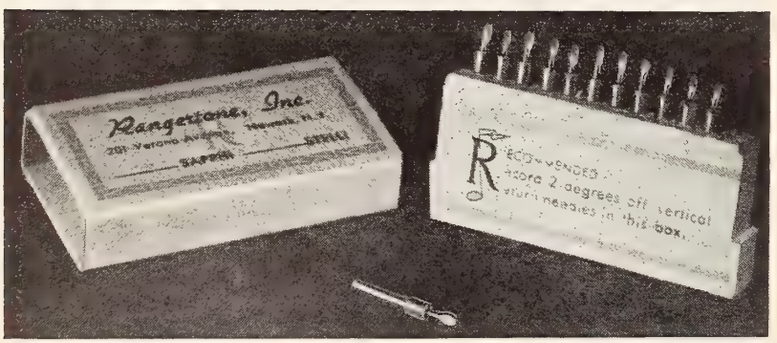
The committee will meet again with the AFM board Oct. 18 to settle these differences, following which contracts will be sent out to stations and locals. As it is practically impossible for new contracts to be negotiated and returned within 12 days, it is probable that the deadline which is now set for Nov. 1 will be extended to Nov. 15.

While the IRNA committee was working out its trade agreement with the union, NBC and CBS were likewise negotiating agreements for their key stations, which were finally settled on a basis of an increased expenditure of $60,000 annually for each network originating station in New York, Chicago and Los Angeles. Details of the agreement are not yet available, as announcement is to be made by Mr. Weber, who left for Denver to attend the AFL convention immediately after the agreement was reached. Mutual was not included in these negotiations as its setup as a non-profit network which does not sell sustaining programs to affiliates puts it on a different basis from the others.

All factors considered, the AFM demands are going to hit the networks rather heavily. A little informal figuring, for instance, shows that CBS will have an added musical expense of $365,000 a year or $1,000 daily, based on $100,000 for owned and operated stations, $85,000 for its share of the $200,000 contributions to the stations, and $180,000 for the three key stations. With more owned and managed, affiliate and key stations, NBC will be faced with an even higher total increase.

MERLE H. TUCKER, who is slated to become manager of the new KROD, El Paso, construction of which has been held up by litigation, is temporarily on the staff of KGNC, Amarillo.

STELLI DESERVE PROTECTION



New felt protected container (patent applied for) holding 12 STELLI premier acetate recording needles.

WBNS, Inc., Columbus, Ohio: We are very much pleased with your needles and after recording six fifteen minute transcription, the noise level is still lower than competitive needles when new. The quality on the transcriptions is much better than we have secured with other cutting needles. We shall be pleased to recommend your STELLI to others who are interested.

John Prentice Kurtz, Albany, N. Y.: I think your needles surpass any on the market today.

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

Changes in Agreemen With Musicians Urge By Northwest Station

FIFTEEN broadcasters of Orego and Washington, meeting in Port land Oct. 2 to unite on problem and needs of Northwest radio op erators and also to present resolu tions to the NAB convention, de cided to make their session the nu cleus of a permanent organizatio of station men in those two state and also in Montana and Idaho They elected T. W. Symons Jr KFPY, Spokane, and KXL, Port land, temporary chairman of meeting to be held in Spokane som time in October to complete or ganization. All broadcasters in th four states have been invited.

The Oct. 2 session was called b Charles W. Myers, KOIN an KALE, Portland, and Mr. Symons Mr. Myers was elected chairman o the meeting, with Harvey Benson attorney for KOIN and KALE serving as secretary. The meetin ended with a luncheon after th broadcasters had drawn up a se of resolutions to be placed befor the NAB and the negotiating com mittee of the Independent Radi Network Affiliates. Among othe things, these resolutions asked:

1. That the IRNA committee exac an agreement from AFM eliminatin all stations which have a potenti market value indicated by a maximu card rate of $15 per quarter-hour o less, from all implied obligation t employ musicians.

2. That the agreement with AF be modified to allow the musical d rector of the individual station to b judge of a man's competency for hi work, and that the four weeks' notic requirement for change of personne be changed to the generally accepte two weeks' notice.

3. That a joint committee be ap pointed consisting of AFM membe and members of each industry employ ing musicians to make a thorough in vestigation of the unemployment o musicians and make recommendation for their reemployment by industrie most responsible for abnormal unem ployment.

4. Endorsed the formation of geo graphic, technical, industrial and othe such groups within the NAB so tha a united front may be preserved i the solution of questions of genera interest to the radio industry.

ANA Plans Convention

THE Association of National Ad vertisers will hold its 28th annua meeting Oct. 27-39 at Hot Springs Va. The program includes informa discussions of various media fo the first two days, when session will be closed. On Oct. 29 and 3 the convention will be open to in vited guests and subjects of gen eral advertising interest will b discussed, including resale pric maintenance and fair trade laws Among speakers at closed session will be John Benson, AAAA presi dent; Donald S. Shaw, McCann Erickson Inc., and M. H. Leiste Sun Oil Co.

Lawes' Crime Forum

OPEN Forum on Crime will b held on each broadcast of *Behin Prison Bars* by Warden Lewis E Lawes of Sing Sing, who will an swer questions put to him by mem bers of the studio audience, an will select one question received i the mail for dramatization eac week. Program is sponsored b Wm. R. Warner Co., New York for Sloan's Liniment, and will star Oct. 18 on the NBC-Blue network Agency is Cecil, Warwick & Legle

97% Efficiency at HALF the COST-Constructed in HALF the TIME!*

JOHN E. LINGO & SON, Inc.

VERTICAL TUBULAR STEEL RADIATORS

LOWERED COSTS

Installations already made have been effected at savings up to ONE-HALF over other types of Vertical Radiators. We will be pleased to quote our complete prices in advance—including construction, erection, lighting, painting, foundation, etc.

RELIABILITY

For 40 years the firm of JOHN E. LINGO & SON, INC., has been constructing and erecting vertical structures. Because we ERECT our own Radiators, you enjoy SINGLE RESPONSIBILITY on the entire job. LINGO TUBULAR STEEL towers have been used by the U. S. Navy Dept. since 1925 at various points between Maine and Panama. Their uninterrupted use in tropical storm centers is worthy testimony of efficiency in construction and performance.

OPTIMUM PERFORMANCE

Actual working and field tests have proven that LINGO TUBE Radiators give within 3% of 100% efficiency. The copper-bearing seamless steel tube gives necessary and adequate ground wave to assure optimum coverage of primary area.

5-YEAR INSURANCE

We fully guarantee the efficiency of every Radiator and completely insure it against breakage, loss or damage for a period of 5 years at no extra cost. The LINGO TUBE Radiator will withstand a wind velocity of 100 m.p.h. and LINGO designs are available in light weights for erection on building roofs.

***WRTD**
Richmond, Va.

After using three other LINGO TUBE Radiators for Norfolk's WTAR — this 328 foot LINGO TUBE Radiator has recently been put in use—constructed of copper-bearing seamless steel. Price included Construction — Erection — Painting — Department of Commerce Regulation Lighting—Foundations—Climbing Steps—and 5-Year Insurance—

COST COMPLETE—

$5700

Every Detail Affecting Radio Efficiency Thoroughly Investigated Through Field Tests and Approved by



Paul F. GODLEY and **Dr. George H. BROWN**

—outstanding Radio engineer-consultants. These two men had to be convinced that we could construct and erect this high type of Radiator at so low a price. We proved it to them—now we'd like to prove it to you.



Write Today for Descriptive Folder and complete Cost Chart

JOHN E. LINGO AND SON, INC.

Manufacturers and Erectors of Tubular Steel Vertical Radiators

Established 1897

CAMDEN, N. J.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 1 TO OCTOBER 15, INCLUSIVE

Decisions . . .

OCTOBER 5

APPLICATIONS GRANTED:

KUMA, Yuma, Ariz.—CP trans. site, vert. radiator.

WJBL, Decatur, Ill.—CP trans. site, vert. radiator.

KGFI, Brownsville, Tex.—License for CP.

WRGA, Rome, Ga.—Same.

KSRO, Santa Rosa, Cal.—License for CP and mod.

WFOY, St. Augustine, Fla.—License for CP.

WOLS, Florence, S. C.—Mod. CP extend date.

WAAB, Boston—Mod. license re aux. trans.

WXYZ, Detroit—Ext. auth. transmit programs to Canada.

WEAU, Eau Claire, Wis.—Auth. transfern control Morgan Murphy to Elizabeth Murphy.

WBRC, Birmingham—Invol. transfer control to Eloise H. Smith, exec. estate Marcellus D. Smith Jr.

WBCM, Bay City, Mich.—Vol. assign. license to Bay Brdcstg. Co. Inc.

KATE, Albert Lea, Minn.—Mod. CP trans. site, vert. radiator.

SET FOR HEARING—NEW, Mittelle Franklin Noble, Anniston, Ala. CP 1420 kc 100 w D; NEW, Cumberland Brdcstg. Co., Fayetteville, N. C., CP 1340 kc 250 w D; NEW, Young People's Assn. for Prop. Gospel, Philadelphia, CP 1220 kc 1 kw unl. directional; NEW, Odessa Brdcstg. Co., Odessa, Tex., CP 1310 kc 100 w D; NEW, W. F. Huffman, Wisconsin Rapids, Wis., CP 580 kc 250 w unl. directional N; WILL, Urbana, Ill., CP increase D 1 to 5 kw; WDZ, Tuscola, Ill., CP increase D 250 w to 1 kw; WBAA, W. Lafayette, Ind., CP move to near Indianapolis, new equip., increase to 1 kw 5 kw D, change to unl.; WIP, Philadelphia, CP new equip., increase D 1 to 5 kw; WJNO, W. Palm Beach, Fla., CP new trans., change 1200 to 1330 kc, increase 100 w 250 w D to 1 kw unl.; WGBI, Scranton, Pa., mod. license N 500 w to 1 kw; WCPO, Cincinnati, mod. license N 100 to 250 w (before Division); WNBR, Memphis, auth. trans. control to Memphis Press-Scimitar Co.; KRGV, Weslaco, Tex., auth. trans. control to O. L. Taylor, Gene A. Howe, T. E. Snowden; WGES, Chicago, auth. trans. control to WSBC Inc.

ACTION ON EXAMINERS' REPORTS:

WFEA, Manchester, N. H.—Granted renewal license, sustaining Seward.

KINY, Juneau, Alaska—Granted CP new equip., vert. antenna, change 1310 to 1430 kc, increase 100 to 250 w unl., reversing Hyde.

KLPM, Minot, N. D.—Granted CP change equip., vert. antenna, move trans., change 1240 to 1360 kc, increase 250 w to 500 w 1 kw D, change spec. to unl., sustaining Bramhall.

ORAL ARGUMENT SCHEDULED—Ex. Rep. I-485, KGKO; Ex. Rep. I-490, Warren B. Worcester, San Diego, and Ex. Rep. I-493, Abraham Plotkin, Chicago, and Phila. Radio Brdcstg. Co., Philadelphia, all on 1-6-38.

APPLICATIONS DISMISSED (request of applicants)—NEW, James F. Hurley Jr., Salisbury, N. C., CP 1500 kc 100 w D; NEW, W. Va. Brdcstg. Corp., Wheeling, CP 1310 kc 100 w unl.; KNOW, Austin, Tex., vol. assign. license to Hearst Radio Inc.; WACO, Waco, Tex., vol. assign. license to Hearst Radio Inc.; NEW, W. Va. Brdcstg. Corp., Charleston, W. Va., CP 1500 kc 100 w 250 w LS unl.; KTSA, San Antonio, vol. assign. license to Hearst Radio Inc.

APPLICATIONS DENIED—NEW, Hollenbeck Heights Christian Church, Los Angeles, CP 1170 kc 100 w ltd, denied as in default; NEW, J. F. Rodgers, Harlingen, Tex., Same except CP 1370 kc 100 w 250 w LS unl.

MISCELLANEOUS—NEW, Earl Weir, St. Petersburg, Fla., dismissed with prejudice; petitions to intervene granted WAVE, Colonial Brdcstg. Corp., WGVA (Indianapolis), WWJ, WRDW, WMEX, WCAE, Floyd A. Parton (San Jose), Citizens Brdcstg. Corp. (Schenectady), WJAS, Charleston Brdcstg. Co. (W. Va.), WJBX, Madison Brdcstg. Co. (Wis.), WCSC, Jules J. Rubens; oral argument cancelled in applic. W. E. Whitmore, Hobbs, N. M., 1500 kc 100 w D; Travelers Brdcstg. Co. granted continuance hearing; W. A. Barnette, Greenwood, S. C., denied postponement hearing; Floyd A. Parton, San Jose, denied continuance hearing, also George H. Payne, San Jose; KSD granted extension Ex. Rep. I-452; S. L. Slover Corp., Norfolk, granted continuance; Fred M. Weil granted pet. take deposition, Grand Coulee, Wash.; Ellwood Warwick Lippincott Inc., denied continuance applic. Bend Bullein; A. H. Belo Corp., Dallas, granted waiver Rule 104.6 (b) re applic. George B. Storer, Pontiac; WQXR granted oral argument applic. Ann Arbor Brdcstg. Co.; WDNC denied reopening applic. CP; J. K. Patrick & Co. petition for Commission to affirm Ex. Rep. I-474 dismissed, oral argument cancelled.

RATIFICATIONS—WWJ, Detroit, ext. temp. auth. 5 kw N; KGDY, Huron, S. C., ext. temp. auth. remain silent; WBLY, Lima, O., applic. CP increase D power dismissed with prejudice; petitions to intervene granted George H. Payne (San Jose), KRE, Piedmont Brdcstg. Corp., City of St. Paul, City of Minneapolis; Westchester Brdcstg. Corp. granted continuance; hearing on applic. J. F. Rodgers continued, to be heard with Valley Pub. Co.; Curtis Radiocasting Corp. denied mod. order take depositions; C. Bruce McConnell denied change date depositions but granted request to vacate order issued to Knox Radio Corp. to take depositions of Dr. Wm. C. Dennis; continued oral argument on exceptions to Ex. Rep. I-387; KRGV granted pet. intervene.

OCTOBER 12

APPLICATIONS GRANTED:

WTAL, Tallahassee, Fla.—CP increase D to 250 w.

WIRE, Indianapolis—CP move trans., new equip., change antenna.

KFGW, Kearney, Neb.—CP move trans., studio, new equip., vert. radiator, increase D to 250 w.

WGN, Chicago—CP move trans., studio, new equip., vert. radiator.

WMBD, Peoria, Ill.—License for CP 1440 kc 1 kw 5 kw D unl.

WJBY, Gadsden, Ala.—License for CP 1210 kc 100 w 250 w D unl.; KPFA, Helena, same.

WAML, Laurel, Miss.—License for CP 1310 kc 100 w 250 w D unl.

KSOO, Sioux Falls, S. D.—License for CP 1110 kc 2½ kw D ltd.; KELO, Sioux Falls, same, new station, 1200 kc 100 w unl.

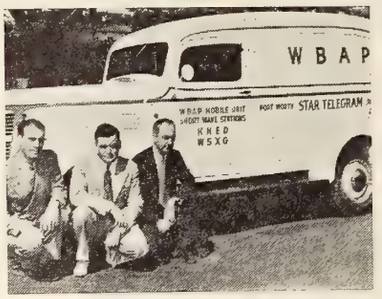
WSAL, Salisbury, Md.—Mod. CP re sites.

KWNO, Winona, Minn.—Mod. CP change equip., increase D to 250 w.

KVI, Tacoma—Auth. invol. transfer control to Laura M. Doernbecher, executrix.

KOIL, Omaha—License for CP 1260 kc 1 kw 5 kw D unl.

SET FOR HEARING—NEW, Evening News Press, Port Angeles, Wash., CP 1500 kc 100 w 250 w D unl.; WOOD, Grand Rapids, CP move trans., change 1270 to 1010 kc, 500 w N & D Sh.—WASH to 250 w unl.; WSJS, Winston-Salem, N. C., CP move trans., change 1310 to 900 kc, increase 100 w to 1 kw 5 kw D directional N; WKBN, Youngtown, amended mod. CP increase spec. to unl.; KEHE, Los Angeles, mod. license N 1 to 5 kw (before Division); KANS, Wichita, Kan., transfer control to Herbert Hollister and Don Searle.



HIGH SPEED—This fast mobile unit of WBAP, Fort Worth, is one of the first in the Southwest. Squatting by the shortwave truck are J. B. Bridges and Frank Parrish, technicians, and R. C. Stinson, technical supervisor.

APPLICATIONS DISMISSED (request of applicant)—WLAP, Lexington, Ky., CP 610 kc 500 w 1 kw LS.

APPLICATIONS DENIED—NEW, Richland Brdcstg. Co., Mansfield, O., CP 1370 kc 100 w D, as in default; WCOP, Boston, denied temp. auth. specified hours.

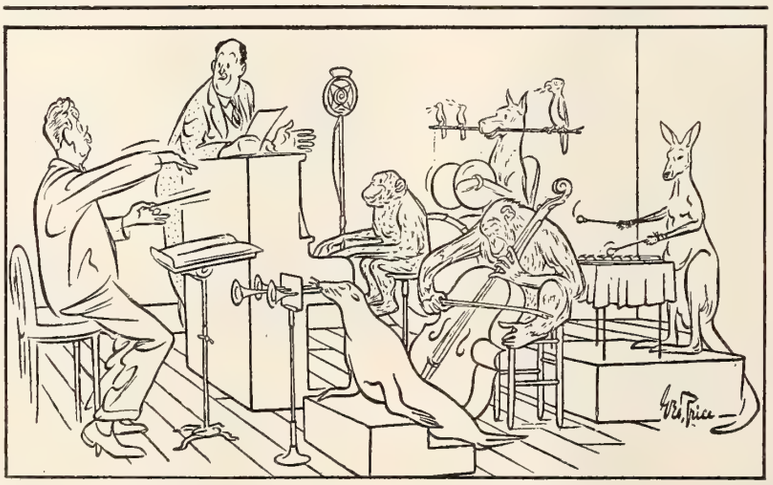
MISCELLANEOUS—Petition to intervene granted KGB, KLUF, KQW, KFH, KANS, WMBC, WWPO Inc.; denied Cumberland Brdcstg. Co. pet. defer decision applic. WFNC, Fayetteville, N. C.; denied postponement argument and decision applic. Beaumont Brdcstg. Assn., Beaumont, Tex.; denied continuance hearing on applic. Valley Pub. Co., Harlingen, Tex.; granted WWPO Inc. pet. waive rule and accept appearance Times Printing Co., Chattanooga; granted Tom Olsen motion withdraw applic. CP Port Angeles, Wash.; W. A. Barnette, Greenwood, S. C., granted pet. withdraw without prej. applic. CP Greenwood, S. C.; WDAH granted pet. withdraw without prej. applic. mod. license; George B. Storer, Pontiac, Mich., granted pet. withdraw without prej. applic. new station; Carl Latensor granted pet. take depositions at Atchison, Kan., to support applic. CP.

RATIFICATIONS—Petitions to intervene granted Cumberland Brdcstg. Co., Cadillac Brdcstg. Corp.; granted continuance hearing Four Lakes Brdcstg. Co., Lynchburg Brdcstg. Corp., Larry Rhine, Karl L. Achbacker, WSAY, WREN granted postponement oral argument; KRRV granted request withdraw without prej. applic. CP.

Examiners' Reports . . .

WSMB Inc., New Orleans — Examiner Dalberg recommended (I-497) that applic. CP 1500 kc 100 w 250 w LS unl. be granted.

NEW, Dr. Wm. States Jacobs Brdcstg. Co., Houston—Examiner Berry recommended (I-498) that applic. CP 1220 kc 1 kw unl. be granted.



Courtesy of the New Yorker

"You've got a nice act there, Frederickson, but I think you're just asking for trouble with the musicians' union."

KPQ, Spokane—Examiner Dalberg re ommended (I-499) that applic. chang 1500 kc 100 w 250 w LS unl. to 1360 kc kw unl. be granted.

NEW, Genesee Radio Corp., Flint, Mic —Examiner Seward recommended (I-500 that applic. CP 1200 kc 100 w 250 w L spec. be denied.

NEW, Great Lakes Brdcstg. Corp., Clev land—Examiner Berry recommended (502) that applic. CP 1270 kc 1 kw 5 k LS unl. be denied.

NEW, Fall River Herald News Pub. Co Fall River, Mass.—Examiner Irwin recon mended (I-503) that applic. CP 1210 k 100 w 250 w LS unl. be denied.

NEW, F. B. Clements & Co., Mankat Minn. — Examiner Seward recommende (I-504) that applic. CP 1500 kc 100 w 2 w LS unl. be granted.

Applications . . .

OCTOBER 1

KFQD, Anchorage, Alaska—CP chan equip.

W2XJI, New York—Mod. CP high-fre to extend commencement.

NEW, Harold F. Gross, Lansing, Mic —CP 580 kc 500 w 1 kw D unl., amend to change from CP new station to CP f WJIM change 1210 to 630 kc, direction increase 100 w 250 w D to 500 w 1 kw move trans. locally.

NEW, Colonial Brdcstg. Corp., Norfol Va.—CP 1370 kc 100 w 250 w D unl.

WGH, Newport News, Va.—Ext. ex auth. facsimile.

NEW, Brenau College, Gainesville, Ga. CP 1420 kc 100 w 250 w D unl., amend to 1210 kc 100 w.

NEW, State Brdcstg. Corp., Gretna, L —CP 1370 kc 100 w 250 w D ltd., amend to spec. hours.

NEW, Pinellas Brdcstg. Co., St. Peter burg, Fla.—CP 1370 kc 100 w 250 w unl.

WTMV, E. St. Louis—CP new tran directional, change 1500 to 1510 kc, i crease 100 w 250 w D to 1 kw 5 kw move trans. locally.

WJBL, Decatur, Ill.—Auth. transfer co trol to Decatur Newspapers, Inc.

WCBS, Springfield, Ill.—License for C new equip., increase power, change hou

WISN, Milwaukee—Mod. license 250 w kw D to 1 kw D & N.

OCTOBER 5

WRTD, Richmond, Va. — Vol. assig license to Times-Dispatch Radio Corp.

WRDW, Augusta, Ga.—CP new tran directional, change 1500 to 1240 kc, i crease 100 w 250 w D to 1 kw.

KMPC, Beverly Hills, Cal.—Exp. aut unl., amended from Beverly Hills Brdcst Corp. to KMPC.

OCTOBER 6

KRQA, Santa Fe—Vol. assign. license I. E. Lambert.

KHBQ, Okmulgee, Okla.—License f CP as mod. new station.

WAIR, Winston-Salem, N. C.—Mod. cense D to unl. 250 w.

NEW, Radio Enterprises Inc., Lufki Tex.—CP 1310 kc 100 w D.

NEW, Panama City Brdcstg. Co., Pa ama City, Fla.—CP 1500 kc 100 w amended to 250 w.

WJBO, Baton Rouge, La.—CP chan equip., increase 500 w to 1 kw.

OCTOBER 8

NEW, Cuyahoga Valley Brdcstg. C Cleveland—CP 1500 kc 100 w unl., amen ed to D.

OCTOBER 15

WGAR, Cleveland—License for CP n equip.

NEW, Joe L. Smith Jr., Beckley, Va.—CP 1210 kc 100 w 250 w D unl.

WFLA, Clearwater, Fla.—Mod. licen N to 5 kw.

WCAT, Rapid City, S. D.—Mod. licen re spec. hours.

KUJ, Walla Walla, Wash.—CP chan 1370 to 560 kc, change trans., new a tenna, increase 100 to 250 w, move tra

WJJD, Chicago, recently received t following letter: "Just a word to co ment on your *Suppertime Frolic.* W think it is one of the best prograr on the air. I operate a Farmer's Tel phone Exchange and have a small a plifier that I connect to the farme lines so that they may hear the pr gram on the telephone. (signed) G. Weetherly, Wingo Telephone C Wingo, Ken."

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

NATIONAL ICE Adv. Inc., Chicago (ice and ice refrigerators), on Nov. 10 starts *Homemakers' Exchange* for 52 weeks on 30 NBC-Red stations, Tues., Thurs., 11:30-11:45 a. m. (repeat 12:45-1 p. m.). Agency: Donahue & Coe Inc., N. Y.

LANGENDORF United Bakers Inc., San Francisco, on Oct. 18 starts *The Phantom Pilot* on 18 Mutual-Don Lee stations, Mon. thru Fri., 6:15-6:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

SUSSMAN, WORMSER & Co., San Francisco, on Oct 17 starts *I Want a Divorce* on 5 NBC-Pacific Red and McClatchy California stations, Sun., 8:15-8:30 p. m., Wed., 7:45-8 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

GLOBE GRAIN & MILLING Co., Los Angeles (Globe A-1 Pancake and Waffle Flour), on Oct. 27 starts for 26 weeks *The Best of the Week*, with Clinton (Buddy) Twiss and Joe Parker, commentators, on 6 NBC-Pacific Red stations (KFI, KPO, KFBK, KWG, KERN, KMJ) plus KDYL, Wed., Fri., 11:45 a. m.-12 noon (PST). Agency: Dan B. Miner Co., Los Angeles.

CLAIROL Inc., New York (hair rinse), on Oct. 8 started for 13 weeks *Let's Go Hollywood* on 6 California Radio System stations (KEHE, KYA, KFBK, KMJ, KWG, KERN), plus KFWB, Fri., 8:30-9 p. m. (PST). Agency: Wm. H. Rankin Co., N. Y.

RAYMOND'S Inc., St. Paul (permanent wave and cosmetics), on Oct 17 will start *Lloyd Pantages Covers Hollywood* on 26 CBS stations Sun., 1:45-2 p. m. (rebroadcast 11-11:15 p. m.) instead of 2:30-2:45 p. m.

FALSTAFF BREWING Co., St. Louis, Mo., starts Oct 18 *Public Hero No. 1* for 52 weeks on 17 NBC-Red network stations, Mon., 10:30-11 p. m. Agency: Gardner Adv. Co., St. Louis.

MACFADDEN PUBLICATIONS Inc., New York (*Liberty magazine*), on Oct. 5 started *Behind the News* on 3 WLW Line stations (WLW, WXYZ, WHN), Tues., 9:30-10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

AMERICAN CHICLE Co., Long Island City, N. Y. (Blackjack chewing gum) Oct. 8 started for 8 weeks *Lou Little's Football Forecast* on 10 MBS stations Fri., 7:45-8 p. m. Agency: Badger & Browning & Hersey Inc., N. Y.

LOCAL Cooperative Campaign on Oct. 10 started *30 Minutes in Hollywood* on 32 MBS stations, Sun., 6-6:30 p. m. Agency: Redfield-Johnstone Inc., N. Y.

GULF OIL Corp., Pittsburgh, (gasoline and oil), on Oct. 3, started Phil Baker on 60 CBS stations, Sundays, 7:30-8 p. m. (EST), replacing the summer show which has been broadcast at this time during Baker's vacation period. Agency: Young & Rubicam Inc., N. Y.

VICK CHEMICAL Co., Greensboro, N. C. (Vaporub, Voratone) on Sept. 26 started *Vick's Open House* with Jeanette McDonald, on 51 CBS stations, Sundays, 4-4:30 p. m. (PST). Agency: Morse International Inc., N. Y.

CARBORUNDUM Co., Niagara Falls, N. Y., Oct. 16 starts for 26 weeks *Voice of Niagara*, on 18 CBS stations, Sat., 7:30-8 p. m. Agency: BBDO, N. Y.

LITTLE CROW MILLING Co., Warsaw, Ind., (Coco Wheats), Nov. 1 starts *Jolly Joe* on 3 MBS stations (CKLW, WCAE, WGN), Mon., Wed., Fri., 5-5:15 p. m. Agency: Rogers & Smith, Chicago.



WHEN WHK—Cleveland, switched from CBS to the NBC-Blue, last month, there were festivities aplenty—just as there were at WGAR, which simultaneously became the CBS outlet. In this picture, left to right, are Edward Leonard, chief engineer of WTAM, Cleveland; H. K. Carpenter, general manager of WHK and WCLE, and John F. Royal, NBC vice-president for programs and former general manager of WTAM.

AMERICAN TOBACCO Co., New York (Roi-Tan cigares), Oct 5 started *Man to Man Sports* on 6 CBS western stations (KNX, KSFO, KOL, KOIN, KVI, KSL), Tues., 11:15-11:30 p. m. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y.

JOHN H. WOODBURY, Co., Cincinnati (facial soap), on Oct. 3 started Tyrone Power in dramatic series on 51 NBC-Blue stations, Sun., 6-6:30 p. m. (PST). Agency: Lennen & Mitchell Inc., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann yeast), on Oct. 3, starts *Seein' Stars With Feg Murray*, on 63 NBC-Blue stations, Sunday. 4:30-5 p. m. (PST), Agency: J. Walter Thompson Co., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Oct. 6 starts Sid Skolsky from Hollywood, on 32 NBC-Blue stations, Wed., 5:30-5:45 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York, (Log Cabin syrup), on Oct. 9 starts *Jack Haley's Log Cabin* series on 55 NBC Red stations, Sat. 8:30-9 p. m. (EST), with Pacific Coast rebroadcast 9:30-10 p. m. (PST). Agency: Benton & Bowles Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., (1847 Rogers Bros. silverware) on Oct. 3 started *Silver Theater* on 77 CBS stations, Sun. 5-5:30 p. m., Agency: Young & Rubicam Inc., N. Y.

F. A. STUART Co., Marshall, Mich., (proprietary), on Sept. 27 started for 10 weeks *Rise and Shine*, on 10 Don Lee California stations, Mon., Wed., Fri., 7:30-7:45 a. m. Agency: John H. Dunham Co. Chicago.

STANDARD OIL Co. of Calif., San Francisco, on Sept. 30 started *Standard School Broadcasts* on 6 NBC-Pacific Red stations, Thur., 11-11:45 a. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Palmolive soap), on Nov. 1 starts *Hilltop House* starring Bess Johnson on 67 CBS stations, Mon. thru Fri., 5:45-6 p. m. Agency: Benton & Bowles Inc., N. Y.

J. W. MARROW MFG. Co., Los Angeles (Mar-o-Oil) on Sept. 24 started *Sweet Rhythms* on 7 NBC-Pacific Red stations, Fri., 1-1:15 p. m. (PST). Agency: Janes-Morton Inc., Los Angeles.

AMERICAN HOME PRODUCTS Inc., New York (Bi-So-Dol), on Oct. 12 started *Mr. Keen, Tracer of Lost Persons* on 24 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Renewal Accounts

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, on Sept. 26 renewed *Hawthorne House* on 5 NBC-Pacific Red stations, Sun., 7-7:30 p. m. Agency: Fitzgerald Adv. Agency Inc., New Orleans.

STANDARD OIL Co. of Calif., San Francisco, on Jan. 6, 1938 renews for 52 weeks *Standard Symphony* programs, on 5 NBC-Pacific Red stations, Thurs., 8:15-9:15 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

AMERICAN TOBACCO Co., New York, (Lucky Strike) on Nov. 6 renews *Your Hit Parade* on 91 CBS stations, Sat., 10-10:45 p. m. Agency: Lord & Thomas, N. Y.

MACFADDEN PUBLICATIONS Inc., New York, on Oct 24 renews *Good Will Hour* for 13 weeks on WMCA-Inter City network, Sun., 10-11 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

Network Changes

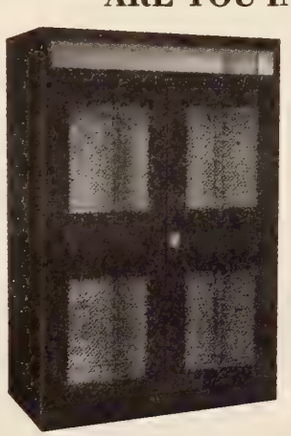
HECKER PRODUCTS Corp., New York, (Gold Dust and Silver Dust), on Oct. 12 added 24 Don Lee stations for *Beatrice Fairfax*, previously on 14 MBS stations. Agency: BBDO, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Kool and Raleigh cigarettes), on Oct. 15 shifted *Tommy Dorsey Orchestra* on 40 NBC-Blue stations, Fri., from 10-10:30 p. m. to 9:30-10 p. m.

LAMBERT PHARMACAL Co., St. Louis, started *Grand Central Station* Oct. 8 8-8:30 instead of Sept. 28 9:30-10 p. m., on 23 NBC-Blue network stations.

TIME Inc., New York (*Time* and *Life* magazines), on Oct. 14 shifted *March of Time* on 35 NBC-Blue network stations from 9-9:30 to 8:30-9 p. m. Thurs. Agency: BBDO, N. Y.

ARE YOU INCREASING POWER OR MODERNIZING YOUR EQUIPMENT



Don't order until you see what we have to offer in modern—

TRANSMITTER CABINETS
RELAY RACK CABINETS
CONTROL CABINETS
CONTROL DESKS
CUSTOM BUILT EQUIPMENT

Sold direct to you
AT LOW FACTORY PRICES

Write or wire today for details

LEFEBURE CORPORATION
Manufacturers
Cedar Rapids Iowa, U. S. A.

ACCURACY



Better Than .01%

Every Crystal that leaves our laboratory is ground to an accuracy of BETTER than .01% . . . assuring you of Accurate Frequencies.

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

NOW ONLY $40.00 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature.

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-1027



MR. E. H. RIETZKE — PRESIDENT OF CREI

ARE YOU *TRAINING* OR *WAITING* FOR

TOMORROW?

New Equipment . . . New Problems Will Demand Men With MODERN Training

There is no mystery as to what "tomorrow will bring." Already we have seen highly complicated circuits. Facsimile transmission is HERE. Practical television is not far off! Men who want to get ahead in Radio will find that NOW is the time to insure their future by increasing their ability. CREI home study courses are practical, and have been thoroughly tested and proved. Over 200 stations now employ CREI men.

Write To-day for the "CREI TESTED PLAN" for a Future in Practical Radio Engineering

This FREE informative and illustrated booklet will prove helpful to men not satisfied with their present positions in Radio. Write for your FREE COPY.

CAPITOL RADIO
ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-10
WASHINGTON, D. C.

Merchandising & Promotion

S & W Divorces—Copper Pieces—Ranger Mail—Not Forlorn—Chinese Waves—Where to Buy—Stooges

"I WANT A DIVORCE."

With that eye-catching title, Sussman, Wormser & Co., San Francisco (S & W food products) will launch a novel series over nine NBC-Pacific Red stations Oct. 17, Sundays at 8:15 p. m. and Wednesdays at 7:45 p. m. (PST).

Conducted in conjunction with the broadcast series of dramatizations there will be a "Perfect Mate" contest in newspapers and on the air. A total of 2,606 cash prizes totaling $10,000 will be awarded the winners of the competition, which is scheduled to continue until January 15, 1938.

Emil Brisacher & Staff, San Francisco, advertising agency handling the account, has prepared a 6-column, 16-inch ad announcing the joint newspaper and radio contest, to appear in all the leading newspapers in the key cities on the Pacific Coast. The broadcasts will be a series of dramatizations of real life stories.

There is a direct tie-in between the contest and the radio program, the latter to call attention to the contest after each dramatization.

In the newspaper advertisement announcing the "Perfect Mate" contest and the broadcasts — *I Want a Divorce*, there will be printed the S & W official entry blank. Just above the blank spaces for the contestants' answers appear nine points over a "perfect husband" guide and an equal number over a "perfect wife" guide.

With each entry the contestant is required to enclose a one-inch piece from the end of the tin strip that unwinds from the side of a can of S & W Mellow'd coffee, or a reasonably exact replica of the S & W Mellow'd coffee label. Contestants are asked to keep their suggested tenth point within 20 words. Each contestant is entitled to send in one entry each week during the life of the contest. All the entries will be primarily judged on the basis of originality of ideas, with literary style being secondary.

Each week 200 cash prizes of $2.50 each will be awarded. The capital cash prizes at the termination of the contest will be: first prize for women, $1,000; second prize $500 and third prize $250. A duplicate set of grand prizes will be awarded the male winners.

DURKEE FAMOUS FOODS Inc., Chicago, for its nut margarine, has taken 39 quarter-hour transcribed episodes of *Komedy Kingdom* from Radio Transcription Co. of America, Hollywood, for broadcast from one to three times weekly on 15 stations nationally, through C. Wendell Muench & Co., Chicago. Series started the week of Oct. 3 on KOA, KMOX, WDZ, WSBP and WGBF and other stations are being added to the list. As a merchandising tiein, premiums are being offered to users of Durkee's margarine upon presentation of 24 coupons. One coupon is enclosed in every pound carton of the nut margarine.

* * *

WINNER of the $500 first prize for a new name for *Grand Stand & Band Stand* was a 21-year-old clerk who will add the money to a fund to take him to college. The winning name was *Wheaties Reviewing Stand*, selected from 8,125 entries. Program is heard three hours daily on WMCA, New York, sponsored by General Mills Inc., Minneapolis. Agency is Knox-Reeves Adv. Co., Minneapolis.

* * *

ED CRANEY, operator of KGIR and KPFA, is sending out copper promotional pieces to advertising agencies. The copper pieces are as large as a quarter-page in BROADCASTING and are of the same material as the full-page copper ad that attracted wide attention when it appeared in BROADCASTING, July 1, 1936.

* * *

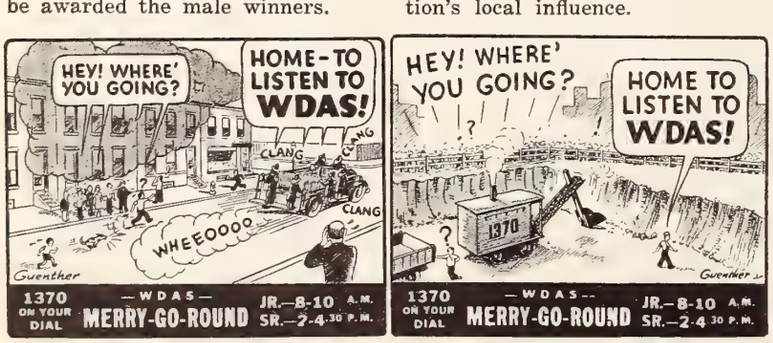
KIDW, Lamar, Col., staged a swat-the-fly campaign recently, with a sack of sugar being awarded to the listener reporting the greatest number of flies killed while the program was in progress. The winner reported a kill of 27 flies, 1 moth, 1 cricket, 2 grasshoppers.

* * *

WHP, Harrisburg, and the affiliated *Harrisburg Telegraph*, cooperated in a 12-page supplement to the newspaper in which set distributors advertised their new lines. The supplement contained numerous articles about WHP and CBS programs and artists.

* * *

M. F. WOODLING, general manager of KYOS, Merced, Cal., recently specified that all employes submit an idea to increase the station's local influence.



EVERY NIGHT—Philadelphians grin at the cartoons of WDAS published in the *Evening Ledger* as the result of a trade off with the paper which gets a full hour of classical music on WDAS each morning. The local kids have quit saying "Wanna buy a duck" and scamper around shouting "Going home to listen to WDAS", according to the station.

IN RESPONSE to an offer made on *The Lone Ranger* program on WOR sponsored by the Gordon Baking Co., Detroit, the station received 24,000 pieces of mail on Oct. 1, breaking its all-time daily record. Previous record was set Feb. 3, 1935, with 19,000 pieces of mail. Followers of the western drama were invited to write for a map with which to trace the search for the lost Lone Ranger. During the first week of October 78,000 pieces of mail were received by WOR in response to the offer. Brooke, Smith, French & Dorrance Inc., Detroit, is the Gordon agency.

* * *

GENERAL ELECTRIC Co., New York, will turn over its *Hour of Charm* broadcast period on NBC-Red on Monday, Oct. 18, to the University of Pennsylvania in connection with the school's bicentennial celebration, starting on that date. Program will be broadcast from Convention Hall, Philadelphia, and will include the college band, glee club, choral society, and speakers. Announcement of weekly winners of the Electrical Standard of Living contest will be made at the opening of the program. G-E agency is Maxon Inc., New York.

* * *

WOAI, San Antonio, has issued two promotion pieces, one of which contains a series of cartoons showing the success of a local client and indicating that the client's accounts prefer WOAI to other stations in that city 10 to 1. The second brochure contains facts about WOAI's market and advertisers as well as photographs of productions in the making.

* * *

THE "Advice to the Forlorn," advertisement of WOR, Newark, on the front cover of the Sept. 1 issue of BROADCASTING, caused so much comment that the station has reprinted it as a folder with the high-hatted gentleman on the cover and the column of advice printed on newsprint in the format of a regular newspaper column.

* * *

KROGER stores in Memphis pay $50 in prizes for best answers to foolish questions propounded in the aisles of the Orpheum theatre, Memphis, by Paul Hodges, WMPS announcer, winding up with a $100 grand prize for a special question. Questions are selected from lists of 25 distributed in Kroger stores a week before the program.

* * *

UNITED BROADCAST SALES, Calgary, taking note of increasing U. S. interest, issued recently from its Toronto office a promotion book for advertising agencies in the United States and Canada, giving all data about the stations it represents—CKY, CKX, CKCK, CJOC, CFAC, CJCA, and CJAT.

* * *

WAVE, Louisville, uses its well-known Chinese and wave themes in a plastic-bound brochure dealing with the Louisville trading area. Market and population data are broken down with colored symbols. Comparison is made with coverage of competing stations.

* * *

WISN, Milwaukee, has distributed a promotion piece describing its promotion program. Described are display advertising, window posters, radio previews, newspaper publicity, publicity releases, Wisconsin state papers and a billboard campaign.



TROPHY—John Nesbitt, announcer of WBNS, Columbus, receives the American Association trophy for largest attendance at radio appreciation night. Presenting the trophy is George M. Trautman, president of the baseball league.

COLEMAN LAMP & STOVE Co., Wichita, is giving $25 weekly to the best performer on the *Fireside Party* program broadcast over WLS, Chicago. Amateurs are selected from the WLS *Prairie Farmer* home talent shows given all over the country. Each week three are presented on the program with the best receiving $25 in cash. At the end of the series, a board of judges will choose the best act, who will receive a four-week contract with WLS as the grand prize. Potts-Turnbull Co., Kansas City, is agency.

* * *

KSFO, San Francisco, recently inaugurated a merchandising service to its sponsors. When a listener writes or telephones to ask where a certain advertised product can be purchased, the station's merchandising department writes a letter to one or more stores in the neighborhood of the questioner, informing them that persons are inquiring for the product advertised on the air. The information desk at KSFO is now furnishing the name of the store handling the product they inquire about, which is nearest their home.

* * *

UNDER the big sign on San Antonio's Gunter Hotel is a smaller but conspicuous illuminated sign reading "Home of KTSA". New studios of the Hearst station were dedicated Oct. 2 under the direction of Harold C. Burke, station manager. They were designed by W. G. Egerton, chief engineer of the Hearst stations in the Southwest. KTSA also recently installed a new 5,000-watt Western Electric transmitter.

* * *

COLUMBIA PICTURES Corp., New York, and Pillsbury Flour Mills Co., Minneapolis, will conduct a tie-in advertising campaign for Columbia's "Three Stooges" comedies and Pillsbury's Farina. On Oct. 18 the "Stooges" will be introduced into the script of *Today's Children*. Pillsbury program is broadcast five days a week on the NBC-Red network. The Pillsbury agency is Hutchinson Adv. Co., Minneapolis.

* * *

WBT, Charlotte, N. C., has published a loose-leaf booklet containing analyses of its historical development, market data, coverage and program production. The folder is designed so that additional releases from WBT may be accommodated and its display of maps includes photostats of survey and coverage maps.

DEALERS' CHOICE

★ The fact that you advertise over WLW makes dealers eager to support your sales campaign.

From experience, dealers know that a sales message over WLW is heard and heeded. They know WLW-advertised merchandise moves faster.

WLW ★ THE NATION'S STATION

Rx

A CURE FOR MANY STUDIO ACOUSTIC ILLS

–the RCA Uni-Directional Microphone

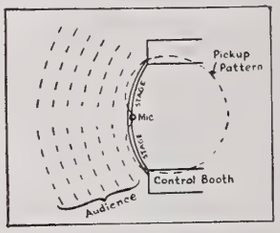
MANY ailments caused by poor studio acoustics can be cured with this remedy—the new RCA Uni-Directional Microphone!

Type 77-A picks up sound coming only from one direction—practically kills all unwanted sounds. It is particularly adaptable to small studio work, and in large auditoriums, for it picks up a much lower percentage of reflected sound. Its wide pick-up covers the entire stage or studio where broadcasters are located. This makes use of two or three microphones unnecessary.

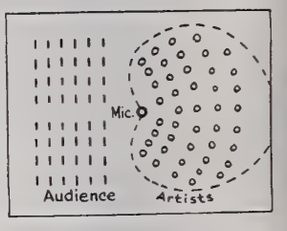
This microphone uses but a single ribbon. It operates on two proved principles—upper half, Pressure —lower half, Velocity. It has an ingenious labyrinth for proper terminating impedance. Offers uniform frequency response, clear and natural reproduction. Can be used interchangeably, or can be mixed with standard Velocity or Inductor type microphones. Complete information on request.



New RCA Uni-Directional Microphone 77-A. Specifications: Output impedance, 50 or 250 ohms. Output level (10 bar input), -69 db. Mountings, standard. Directional ratio, 10-to-1.



Type 77-A Microphone is uniquely adapted for pick-ups in auditoriums, theatres, night clubs and the like, where audience noise is always a problem. Because of wide angle pick-up, one microphone will usually suffice, even for large ensembles.

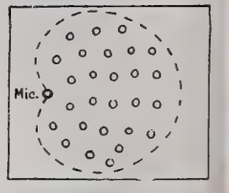


Noise-discriminating feature of this microphone is similarly valuable if a large audience is in limited space.

THIS NEW MICROPHONE FEATURES

1. Uniform wide-angle response from the front.
2. Negligible response at ALL frequencies from the back.
3. Attenuates audience noises in theatres or large studios.
4. Can be placed closer to the wall in small studios without pick-up of reflected sound.
5. Can be tilted and rotated conveniently.
6. Can be used with all RCA Microphone Stands, or suspended.

In small studios the Type 77-A Microphone has the advantage that it can be placed close to the back wall, with much less pick-up of reflected sound from the back.



RCA

Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. Chicago: 589 E. Illinois St. Atlanta: 490 Peachtree St., N.E. Dallas: 2211 Commerce St. San Francisco: 170 Ninth St.

BROADCASTING

Vol. 13 • No. 9

Washington, D. C.
November 1, 1937

Foreign
$4.00 the Year

Broadcast Advertising

$3.00 the Year
15c the Copy

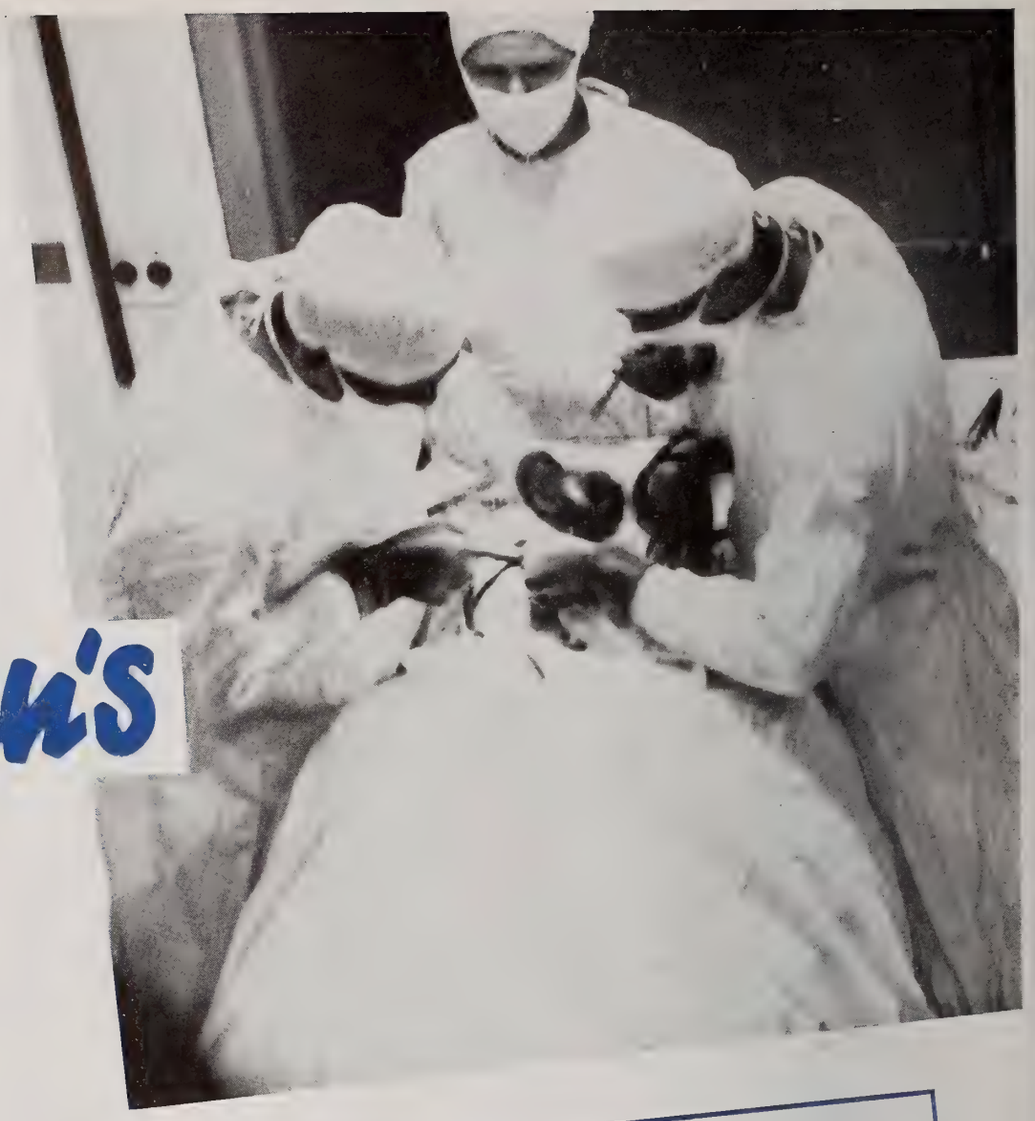
Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



THE kangaroo is noted for the great JUMPS it makes. The sales of those sponsors who use this greater-New York station soon acquire a reputation for doing the same sort of thing. sic: for every $5.00 one current WOR sponsor spends, he receives $281.00 in return!

WOR

Avoid the surgeon's knife!



SALES Sluggish? . . . Use that dynamic tonic . . . Radio Broadcasting. But don't use it like a shot in the arm . . . with a hypodermic needle. Use it consistently and well. Select your markets, your radio stations, your programs and your time on the air . . . as carefully as a surgeon selects his antiseptics . . . If you have been thinking of cutting your appropriation because sales have been sluggish, remember that many a major operation of that sort has been avoided by the use of radio under expert supervision . . . We maintain at every Hearst Radio office a staff of Radio Consultants who, in harmony with your advertising agents, will be glad to advise on radio potentialities for your particular purpose. Our time is your time . . . And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

HEARST RADIO
presents 10 major markets

WBAL	Baltimore
WCAE	Pittsburgh
KEHE	Los Angeles
WACO	Waco
WINS	New York
KNOW	Austin
WISN	Milwaukee
KOMA	Oklahoma City
KTSA	San Antonio
KYA	San Francisco

HEARST RADIO

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

"Serving the Public Interest"



Many Threads make a Strong Line

IT'S the combined strength of all the threads that counts when a stout line holds a leaping, fighting sailfish.

And it's the combined strength of a network of stations that counts when one conducts a sales campaign in the New England multi-market region.

The Yankee Network gives complete, effective coverage with fourteen stations, each situated in an urban shopping center and serving that center's entire market area.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport, New Haven	WLLH	Lowell
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta

Put Fourteen-Station Strength Behind Your Program

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

GANGWAY FOR GEN. WASHINGTON



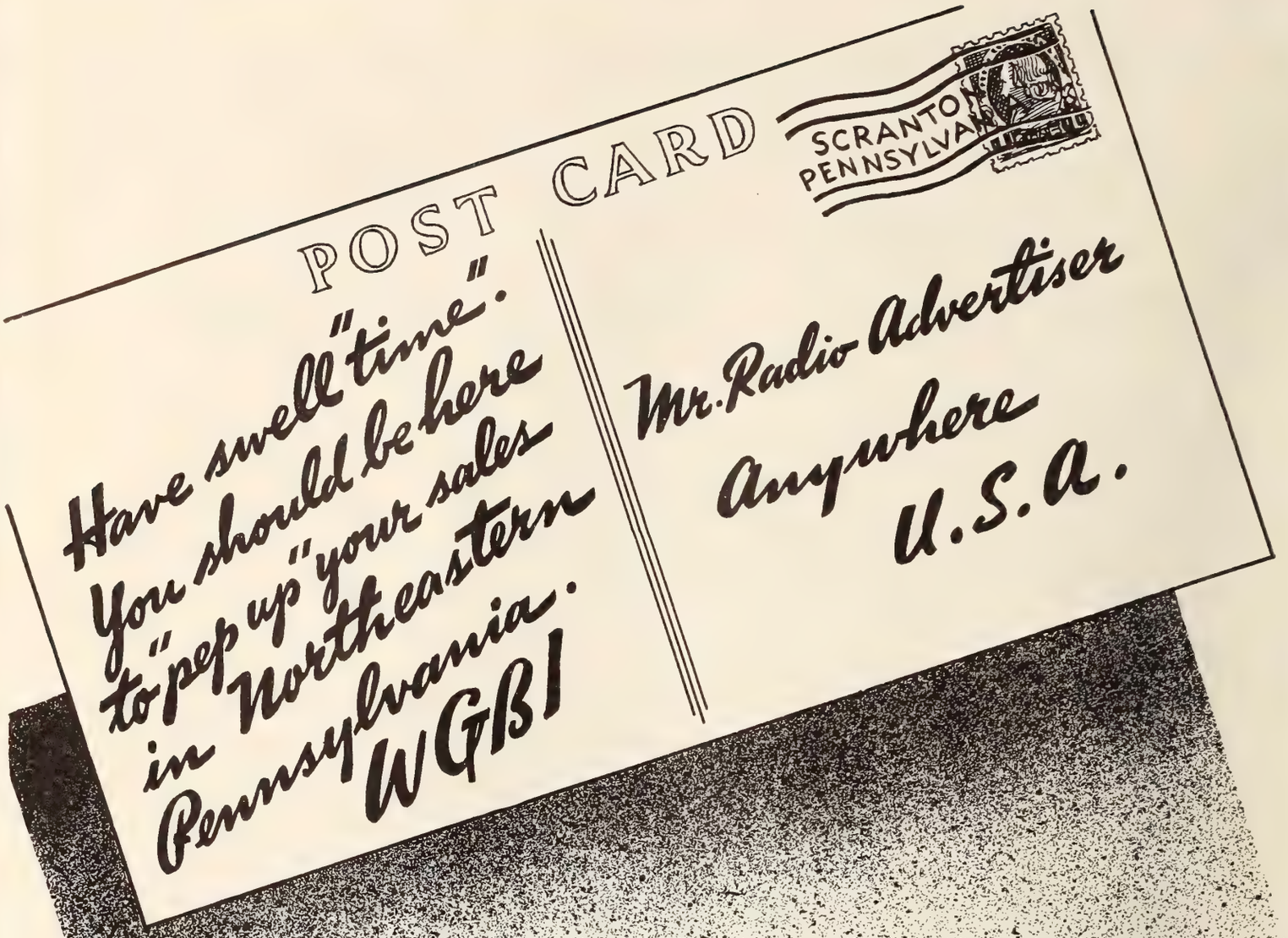
THEODORE S.

PORTRAIT OF A HERO

A pencil eased this child's bubbling patriotism. And in pride, he mailed us his drawing. He had just heard history dramatized by Columbia's *School of the Air*. "Gangway!"—move over ye football players—make room for another hero, *living* in a boy's mind!

EVERY afternoon at two-thirty, from Monday through Friday, text-books and school-walls are pushed aside. To more than 6,000,000 American children, broadcasts of Columbia's *School of the Air* bring a release from blackboards to the wide horizons of the world. And their teachers each year exhaust an edition of 50,000 Manuals, prepared by Columbia to coordinate classroom instruction with the complete curriculum of the *School of the Air:* history, science, art, geography, literature, and current events. Now in its eighth year, this service stands alone in the development of American education through broadcasting: the only program of its scope on the air. ¶ But not only youth is served. Day and night, Columbia microphones pick up the racing pulse of history for the nation. *China's first lady pleads . . . the Japanese Vice-Foreign Minister maintains . . . refugees describe!* To the very echo of gun-fire, they bring the voice of the world into our homes, with a flexibility which often holds Columbia's schedule to an hour-to-hour, minute-to-minute basis. Millions, today, *know* the members of the Cabinet, the leading figures of the House and Senate, having heard their voices in exclusive Columbia series this year. Day by day, men of science, authors, educators, editors pass in a steady stream before the microphone. ¶ Since History is many things, our programs are as varied as the world they portray. They reach to the far limits of the world. And bring them home—wherever home may be.

THE COLUMBIA BROADCASTING SYSTEM



WGBI, CBS outlet for northeastern Pennsylvania, delivers a strong clear signal to more than 175,000 radio homes. It is the only station with intense coverage in this area.

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest Metropolitan area of the U. S.

To "pep up" your sales in Pennsylvania, you must use WGBI.

WGBI CBS

SCRANTON BROADCASTERS INC • *Frank Megargee, President* • SCRANTON, PENNA

1000 WATTS L. S. • 500 WATTS NIGHT • 880 KILOCYCLES

National Representative: JOHN BLAIR & COMPANY

THE SHOWMANSHIP'S THE THING!

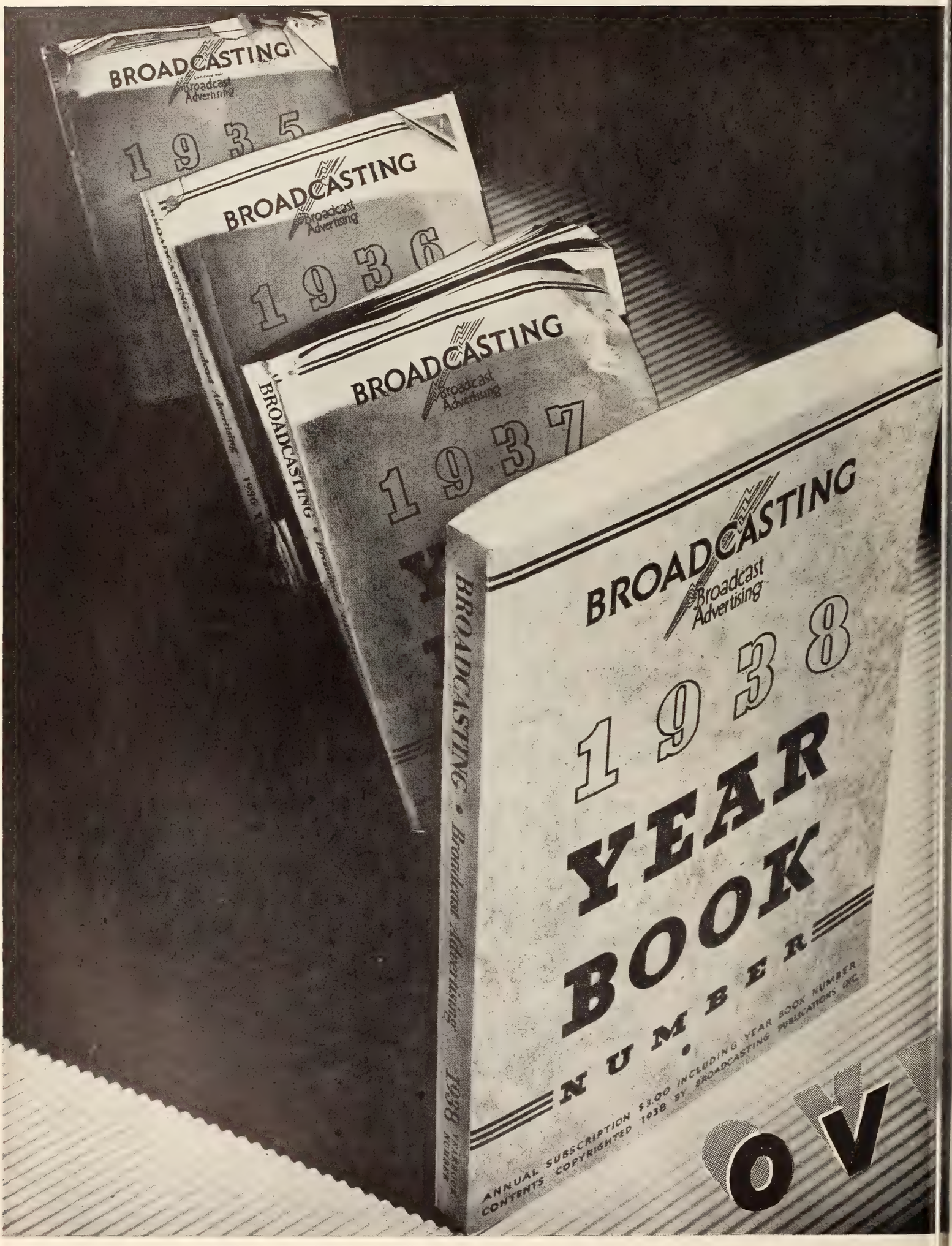
WBT-originated programs are *SHOWS,* from beginning to end. That, more than power* or anything else, explains why WBT remains without real competition in the Piedmont Section of North and South Carolina—where WBT serves a population of 2,000,000 people who have nearly 30% more spendable income than last year.

**50,000-watt WBT is the most powerful station between Philadelphia and Atlanta. It operates on 1080 KC.*

"The SHOWMANSHIP Station of the Nation"

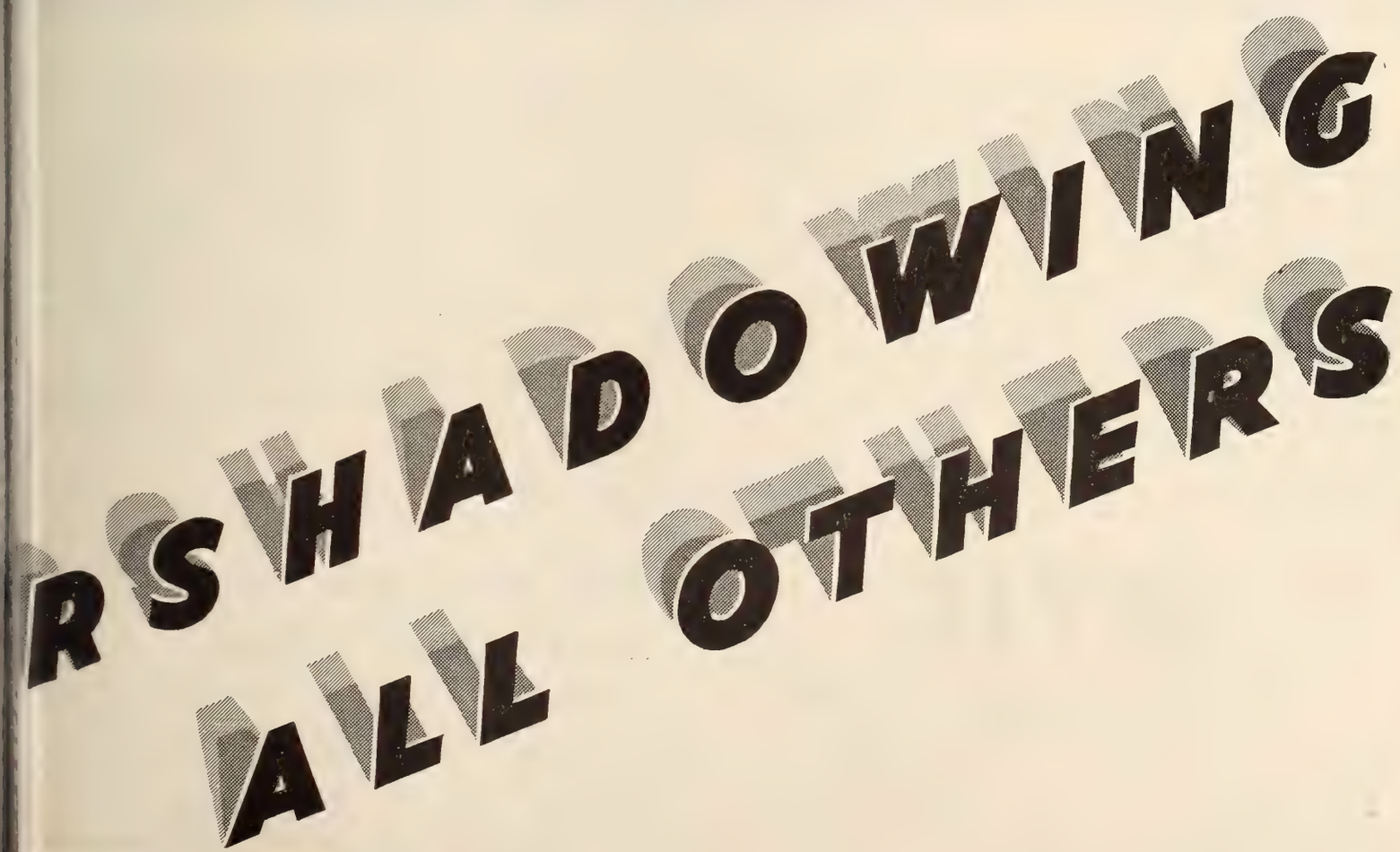
WBT

Charlotte, North Carolina. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: NEW YORK · CHICAGO DETROIT · LOS ANGELES · SAN FRANCISCO


BROADCASTING
Broadcast Advertising
1935
BROADCASTING
Broadcast Advertising
1936
BROADCASTING
Broadcast Advertising
1937
BROADCASTING
Broadcast Advertising
1938
YEAR BOOK
NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1938 BY BROADCASTING PUBLICATIONS, INC.
BROADCASTING • Broadcast Advertising 1938 YEARBOOK NUMBER
OV

The 1938 YEARBOOK Number is in full production. Published annually since 1935, it profits by years of editing and an exact knowledge of what the broadcasting field needs. It guarantees circulation among all subscribers to BROADCASTING. Year 'round, it serves agency time buyers, radio advertisers, station and network executives, station and network engineers—in fact, everyone engaged in the business of broadcasting. Regular issue rates, and frequency discounts, apply.

RESERVE SPACE NOW!





You get RESULTS quicker with the right tools

The proper tools—in skilled hands—can make short work of even a tough job like felling big timber.

It's a matter of record that radio advertisers get better results quicker in the Hartford market when their efforts are backed by Station WTIC. For one thing, statistics show that national advertisers using WTIC secure 149% more coverage in the Hartford market than those using the second station. As a further check, we had Ross Federal phone 12,000 families in and around Hartford. They found 60.72% were tuned to WTIC. Only 24.3% were listening to the next most popular station.

And make no mistake about this—WTIC covers a mighty worthwhile market—all of Connecticut, a slice of eastern New York western Massachusetts, Vermont and New Hampshire. That accounts for about 4,000,000 people. As individuals they have 15% more spendable income than the national average, according to Government figures—and they account for 23% more retail sales and 50% more food sales per capita.

Briefly, here's a market you can use in your business. You can get results most profitably by using southern New England's number one station.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market

WTIC

50,000 WATTS

HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.

Member NBC Red Network and Yankee Network

Paul W. Morency, General Manager

James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 9 WASHINGTON, D. C., NOVEMBER 1, 1937 $3.00 A YEAR—15c A COPY

FCC Drafting Plans for Reorganization

By SOL TAISHOFF

Decision in Lawyer Case Is Awaited After Two Weeks of Hearings; Chairman Providing Forceful Leadership

AFTER a two-week lapse during which it sat in its rare capacity as a judicial tribunal, to the exclusion of practically all other activity, the McNinch-directed FCC has returned to its paramount task of revising rules and regulations to pave the way for introduction of its new plan of operation scheduled to become effective Nov. 15.

For eight solid business days, six members of the Commission heard testimony in the disbarment proceedings against two Washington attorneys practicing before it, on charges resulting from motions of the seventh member — George H. Payne. On the very first day of the proceedings—Oct. 19—Mr. Payne was disqualified from participating by a 5 to 0 vote of his colleagues after charges of "personal malice, bias and prejudice" had been lodged in behalf of the respondent attorneys—Paul M. Segal and George S. Smith.

Opinion Awaited

The unprecedented hearings closed at a night session Oct. 27, and the FCC immediately took the cases under advisement. As BROADCASTING went to press, there was no indication as to when the opinion would be rendered. As a matter of sheer speculation, it was felt that possibly a week or ten days would elapse, because it appeared evident that the Commission desired to exercise extreme care in rendering an opinion of such moment—particularly in the light of the Payne disqualification and the latter's challenge of the right of his colleagues to take such action.

The Segal-Smith hearings served as an effective prelude to the reorganization plans of the FCC's new chairman, Frank R. McNinch, and to its equally new member, T. A. M. Craven. It gave them the opportunity to observe at first hand the manner in which certain existing rules relating to broadcasting applications and procedure are invoked, and also to appraise the FCC's own legal staff executives in action. Both General Counsel Hampson Gary and Assistant General Counsel George B. Porter, who is assigned to broadcasting, participated in the proceedings as aides to the special New York counsel retained by the FCC.

Equally significant, however, was the manner in which the Commission's new chairman directed the hearings. The opening gavel had hardly sounded before he was confronted, along with his colleagues, with the Payne disqualification motion. There were no reserved rulings or dodgings of issues; the incident was handled from start to finish before the case itself got under way. And it was another in the series of actions of Mr. McNinch since he assumed the chairmanship Oct. 1 denoting the new and forceful leadership acquired by the FCC.

The Payne disqualification, in which Commissioners Sykes, Case, Brown and Craven concurred with the chairman, signalized a new division in the FCC. Only Commissioner Walker refrained from voting with the majority. He, in the first instance, had held that the FCC was without jurisdiction to consider the disqualification, and as a consequence he did not vote on the actual issue. Immediately following the vote, Commissioner Payne issued a press statement challenging the action.

Payne Drops Challenge

Thus, it appeared evident that Mr. Payne proposed to go his own way under the revised FCC structure. His threat to challenge the majority's action in court was dropped Oct. 28, when the Payne office announced he had abandoned plans to that end.

[The affidavit of Messrs. Segal and Smith to disqualify Mr. Payne; the FCC's order on the disqualification, and the Payne press statement are published in this issue].

Whether the FCC will be able to meet the Nov. 15 deadline for reorganization seemed to be in question because of the delay occasioned by the Segal-Smith proceedings. As announced Oct. 14, the reorganization plan offered by Chairman McNinch provides for abolition of the three divisions—Broadcast, Telephone and Telegraph—and participation of all seven members in deciding each case, whatever its category. The McNinch motion provided that the chairman prepare for submission to the Commission as early as possible such new and supplementary rules and regulations as are made necessary to effectuate the procedure.

While it was evident that every effort is being made to have the new rules in readiness prior to Nov. 15, the complexities of the problem and the race against time might combine to make a postpone-

FCC Order Disqualifying Payne In Lawyers' Trial. . . . . .

FCC order on motion of respondents for disqualification of Commissioner George Henry Payne:

At the hearing on the above entitled matter before Commissioner Frank R. McNinch, Chairman (presiding) and Commissioners T. A. M. Craven, Thad H. Brown, E. O. Sykes, Norman S. Case, Paul Walker, and George Henry Payne, in Hearing Room C, ICC Bldg., Washington, D. C., on October 19, 1937, a motion in writing was filed by respondents for an order disqualifying Commissioner George Henry Payne from the consideration of these proceedings and preventing him from participating therein in any manner. Said motion appearing to be in due form, it was entertained by the Commission, Commissioner Payne taking no part in its consideration and decision except as set forth below.

NOW, UPON CONSIDERATION OF THE FOLLOWING MATTERS OF RECORD:

(1) Said motion of the respondents and of the affidavit of said respondents in support of said motion and of the certificate of respondents' counsel that such motion and affidavit were made in good faith and of counsel's statement and argument in support of such motion; and,

(2) The fact that said Commissioner George Payne had refused to accede to a suggestion of counsel for said respondents made in open hearing that he withdraw from participation in and consideration of these proceedings, which suggestion was made prior to any formal motion in the matter; and,

(3) The fact that said Commissioner George Henry Payne did not withdraw from consideration of these proceedings in response to a formal motion in writing directed to him, made by respondents following his refusal to accede to such suggestion, and moving that he withdraw from consideration of the proceedings and refrain from participating therein in any manner; and,

(4) The fact that said Commissioner George Henry Payne, in response to an inquiry from the Chairman at the open hearing as to whether said Commissioner Payne desired to file any motion, affidavit, answer or other paper or procedure in his own behalf in connection with said motion to disqualify, announced that he did not have any such desire; and,

(5) The fact that, in answer to a further inquiry of the Chairman at the open hearing as to whether said Commissioner George Henry Payne desired to be represented by counsel before the six Commissioners hearing said motion to disqualify, announced that he had no such desire; and,

(6) The fact that, in response to a question of the Chairman in open hearing as to whether he desired to offer any evidence relating to said motion and affidavit by way of rebuttal or otherwise, Commissioner Payne stated that he had no such desire or intention; and,

(7) The fact that the Chairman stated in open hearing that he did not conceive it to be the duty and maybe not even the privilege of the Commission under the circumstances to suggest to counsel for the respondents or to Commissioner Payne what their respective courses of action should be, after Commissioner Payne stated that, if the members of the Commission desired to obtain from him any information or statement in justification or denial of anything that appeared, he should be very glad to appear in person before the six Commissioners and testify under oath; and,

(8) The Chairman's further statement that, if said statement of Commissioner Payne (mentioned in (7) supra) was to be taken as a denial of all of the

(*Continued on page 24*)

ment necessary. Moreover, Commissioner Craven departed for Havana Oct. 28 as head of the American delegation to the important Inter-American allocations conference, and it was doubtful whether the changes would be effected during his absence. While the conference is expected to run at least a month, it is likely he will be in frequent communication with his colleagues.

The magnitude and extent of the reorganization is being eagerly awaited by the entire broadcasting and communications realm, and by the FCC staff from bottom to top. With the three divisions abolished, it is logically presumed that the various sections under each division similarly will be discontinued. At present each division has its own engineering and its own legal subsection.

In so doing, it is not outside the realm of possibility that additional jobs will be abolished—just as were the three division directorships in the original order of last month.

The new no-division organization will be watched with interest. Whether it will be the permanent structure, of course, will depend upon the manner in which it functions. It is presumed that Chairman McNinch plans to follow the procedure he employed at the Federal Power Commission, the chairmanship of which he relinquished at the behest of the President to assume temporary direction of the FCC until such time as he has its affairs in shape.

At the Power Commission the chairman delegates cases to individual commissioners who handle them through their various stages until ready for consideration by the five-man commission. In that way, the chairman controls the assignments in such fashion as to allocate to individual members those cases for which they appear best qualified.

Effect of Lawyer's Case

Changes in FCC rules and regulations, beyond those contemplated, might develop as a direct result of the Segal-Smith proceedings. The two attorneys contended in their defense that they had adhered to the letter and even to the spirit of the rules, the law and the requirements of the new-station application forms in each of the five cases on which they were cited. The allegations charged creation of "dummy" corporations in three instances, and of efforts to block favorable FCC action in two other instances wherein individuals were the applicants.

Commission special counsel, aided by regular staff counsel, were unable to cite any specific provisions either of the law or of the FCC rules which precluded the actions of the attorneys in the cases cited. Counsel for the respondents, Henry Monsky, of Omaha, and Lawrence Koenigsberger, of Washington, maintained throughout their arguments that there were no infractions. And FCC Special Counsel, Samuel H. Kaufman, of New York, in his argument, concluded with an appeal that the FCC change its regulations.

Out of all this was drawn the inference that the FCC, in remoulding its procedure, might tighten up on requirements in its application forms so there would be the fullest possible disclosure by the applicants. Moreover, the trend toward formal hearings on practically all applications for new stations and on all transfers of assignments, probably will be emphasized in ensuing months, and become an established policy.

The most dramatic incidents of the eight successive days of hearings developed on the very first and the very last days. In the former instance, the Payne disqualification, unprecedented so far as is known in the history of Federal Commission activity, eclipsed even the hearing issue itself. Then, at the night session, Oct. 27, the attorneys summed up their cases, with Mr. Segal himself in a few tense moments pleading his own case as his own counsel in which he categorically denied any violations of the law, any effort to "hinder and delay" the prosecution of competitive applications, or any thought or possibility of deceiving or misleading the Commission.

Preceding the argument of the respondents, Special Counsel Kaufman made his plea for action, but he did not directly demand disbarment or suspension or censure. And in his rebuttal, which followed the pleas of Messrs. Koenigsberger, Segal and Monsky, his argument was to beseech the FCC to amend its regulations and to admonish it that it must determine for itself whether it would permit such practices to continue.

Defense Witnesses

In the intervening sessions, which ran morning and afternoon, Special Counsel Kaufman brought some two dozen witnesses to the stand and subjected them to a penetrating examination. Among the witnesses were a half-dozen broadcasters or station applicants, who are Segal-Smith clients; employes in the Segal offices who were original directors in certain of the corporations involved in the show cause order, and FCC employes. Messrs. Segal and Smith, who appeared as witnesses, were subjected to long cross-examination by the special counsel.

For their defense, Messrs. Segal and Smith employed only ten witnesses, including themselves. Seven of these were character witnesses—all, save one, members of the Federal Communications Bar Association. All of them, under examination by Mr. Monsky, attested to the good reputation, character, ethics and standing of the two attorneys, and also to their high ability as practicioners.

These character witnesses were Louis G. Caldwell, president of the Federal Communications Bar Association; Swager Sherley, distinguished barrister recognized as dean of the corps of radio practicioners; Duke M. Patrick, former Radio Commission general counsel; Ralph A. Van Orsdel, vice-president and general counsel of the Chesapeake & Potomac Telephone Co., and chairman of the Committee on Ethics and Grievances of the Bar Association; Paul D. P. Spearman, former FCC general counsel; John W. Guider, chairman of the Committee on Communications of the American Bar Association, and James W. Baldwin, NAB managing director.

Special Counsel Kaufman appeared to rely largely upon a group of three applications filed in the name of the Palmer Broadcasting Syndicate several years ago for new stations and his piece de resistance in the prosecution. With young women in his office as the original stockholders and officers of the corporation, Mr. Segal, at the behest of his client, Henry P. Rines, Portland hotel owner, and owner of WCSH, Portland, WRDO, Augusta, and WFEA, Manchester, filed applications for three new 100-watt stations, it was brought out in the testimony. The applications were filed after Congress had amended the law to permit granting of 100-watt applications without regard to quota.

Mr. Segal denied that Palmer was a "dummy" corporation, or that it was employed to frustrate FCC action on other applications. Mr. Kaufman devoted most of his argument to the Palmer applications in Portland, Lewiston, Me., and Cheyenne, Wyo. The principal witness was George F. Kelley Jr., comptroller of the Rines interests.

Another of the cases cited was that of Commercial Broadcasters Inc., for a 100-watter in Moorhead, Minn., on behalf of Earl C. Reineke, president of WDAY, Fargo, N. D., to which Moorhead is adjacent. Mr. Reineke testified he instructed Mr. Segal to apply for the station on his behalf, and that he was prepared to finance it.

The third corporate case was that of Great Western Broadcast-

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FINCH FACSIMILE



Facsimile Recording Machine

HERE is W. G. H. Finch, with his facsimile recording machine, which functions as an attachment to the ordinary receiving set. Three stations—WHO, Des Moines; KSTP, St. Paul, and WGH, Newport News—have contracted with the New York engineer and inventor for experimental operation of the "radio newspaper" devices and have procured FCC authority to engage in the tests on their regular frequencies from midnight to 6 a. m. Recorders will be placed in about 50 homes in the service areas of each of the stations for the experimentation [BROADCASTING, Oct. 1]. In addition to these stations KFBK, Sacramento, and KMJ, Fresno, of the McClatchy group in California, plan to engage in similar experimentation and now are negotiating with Mr. Finch. Mr. Finch is a former assistant chief engineer of the FCC and a radio inventor of note.

Shouse Is Slated WLW-WSAI Head

Merle S. Jones Successor to Shouse as KMOX Manager

APPOINTMENT of James D. Shouse, general manager of KMOX, St. Louis, as general manager of WLW and WSAI, Cincinnati, succeeding William S. Hedges, who resigned last month to rejoin NBC in New York as director of station relations, was announced Oct. 29 at CBS headquarters in Chicago. As BROADCASTING went to press the appointment could not be confirmed at Crosley headquarters.

Simultaneously, H. Leslie Atlass, vice-president of CBS in charge of its western division, announced appointment of Merle S. Jones, western manager of Radio Sales Inc., CBS sales subsidiary, to succeed Mr. Shouse at KMOX. Paul S. Wilson, a member of the Radio Sales staff, simultaneously was elevated to succeed Mr. Jones.

Active Radio Career

Mr. Shouse became general manager of KMOX in July 1936, after having served a year as an account executive for Stack-Goble Adv. Agency Inc., In Chicago. For the preceding five years he had been on the sales staff of WBBM, Chicago. Mr. Jones was formerly assistant manager of KMOX, having held that post prior to his Radio Sales appointment a year ago. Before that he was national sales manager of KMBC, Kansas City.

Mr. Wilson, the new Radio Sales Chicago head, joined the organization three years ago, and was formerly a local salesman on WBBM. Prior to that he was on the Chicago sales staff of NBC and before that in NBC's statistical department in New York.

Bowey Expands List

BOWEY Co., Chicago (Dari-Rich) in addition to broadcasting *Terry & the Pirates* over 16 eastern stations of NBC-Red starting Nov. 1 at 5:15 p. m., will broadcast quarter-hour transcriptions of the program five times weekly over WMAQ, WIRE, KMBC and WOW. Stack-Goble Adv. Agency, Chicago, handles the account.

AFA Picks Chicago

ADVERTISING FEDERATION of America will hold its 1938 convention in Detroit, June 12-15, according to an announcement by its board of directors which met in Chicago Oct. 20. George M. Slocum, president of AFA, in making the announcement said, "We are confident of the fullest cooperation of the entire membership of the Federation in building a convention that will establish a new record in constructive accomplishment."

KSD, St. Louis, operated by the *Post-Dispatch*, on Oct. 27 filed with the FCC an application for authority to operate a 1,000 watt facsimile station during early morning hours. The authority sought is similar to that recently given several stations on an experimental basis.

JACK LATHAM, formerly spot time buyer of Young & Rubicam Inc., New York, who resigned to join American Tobacco Co., New York, has been named assistant to the advertising manager of the tobacco company.

Revised Music Pact Nearing Completion

By BRUCE ROBERTSON

To Be Ready in Two Weeks; IRNA Advises Affiliates To Sign; Disc Companies Have Own Problem

UNLESS there are unforeseen developments within the next two weeks, stations affiliated with the nationwide networks will have received copies of the rewritten Schedule A, standard trade agreement worked out by the negotiating committee of Independent Radio Network Affiliates and the International Board of the American Federation of Musicians. They will also have signed contracts containing this agreement with their local unions, and will have sent them to Ernst & Ernst, public accountants in New York.

On Nov. 15 the IRNA committee will meet again with the AFM board to which the local unions will have sent their copies; contracts will be exchanged, and the first step in the program for employing more musicians in radio will have gone into effect.

That is, these things will happen if everything goes off according to schedule, and right now that's a sizeable "if". For one thing, Schedule A is still in the process of revision and until it has been officially approved by both the AFM board and the IRNA committee it can not be sent out to the stations and local unions.

For another, although the final session of the two groups ended in a verbal agreement that the debatable points had been worked out as fairly as possible, the IRNA committee was not able to achieve all the changes asked by the last IRNA convention and while it will recommend that each affiliate station accept the agreement as revised, all stations may not follow this advice. And unless the great majority do sign the new contracts the deal will be off and the strike will be on.

The Disc Problem

Also within the next two weeks, again with the provision that present plans are carried through on schedule, the makers of transcriptions will have received licensing agreements from the AFM and will either have signed them or have been deprived of the services of union musicians. Attempts of a transcription committee to work out an agreement similar to that negotiated by IRNA were cut short by an AFM ultimatum that the transcription companies are not in a position to negotiate with the union and that they can either accept licenses or do without union musicians.

Whether the transcribers will accept or fight the demands of the union is not known, as their committee said it is as yet unable to issue any statement, although it is understood they will take no action of any kind until they have had a chance to examine the licenses, which will be based on the original 16 demands presented to them by the AFM last summer [BROADCASTING, Aug. 15].

A similar licensing arrangement was also offered by the musicians to the committee of the phonograph record makers when it met with the AFM board on Oct. 28. The committee, however, presented to the board its own set of proposals, which the board promised to consider in writing its license forms. When a tentative draft has been completed the board said it would call the committee to another meeting at which the various conditions could be discussed before being put into final form.

After three days of almost continuous negotiations between the IRNA committee and the AFM board, the meetings on two days running well past midnight, the two groups decided they had reached an agreement. The broadcasters' committee members then left for their respective home cities with the feeling that they had done their utmost to protect the interests of the broadcasters. The tentative agreement as submitted to the IRNA convention on Oct. 11 (published in full in BROADCASTING, Oct. 15) had been revised to comply with most of the demands of the affiliates. Clause 8, dealing with the discharge of musicians, had been changed to require "reasonable notice" instead of the arbitrary four weeks originally required. Clause 21, regarding obligations of musicians because of their membership in AFM, which the broadcasters had feared might embroil them in sympathetic strikes, was eliminated altogether.

The committee also won a victory on the question of arbitration, with the addition to the agreement of a clause specifying that in matters of dispute between any station and its local union a two-man arbitration board shall be established to settle the difficulty. The board shall consist of a member of AFM, but not of the local involved in the argument, to be chosen by the local, and a member of the broadcasting industry, but not of the involved station, to be chosen by the station. This is said to be the first time the musicians union ever accepted other than its International Board as the final arbiter in disagreements between local unions and their employers.

The Troublesome Clause

Most of the discussion centered on Clause 10, which forbade the station to transmit music to any other station which had not signed a contract with the AFM or to broadcast records and transcriptions manufactured by companies not licensed by the AFM. The affiliates, at their convention, had expressed the fear that this clause might lead to the violation of existing contracts and possibly to violations of the restraint of trade laws and to rulings of the FCC, and had instructed their committee to insist on a revision of this part of the agreement. The musicians, on the other hand, insisted that this was the very heart of the contract, and that unless it was allowed to stand the AFM would have no means of enforcing its demands for increased employment on all affiliate stations, but would be dependent on the actions of the individual broadcasters to employ additional musicians or not as they see fit, at least until the expiration of all existing contracts. In reply, the IRNA committee pointed out that the musicians are not bound to accept any contract unless a sufficient number is received to insure the additional employment the union desires, so the AFM would not really be risking much in accepting such revision. Legal precedents were advanced by attorneys on both sides to substantiate the opposing viewpoints.

As the argument continued hour after hour it became more and more heated and at several times it appeared as if the whole series of negotiations would fall on this single issue. Eventually, however, a compromise was effected. Clause 10 was stricken from the agreement and its parts rewritten in language more acceptable to the broadcasters. The union board also gave assurance that it would take no hasty action in forcing networks to cease service to "unfair" stations, but would endeavor to work out each case as it arose.

The meetings were held at AFM headquarters in New York on Oct. 18, 19 and 20, and were attended by the full AFM International Board, the full IRNA negotiating committee, and representatives of the networks, each group accompanied by one or more attorneys. On Oct. 21 a revision of the agreement, incorporating the changes agreed to during the discussions, was drawn up, but still the matter was not finally settled.

William B. Jaffe, of the firm of Rosenblatt & Jaffe, attorneys representing the IRNA negotiating committee, told BROADCASTING that the musicians had asked for certain changes in the wording of the revised Schedule A and that these changes had been drawn up and sent out to committee members on Oct. 26 for their consideration.

Next Parley After Nov. 1

Another meeting with the union board will probably be held shortly after Nov. 1, he said, after the committee members have had time to study the changes and to express opinions as to whether or not they are acceptable. Saying that he could not comment on the nature of the revised schedule until it has been approved by the committee and the AFM board, Mr. Jaffe added that an extremely cordial and cooperative spirit on both sides existed at the last meeting of the two groups on Oct. 20.

Following this meeting and the final agreement of the two committees, copies of the agreement will be mailed to each affiliate station and local union for inclusion in their contracts, which may be new or a continuation of existing contracts, provided, however, that each station expends for the employment of musicians the amount of its quota on the 5.49% of net income from sale of time as agreed to previously [BROADCASTING, Oct. 15].

Ernst & Ernst, firm of account-

(*Continued on page 64*)



A Big Year for Automatic Soap Flakes

FITZPATRICK BROS., Chicago (Automatic Soap Flakes and Kitchen Klenzer), celebrated its first anniversary on Oct. 15 of their *Meet the Missus* program which started on WBBM a year ago and has since been expanded to four other stations. The show has been one of the greatest success stories in radio. One of the premiums given away, a special *Meet the Missus* game, drew several hundred thousand box tops. Other premiums that have been successfully offered on the program include Mixmasters and Nesco Electric Roaster, with indications that a new game, now being offered, may even surpass previous offers.

The *Meet the Missus* programs are conducted before women's groups lunching at the Home Arts Guild. Tommy Bartlett, conductor of the original WBBM show, has flown to other cities when programs were started there. Stations carrying the broadcast in addition to WBBM are WHK, WKRC, WJR and WJAS. Neisser-Meyerhoff Inc., Chicago, is agency. Left to right are Irwin L. Rosenberg, Home Arts Guild; Paul Winkler, treasurer, Fitzpatrick Bros.; H. M. Alexander, account executive, Neisser-Meyerhoff Inc.; D. C. Baker, advertising manager, Fitzpatrick Bros.; and Tommy Bartlett, WBBM's quizzer.

First Rural Listening Study Started for Joint Committee

Hooper-Holmes Field Workers Interviewing in All Parts of Nation, With 100 Counties Included

FIELD MEN from the Hooper-Holmes Bureau, New York research concern, in mid-October began knocking on doors of farmhouses and small town homes in all parts of the country, collecting by personal interviews data that will form the basis for the first intensive study ever made of radio ownership and listening habits of the rural population.

The survey is being made under the auspices of the Joint Committee on Radio Research, group of 15 members, five each from the ANA, AAAA and NAB, and is being financed by NBC and CBS. The idea was approved last June by the Joint Committee whose technical subcommittee has just given its approval to the questionnaire and the methods of allocating the 20,000 interviews the survey will include. A number of recognized research firms bid for the task of collecting the data, Hooper-Holmes getting the work on the basis of the lowest bid.

The questionnaire includes questions on ownership of radio set, telephone and automobile, source of power, times that members of the family are at home and times that set is in use. In homes where there is no radio the residents will be asked if they listen to broadcasts, and if so where. Answers of non-set owners may point the way for a future study of listening habits of that group. Of the 20,000 interviews to be obtained, 10,000 will be of farm homes and 10,000 of families living in towns of 2,500 or less population, which have been largely neglected in previous surveys.

Selection of Counties

Approximately 100 rural counties will be covered by the survey, ranging from one to six in each state. These counties were carefully selected to be as typical as possible. First, census figures were studied to determine which counties agreed most nearly with their states on seven points: Distribution of rural population between farm and town homes, density of rural population, average valuation of farm equipment, average valuation of rural town property, distribution of owners and tenants, percentage of non-farm families in towns, and radio ownership, the last being the most important point.

While these figures were being examined, letters were sent to agricultural experts in each state asking them to select the counties most typical of that state's agricultural population. This is important, as a fruit farm, for instance, would make different demands on its owner's time than a wheat farm, and a corresponding difference in his listening habits.

From these two sets of data a tentative list of counties to be studied in each state was drawn up and these lists sent back to the agricultural experts for criticism, after which the lists were finally corrected. Method of allocating calls within each county was the subject of lengthy debate by the subcommittee, which finally selected a method based primarily on population so as to insure a proper distribution of set-owners and non-set-owners, but with a minimum number of calls on set-owners in each locality to provide a proper basis for the listening habits part of the study, a system which the committee believes to be the most satisfactory obtainable.

As soon as a sufficient number of questionnaires have been received, the committee will begin its work of tabulating the returns and of applying the complicated formula by which these figures will be projected to give figures of rural set ownership by states. It is hoped to have these state totals completed by the first of the year and possibly at a later date a breakdown by counties for each state. Information as to listening habits will be issued by time zones, with no attempt to differentiate between individual states, although it will be separated into farmers and townsmen and possibly into economic classes. The committee hopes to make a complete estimate of both urban and rural set ownership, either by making an urban study of its own or by bringing up to date the figures obtained by CBS in its survey of last year.

Elliott Roosevelt Signs For Commentary Series

ELLIOTT ROOSEVELT, vice-president of Hearst Radio Inc., has been signed by Irving Fogel Productions, Hollywood, for a weekly radio program to be released transcontinentally starting early in November. Network and date of starting were not announced, but the feature will probably be sponsored, it was said. The quarter-hour series is tentatively titled *As I See It*.

Mr. Roosevelt will comment on current events, national and international. He will also review scientific developments, news oddities and their relative bearing and importance to the average citizen. Negotiations were handled by Murray Grabhorn, manager of KEHE, the Hearst Radio Los Angeles station. Howard Esary, KEHE program manager, will produce the series, in conjunction with the Irving Fogel Productions staff.

Firestone Specials

FIRESTONE TIRE & RUBBER Co., Akron, which recently sponsored NBC broadcasts from the National Dairy Show, Columbus, will also sponsor daily programs from the International Livestock Exposition, Chicago, from Nov. 29 through Dec. 3, on the Blue network. William E. Drips, NBC director of agricultural programs, and Everett Mitchell, NBC *Farm & Home Hour* announcer, will conduct the broadcasts. Agency is Sweeney & James Co., Cleveland.

LATEST 'YOUNGEST' WOWO Leads Mike Race For Kid Commentator

COMES now WOWO-WGL, Fort Wayne, Ind., claiming that Bob Wilson is the youngest news commentator in radio and has been all along. His birth certificate reads August 27, 1915, and the last one of his 22 years has been spent editing and commentating on WOWO-WGL. In radio for four years, Bob has three commercial programs daily. And can he comment, says WOWO-WGL.



Mr. Wilson

BROADCASTING started this whole thing when it innocently published a cut of Bob Hurleigh, 25, commentator for WFBR, Baltimore, in its Oct. 1 issue under the title "Youngest". From the West on the wings of the air mail there came next day a picture of Commentator Wally Roda, 23, of WKZO, Kalamazoo, Mich., which was published Oct. 15.

ROOSEVELT'S DEAL FOR KFJZ FAVORED

EXAMINER George H. Hill on Oct. 22 recommended to the FCC that it grant the application of R. S. Bishop, owner of KFJZ, Fort Worth, to transfer ownership of that station to Mrs. Ruth G. Roosevelt, wife of the second son of the President, Elliott Roosevelt. The 100-watt night and 250-watt daytime station on 1370 kc. is under purchase option to Mrs. Roosevelt for $57,000. Examiner Hill found as a result of a hearing Sept. 7, at which Elliott Roosevelt appeared for his wife both as witness and counsel, that she was legally, technically and financially qualified to acquire control of Fort Worth Broadcasters Inc., licensee of KFJZ, and to continue its operation.

Mr. Hill pointed out in his report, which awaits formal FCC action, that the testimony showed Mrs. Roosevelt will not have any connection, financially or otherwise with Hearst Radio Inc., of which her husband is vice-president in charge of its Southwest stations. At the hearing young Mr. Roosevelt had testified that his wife's holdings were in "excess of $10,000 in bonds and stocks, a 1,500-acre ranch valued at $60,000 with a house worth $12,000, stock worth $7,500 and other assets of at least $10,000." His own income, he said, was "in excess of $20,000."

Mr. Roosevelt also heads a company formed to purchase KABC, San Antonio, for approximately $55,000. Hearing on the proposed transfer of ownership has not yet been held.

Morey Will Add

MOREY Co., Los Angeles, (Vitafoot) after a brief test, on Oct. 22 started for 52 weeks using weekly spot announcements on KEHE, Hollywood. This is the firm's first venture into radio, newspapers and direct mail advertising being used exclusively in the past. Campaign is proving successful and other stations will probably be added. Steller-Millar Agency, Los Angeles, has the account. Helen V. Millar is executive in charge.

Roosevelt Revises KYA-KEHE Setup

California Radio System Now Expected to Be Dissolved

WITH Elliott Roosevelt, vice-president of Hearst Radio Inc. and managing director of its stations in the Southwest, having completed reorganization of KYA, San Francisco, and KEHE, Los Angeles, taking direct control and making several retrenchments, it was expected that the California Radio System, of which the latter two are links, will be dissolved.

Mr. Roosevelt has been on the West Coast for several weeks personally directing the reorganization and he will divide his time between California and the Southwest in the future. E. J. Gough, vice-president and general manager of Hearst Radio Inc., New York, arrived Oct. 25. Both have been in conference with Guy Hamilton, general manager of the McClatchy Broadcasting Corp., Sacramento, which controls four California stations in the network of six.

From these conferences are expected to come the announcement of the network's termination, and return of the two Hearst stations to an unaffiliated status.

Also substantiating this report was the appearance of Murray Grabhorn, KEHE manager, before Los Angeles Musicians Union Local 47 on Oct. 20 to ask the status of the station as an independent, without a network affiliation.

Personnel Changes

In the general reorganization that followed, Ford Billings resigned as Hearst Radio Inc. West Coast director and general manager of the California Radio System, and joins Hearst Radio Inc. in Chicago. Grabhorn and Bob Roberts continue as managers of KEHE and KYA respectively. Others to resign at KEHE include Mayfield Kaylor, for eight years production and program manager, who has been replaced by Howard Esary; Ken Higgins, producer and continuity writer, and Lewis Patterson, publicity director. Reiland Quinn replaces Leon Churchen as KYA program manager.

H. C. Burke, manager of KTSA, San Antonio, who came to Hollywood with Mr. Roosevelt for the reorganization, installed a system of operations in the two stations similar to that in the Southwest.

Mr. Roosevelt spiked reports that he personally, or any syndicate, including one in which he was assertedly active, is negotiating for the Hearst stations in California. He said neither the California stations nor any of the other eight Hearst-owned are for sale.

Cheney Tries Radio

CHENEY BROS., New York, makers of silks and silk neckwear, has resumed advertising after a ten-year lapse. Placed through Jay Lewis Associates, New York, announcements started on WLW, Cincinnati, Oct. 25. About 10 stations on the Eastern seaboard will be added later.

PRESIDENT ROOSEVELT'S tenth fireside chat from the White House since he took office in 1933 will be delivered Sunday, Nov. 14, over combined networks, 10:30-10:45 p. m. (EST).

Group Maps Plan to Revamp the NAB

Revision to Be Given Industry at Convention Likely To Be Held in Washington About Mid-February

PLUNGING into its assigned task of devising a plan to revitalize the NAB and to make possible the hiring of an "ambassador" for the industry, the NAB Reorganization Committee in the fortnight since its appointment already has laid the groundwork for its operations.

Designated by the NAB special convention in New York last month to prepare a broad plan to reshape the trade association, the committee at present is functioning through Philip G. Loucks, Washington attorney and former NAB managing director, who was named its counsel and advisor. By order of the convention, the committee will call the next regular convention once its work is completed.

The committee likely will recommend that the convention be held in Washington, probably in mid-February. A preliminary report of its recommendations, based upon suggestions from stations as well as from the committee's own research, probably will be sent to all stations in December for scrutiny and criticism. The final report is expected to go out about the first of the year, to give all members the mandatory 30-day advance notice, so they can attend the reorganization convention entirely familiar with the project in all its phases.

Officials Cooperate

Members of the Committee, which is functioning without a chairman, are Edwin W. Craig, WSM, Nashville, author of the resolution which resulted in its formation; John Shepard 3d, president of the Yankee Network; Ed Craney, KGIR, Butte, and KPFA, Helena; Walter J. Damm, WTMJ, Milwaukee, and Edward A. Allen, WLVA, Lynchburg, Va. Mark Ethridge, general manager of the Louisville *Courier-Journal* and *Times*, which operate WHAS, is serving as an ex-officio member. He was the moving spirit of the Independent Radio Network Affiliates movement provoked by the employment controversy with the American Federation of Musicians. It was this organization's activity that forced the showdown on the NAB reorganization.

Maintaining its headquarters at Mr. Loucks' offices in Washington, the committee is receiving the wholehearted cooperation of President John Elmer and Managing Director James W. Baldwin of the NAB. The trade association, through its directing heads, is making available to the committee all of its facilities and is assisting Mr. Loucks in the preliminary aspects. The NAB, of course, is functioning in the customary manner and has not altered its activities pending action on the reorganization plan.

It is a foregone conclusion the plan will provide complete reconstruction of the NAB with separate bureaus to function in specialized fields such as legal, labor relations, research, public relations, economics and administration. All these would be headed by a paid executive of outstanding stature, who, for want of a more descriptive term, might be regarded as the industry's "ambassador."

Presumably, this person would become the paid president of the new NAB. There would be an honorary elective post, however, just as there is at present, but it probably will be that of chairman of the board. If the membership elects an "ambassador" under the revised by-laws, he would necessarily become the president. If on the other hand, this function is delegated to the board of directors, the paid executive would become chairman of the board, and the presidential post would go to an active broadcaster.

Immediately after his designation as counsel at the Oct. 13 meeting of the Reorganization Committee in New York, Mr. Loucks began the initial work.

Not a Candidate

Current reports that Mr. Loucks might be considered a candidate for the new NAB executive post were emphatically denied by the attorney.

"I made it perfectly clear to the committee that I am not a candidate for any position in the organization at the time I was asked to become its counsel," he said. "Naturally, I am interested in having the NAB function in the most efficient manner possible and in the best interests of the entire industry, and I will contribute the best of which I am capable in the committee's work. When the NAB membership acts on the committee's report early next year, my work for the organization terminates automatically."

The committee, by the terms of the NAB resolution, is functioning with NAB funds. The special convention voted a 50% increase in dues, effective at once, which will mean an increase of from $80,000 to $120,000 per year in the association's income, based on the present 400-odd station membership.

On Oct. 26, Mr. Loucks addressed a letter to all 700 stations on behalf of the committee, asking that "full suggestions" on the reorganization be forwarded. These replies, together with suggestions already at hand, will be duplicated and sent to each committee member, so the committee at its next meeting this month, will be thoroughly conversant with every developed detail. A half-dozen committee sessions probably will be held before the final report is submitted to the membership at least 30 days in advance of the next convention.

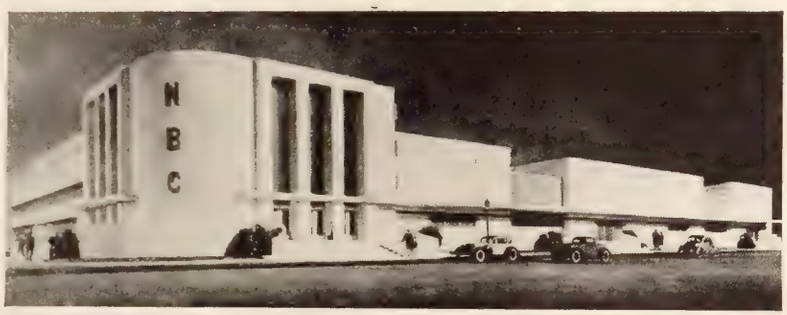
Meanwhile, Mr. Loucks has undertaken two basic studies. The first is an analysis of the principal provisions of the organization of other trade associations. The second is a study of the legal limitations of trade associations. With such a foundation, the committee hopes to draft the strongest possible organization chart.

The final report of the committee which will outline ideas of members of that group, as well as individual broadcasters, probably will not mention the names of the possible "ambassador." Instead each committee member is making his own study of possibilities. Names will be discussed at the committee sessions and the probable course will be to interview certain individuals from time to time to get their reactions. Then the consideration of the persons themselves probably will be left to the convention itself, after having been projected from the floor by committee members.

Radio Investment

FROM 1922 to 1936 inclusive, the American people spent $5,829,994,480 on radio receiving apparatus, according to a Department of Commerce compilation. This year's trade estimates are that sales will run close to the 1936 total of $521,000,000, which means that in 16 years of broadcasting the public will have invested well over six billion dollars in radio sets, tubes and accessories, not including the transmitting and receiving equipment used by the broadcasters, the government, the amateurs and the commercial companies.

NBC STARTS BUILDING IN HOLLYWOOD



Design of New NBC Structure Planned in Film Colony

TO REPLACE its present Hollywood studios, already outgrown although built only two years ago, NBC will begin immediate construction of its new Hollywood home at the famous intersection of Sunset Blvd. & Vine St., site of the original Famous Players-Lasky film lot.

The new structure will provide for the immediate needs of NBC, occupying about half of the five-acre tract, comprising two city blocks, and leaving ample room for future expansion as well as for television studios when needed. Designed by O. B. Hanson, NBC chief engineer, and the company's design unit, working in cooperation with the Austin Co., which will erect the building, the studios will be patterned after the motion picture unit plan.

Four large individual studios under separate roofs, each with an audience capacity of several hundred persons and four non-audience studios will be used for broadcasting. Executive offices will be housed in a central office building at the corner of Sunset and Vine, which visitors will enter through a three-story lobby from which a huge master control room with its intricate panels and apparatus will be visible. Modern in every respect, with the latest lighting facilities, air conditioning, acoustical treatment, the studios will also represent the latest development of NBC engineers, including an automatic pre-set switching system.

"This development," said President Lenox Lohr, "marks a definite step in the importance of Hollywood as a center for the radio industry. That Hollywood is important in radio is borne out by the fact that less than two years ago we opened the most modern broadcasting center we could construct. Already we have outgrown it."

It is expected that Don Lee Broadcasting System, Los Angeles, will take over the present NBC Hollywood headquarters.

Gains in Radio Industry Shown in Data Compiled By Dun and Bradstreet

NATIONAL advertising broadcast during the first nine months of 1937 totaled $50,097,000, or 23.3% more than the peak recorded for the corresponding period of 1936 which was $40,637,000, according to announcement Oct. 23 by Dun & Bradstreet Inc., New York. It also exceeded the 12-month totals of all years prior to 1936 and was only 16% short of the $59,671,000 recorded for 1936 which was the largest year in radio's history, the report shows. The 1937 high of $6,345,000 in March was the fifth time that the monthly total had passed the $6,000,000 mark since broadcasting started.

Half-year sales by manufacturers of radio sets and equipment rose to 3,348,635 receivers, a gain of 12% from the previous high in the corresponding six months of 1936. Lacking the support of bonus money spending and the spurt in demand for receivers prior to the Presidential election a year ago, the report states, comparative gains in retail sales shrank during the summer months.

Operations were well maintained at factories turning out automobile radios. Major shipments, however, were to automobile makers, to be included as part of the new models, instead of to distributors as a year ago. In spite of the slower rate, 1937 output was expected to top the peak reached in 1936.

KGCI are the call letters assigned by the FCC for the new 100-watt daytime station on 1200 kc. at Couer d'Alene, Idaho.

Federal Scrutiny Shows Few Radio Trade Complaints

FTC Finds Industry Helpful In Advertising Review

OF 439,393 commercial broadcasts by individual stations and 30,983 by networks, the Federal Trade Commission found only 1,275 prospective cases to be subject to further review in procedure, the Commission announced in its annual report covering the fiscal year ended June 30, 1937 and made public Nov. 1.

The Commission stated it is receiving helpful cooperation from the 620 active commercial stations and noted a desire on the part of broadcasters "to aid in the elemination of false and misleading advertising."

In its discussion of examination of radio continuities, the FTC stated that it "began the review of advertising copy broadcast over the radio at the beginning of the fiscal year 1934-35. At the outset, the Commission, through the Special Board of Investigation, made a survey of all commercial continuities, covering the broadcasts of all radio stations during July, 1934. The volume of returns received and the character of the announcements indicated that a satisfactory continuous scrutiny of current broadcasts could be maintained with a limited force and at relatively small expense, by adopting a plan of grouping the stations for certain specific periods.

Transcriptions Included

"Consequently, beginning with September, 1934, calls have been issued to individual radio stations at the rate of four times yearly for each station, according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

"National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hookups are used involving two or more affiliated or member stations.

"Producers of electrical-transcription recordings submit regularly monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of an article being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with the essential data as to the names of the advertisers, and the articles sponsored.

"The combined material received furnishes representative and specific data on the character of current radio advertising which has proven of great value in the efforts to prevent false and misleading representations.

"During the fiscal year ended June 30, 1937, the Commission received copies of 439,393 commercial broadcasts by individual radio stations and 30,983 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

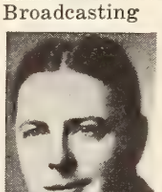
"The special board and its staff read and marked about 959,264 pages of typewritten copies during the year, or an average of 3,145 pages every working day. From this material, 24,558 commercial broadcasts were marked for further study as containing representations that may have been false or misleading. These were assembled in 1,275 prospective cases for further review and procedure in instances that appeared to require it.

"From data now accumulated as a result of the first three years' systematic review of radio advertising, the Commission is in a position to ascertain the sources of the more objectionable examples of broadcast advertising and to take action where necessary.

"In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce."

Kelly Heads N. Y. Net

BRADLEY KELLY, manager of WINS, New York, has also assumed direction of the New York Broadcasting System for which WINS is the key station, following the resignation of Burt Squire on Oct. 26. The offices of the network have also been moved back to the station, from which they were separated early in the summer. Mr. Kelly, who became manager of WINS about three weeks ago when Mr. Squire resigned that post to devote full time to the network, has returned to the position he held from Dec. 1932 to April 1934, since when he has been assistant to Joseph V. Connelly, president of King Feature Syndicate and of Hearst Radio Inc.



Mr. Kelly

10 Get Dr. Lyons

R. L. WATKINS Co., New York (Dr. Lyons' tooth powder), started Oct. 25 a series of quarter-hour RCA-Victor transcriptions to run on 10 stations. Programs are broadcast Mondays through Fridays, and are titled *Wife vs. Secretary*. Contracts are for 52 weeks on WJR, WCAU, WFBR, KSFO, KFI, KGW, KHQ, KOMO, WGN, WHN. Blackett-Sample-Hummert Inc., New York, handles the account.

Mark W. Allen Plans

MARK W. ALLEN & Co., Detroit, for its 2 Drop Hand Lotion, thru Frank Presbey Co. Inc., Chicago, has contracted for an extended series of five-minute transcribed shows with Associated Cinema Studios, Hollywood transcription concern. Leroy King, vice-president, is executive in charge of the account.

EVERYBODY HAPPY
WSM Yields to Wishes of Its Football Fans

WHAT amounts to a radio miracle has developed in Nashville in connection with football broadcasting, through cooperation of sponsor (Kellogg's), agency (N. W. Ayer & Son), stations (WSM and WLAC) and Mr. & Mrs. John Q. Football Public.

WSM, owned by the National Life & Accident Insurance Co., had the Tennessee-Georgia game scheduled for Oct. 30, under Kellogg sponsorship. But the Nashville public, strongly behind the undefeated Vanderbilt team in Nashville, set up a howl for a broadcast of that school's game with Georgia Tech in Atlanta.

Graham S. Mason, of the N. W. Ayer radio department, was consulted by WSM executives. The result: WSM carried out its obligation of broadcasting the Tennessee-Georgia game under Kellogg sponsorship. WLAC carried the Vanderbilt-Georgia Tech game under joint sponsorship of Kellogg's and National Life & Accident, with WSM announcers and engineers handling the remote. And the public, sponsors, agency and stations were happy.

WRDW Signs With CBS; WDGY Now With Mutual

TWO independent stations—WRDW, Augusta, Ga., and WDGY, St. Paul-Minneapolis—became network affiliates in latter October. The Augusta station operating on 1500 kc. with 250 watts daytime and 100 watts night, joined CBS Oct. 31 and at the same time dedicated its new plant and studios. The station is owned by the Augusta Broadcasting Co., with M. A. Metzger as its directing head and J. (Ed) Reynolds as manager.

WDGY joined Mutual Broadcasting System Oct. 24. A limited time station, it operates on the 1180 kc. channel with 5,000 watts until local sunset and 1,000 watts during evening. The station is owned by Dr. George W. Young. The affiliation does not affect the arrangement between MBS and KSTP, St. Paul outlet for the NBC Red Network, whereby KSTP carries certain MBS commercials.

On Oct. 31, KTMS, Santa Barbara, Cal., became a supplementary NBC outlet available to the Pacific Blue Group. NBC's 40th affiliate, the station is owned and operated by the News-Press Publishing Co. of Santa Barbara. KTMS operates with 500 watts, on 1220 kc.

KELA Joins Don Lee

KELA, new 500 watt Centralia, Wash., station operating on 1440 kc., on Oct. 31 joined the Don Lee Broadcasting System, Los Angeles, as an affiliate. Identified as the Twin City station, KELA is located between Centralia and Chehalis on the Pacific Highway. It is operated by the Central Broadcasting Corp., with J. Elroy McCaw as general manager. Don Lee network, which is the West Coast outlet of the Mutual Broadcasting System, now includes 25 owned and affiliated Pacific Coast stations. The network saluted KELA as an affiliate with a special broadcast on Oct. 31.

Mason Assistant to Lohr; Hedges Is Named by NBC To Station Relation Post

WITH William S. Hedges assuming the newly-created post of director of station relations, Frank E. Mason, NBC vice-president in charge of station relations, on Nov. 1 relinquishes those duties to become personal assistant to Lenox R. Lohr, NBC president. Mr. Mason will have a roving assignment and is the second personal assistant to be appointed by Mr. Lohr, the first having been Clayland T. Morgan.



Mr. Mason

No changes in other executive posts are involved. Keith Kiggins, recently named manager of the station relations department to succeed Reginald Brophy, now general manager of the Canadian Marconi Co., continues in that capacity but reports to Mr. Hedges instead of Mr. Mason. Alfred H. Morton continues as manager of NBC-owned and operated stations, to which post he succeeded when Mr. Hedges resigned Jan. 1, 1937, to become vice-president in charge of broadcasting of Crosley Radio Corp., operating WLW and WSAI, Cincinnati. Mr. Hedges left the Crosley firm Oct. 4.

"This step has been made necessary," said Mr. Lohr, in making the announcement of Mr. Mason's new duties, "by the fact that the number of important matters which would ordinarily require my personal attention has been so increasingly multiplied that I must have at my right hand a responsible executive, who has my confidence, to relieve me of many of them. Mr. Mason's wide experience in many phases of the company's activities over a period of six years, fits him admirably for this important post."

Hamlin's Starts Shows

HAMLIN'S WIZARD OIL Co., Chicago (Hamlin's Wizard Oil), will start half-hour hillbilly shows five times weekly on 11 stations the first part of November with other stations to be added. Vanderbie & Rubens Inc., Chicago, is agency. Stations already signed are: WJJD, WJR, WTIC, WWVA, WNAX, KMMJ, WIBW, KWTO, WWL, WHAM, KINY.

Scott Products on 5

SCOTT PRODUCTS Co., a new Chicago firm manufacturing Scott Powders, has started announcements three to 12 times weekly on five stations with 20 others to be added. Announcements are being broadcast by KMMJ, WNAX, WWVA, KFRU and CKLW. First United Broadcasters Inc.. Chicago, handles the account.

Rail Express Spots

RAILWAY EXPRESS AGENCY, New York, is placing spot announcements on stations in 32 cities, to start Nov. 15. Directed at holiday business, the announcements will be broadcast five times a week, in the evening hours, and will run for five weeks. Agency is the Caples Co., New York.

WCAU Engineers Join CIO; AFRA Claims New Members

American Advertising Guild, an Affiliate of CIO, Claims Many Members in Agency Radio Staffs

AMERICAN Radio Telegraphists' Association, CIO union, on Oct. 20 signed a contract with WCAU, Philadelphia, calling for a closed shop with all technicians employed at the station to be ARTA members in good standing. Contract, signed by Dr. Leon Levy and Louis Levinson for WCAU and Willard Bliss for ARTA the day after the station had secured an injunction against picketing of the station by ARTA, runs for two years and also provides for a 40-hour week, 7½% wage increase, minimum wage of $46 running up to $69 on a seniority basis, time and a half for overtime, and seven cents a mile traveling expenses, 14-day notice, two weeks vacation with pay, and the arbitration of all disputes.

ARTA now claims the following membership among technical staffs of Eastern stations: New York: WOV, WBNX and WHN, 100% signed, under agreement; WBIL and WHOM, 100%; WEVD, 80% under agreement; WABC, 80%. Philadelphia: WPEN, WDAS, WCAU, KYW, 100% under agreement; WFIL and WIP, 80%. Pittsburgh: WWSW, 100% under agreement. Washington: WOL, WJSV, 100%. Baltimore: WCAO, 100%. Akron: WJW, 100% under agreement. Portsmouth, Ohio: WPAY, 100% under agreement. Rochester, N. Y.: WHEC, 100% under agreement. Utica: WIBX, 100% under agreement. Buffalo: WBNY, WEBR, WKBW, WGR, 100%.

Contract With RCA

Contract was signed between RCA Communications Inc. and ARTA providing for wage increases for 700 live traffic employes and 300 messengers in continental U. S. and Hawaii. First contract ever to be signed with any union by RCA, the one-year agreement provides for salary increases and other benefits totaling $200,000, sole recognition, time-and-a-half for overtime and double time-and-a-half for holidays, vacations of two weeks after one year, three weeks after five years and four weeks after ten years, and arbitration of all disputes. Contract was signed by W. A. Winterbottom, vice-president and general manager, RCAC, and Mervyn Rathbourne, president, ARTA. Edward McGrady, RCA labor relations director, assisted in the negotiations, his first major task since joining the company.

Newly-formed American Advertising Guild, which, according to its president, has representation in 80% of the larger New York agencies, will include in its membership members of agency radio departments who do not now come under the jurisdiction of any other union. Organized as Local 20 of the United Office & Professional Workers of America, a CIO affiliate, the Guild is headed by Merritt Crawford, of the publicity department of Grand National Films Inc., New York. Offices of the Guild are at 425 Fourth Ave.

It is not entirely clear at present who will be eligible to membership in the organization, inasmuch as some people engaged in radio work are now affiliated with other unions. Department heads will be considered for membership under the same general system as those in the Newspaper Guild; that is, they will be eligible if accepted by a unanimous vote of their employes.

AFRA Gains Members

Membership in the American Federation of Radio Artists, AFL talent union, is increasing at the rate of several hundred weekly, and demands for organizers to set up local chapters have been received from cities in all parts of the country, Emily Holt, executive secretary of the union, told BROADCASTING. Locals have recently been set up in Cincinnati and St. Louis in addition to those previously organized in New York, Los Angeles and Chicago, she said, adding that in New York and Los Angeles 80% of the talent has joined AFRA. Despite the previous entry of the American Guild of Radio Announcers and Producers, independent union, into the field, Mrs. Holt stated that both staff and free lance announcers were joining AFRA in large numbers. In New York, she said, the majority of announcers at NBC headquarters and at WHN had become AFRA members.

No demands have yet been made on any station or network by this group. Local committees, according to Mrs. Holt, are now drawing up tentative wage scales and working conditions for the singers, actors, announcers and sound effects men, which will be collected at the national headquarters in New York and there coordinated into a standard form, which will then be presented to broadcasters. Mrs. Holt would not say just how soon these demands will be presented, but she did say that she preferred not to rush into anything and that the union would not go to the broadcasters until it is certain that its demands are fair and that the result of its recognition will benefit both its members and the stations at which they are employed.

Questioned regarding the situation in Chicago, where James C. Petrillo, head of the Chicago Federation of Musicians, recently organized an affiliate union of announcers, producers and sound effects men, Mrs. Holt stated that she had had several conversations with Mr. Petrillo on the subject and that his group had been formed primarily to combat the invasion of AGRAP into Chicago on the basis that an older, stronger union such as the musicians could do the job more effectively than a new group such as AFRA. When AFRA is further along, she said, it will undoubtedly apply to AFL for transfer of this Chicago group to its membership, which falls under AFRA jurisdiction by terms of its charter.

Complete data on all phases of radio working conditions affecting those eligible for AFRA membership is being gathered by New York headquarters. Information will be used in drafting proposed basic pay schedules and working conditions agreements with radio stations and agencies throughout the country, according to Norman Field, Los Angeles Chapter executive secretary.

Expectations that the pact will be in force early in December is predicted on the sentiment being shown. Stations and agencies have indicated a willingness to come to a closed shop agreement as quickly as possible, it was said. Field pointed out that the pay scale, in many instances, was lower on the West Coast than in the East.

AFRA has set Dec. 1 as the deadline for admission to membership without initiation fees for members of the other AAAA units, namely SAG, AEA and AGMA. The study influx of members during the past few weeks indicates a 100 per cent sign-up before that date, Field said. Los Angeles Chapter now has more than 500 members and San Francisco Chapter 200. Spokane and Seattle, now organized in the Pacific Northwest, have a combined membership of more than 100.

CIO Gets Recognition

Added impetus has been given the CIO drive for organization of Los Angeles radio station workers with announcement of collective bargaining recognition from KRKD and KEHE, and consummation of an agreement with KFVD.

Ernest V. Roberts, secretary of Broadcast Local No. 15 of the Radio Telegraphists, Oct. 25 announced that the union had been recognized as the bargaining agent for KRKD and KEHE technicians at an informal hearing at the regional National Labor Relations Board offices in Los Angeles. Working hours and wage increases will be discussed at a later meeting he said.

Wage increases ranging from 10 to 20% were provided for technical workers, announcers and office employes under a year's agreement with KFVD. Maximum weekly hours of 38 for announcers and 40 for technicians and office workers are provided, according to Roberts.

WKY Not Signed

IN AN ARTICLE covering broadcast labor developments it was incorrectly stated in the Oct. 15 BROADCASTING that employes of WKY, Oklahoma City, had joined American Radio Telegraphists Association, along with employes of other Oklahoma City stations. The information was obtained from sources believed reliable. WKY states that none of its employes have signed with ARTA and that it is definitely assured that they have no desire to affiliate with the union. BROADCASTING regrets the error.

WEAF-WJZ Take Discs

WEAF and WJZ, New York key stations of NBC, and KPO, NBC-owned station in San Francisco, will now accept transcriptions before 9 a. m. at card rates, following the lead of CBS for its New York key, WABC. Other NBC managed and operated stations already take discs.

Actual Television Is Declared Distant

Five Years Away, Loughrane Informs Movie Industry

THE motion picture industry has nothing to fear from television for at least five years, according to Basil Loughrane, radio director of Lord & Thomas, Chicago, who arrived in Hollywood Oct. 25 for a week's conference with Walt Disney Studio executives on the Walt Disney cartoon series to be sponsored by Pepsodent Co. (toothpaste), over NBC-Red network starting Jan. 2. He pointed out that perfected television will force a radical change in the film industry.

"It is impossible to say just what form this change will take or how far-reaching it will be," he said, "but there can be no doubt however, that it is the entertainment medium of tomorrow". Mr. Loughrane said one major motion picture studio already is preparing itself and has technicians and engineers experimenting with television as an insurance for the future.

Lucky Strike Audition

The Walt Disney cartoon series, tentatively set for Sundays, 3:30-4 p. m. (EST), was originally auditioned by Ruthrauff & Ryan Inc., several weeks ago for Lever Bros. Co., which turned it down in favor of a dramatic series featuring Edward G. Robinson. The Disney series will replace *Amos 'n' Andy*, who conclude their Pepsodent Co. contract on Dec. 31 to go under sponsorship of Campbell Soup Co. in January.

John G. Rogers Jr., Lord & Thomas, New York executive on the American Tobacco Co. account, was in Hollywood during October to discuss with Tom McAvity, the agency's radio manager in that city, the new Warner Bros.-Lucky Strike series planned for NBC-Red network release to replace the Wednesday night *Hit Parade*. Auditions of the variety show, with Dick Powell as master-of-ceremonies, have been transcribed and sent to American Tobacco Co. executives in New York for final approval. Don Becker, production manager of Transamerican Broadcasting & Television Corp., collaborated with McAvity and Jack Runyon, Lord & Thomas assistant radio manager in that city, in producing the auditions.

Lucky Strike Tests

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), will start on Nov. 2 a test program on WOR, Newark, and WNBF, Binghamton, N. Y. Titled *Melody Mysteries*, the program will feature Richard Himber's orchestra, Fred Uttal as m.c., and Stuart Allen, vocalist. On each Tuesday broadcast a short dramatic sketch will be presented, in which is concealed the name of a popular song. Ten people from the studio audience will be asked to guess the title, winners to receive $5 and a carton of Luckies. The same prizes will be given to members of the listening audience who send in the best ideas for future scripts. The show may be extended to a large Mutual network later. Lord & Thomas Inc., New York, is in charge.

Bennett Resigns From Justice Post

Will Specialize in Copyright And Antitrust Practice

ANDREW W. BENNETT, for more than three years special assistant to the Attorney General in charge of the government's anti-trust suit against ASCAP, resigned his post Oct. 31 to enter private practice of law in Washington in association with Guy & Brookes, Edmunds Bldg. It is understood he will specialize in copyright and anti-trust matters.



Mr. Bennett

In recent weeks there has been considerable discussion about possible abandonment of this three-year-old suit against ASCAP, now pending in the Federal courts in New York. The case has been dormant for the past year and there has been no indication from the Department as to whether it intends to seek resumption of the trial against ASCAP and 130 other defendants which was recessed in June, 1935, after ten days of hearing. The case was recessed pending an effort to stipulate the record.

Favored Reopening of Case

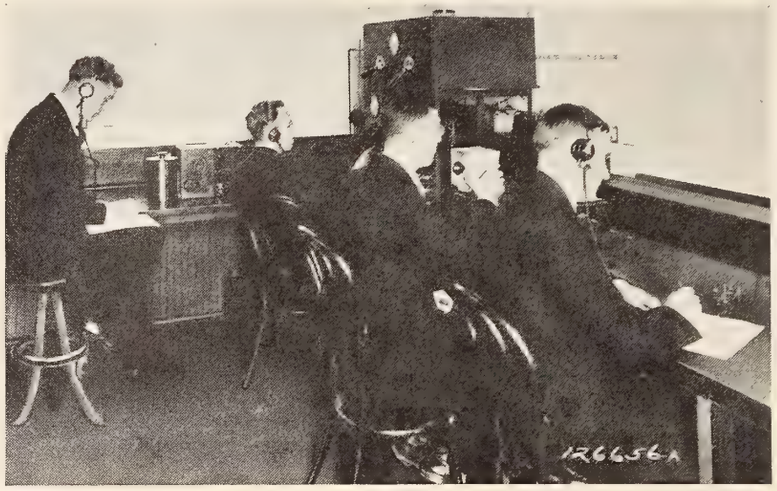
Mr. Bennett handled practically all of the government's preparation of the suit, which sought correction of ASCAP activities alleged to be in violation of Federal statutes. While no reason was given for Mr. Bennett's resignation, it had been reported that he had sought a reopening of the trial and vigorous prosecution of the case, but other Department officials apparently opposed that view.

A group of independent broadcasters desirous of seeing the government suit prosecuted, it was learned, have discussed with Mr. Bennett the possibility of an arrangement whereby he would represent them in copyright matters. This suit, plus the pendency of several bills in Congress seeking to regulate music combines, such as ASCAP, are matters in which these broadcasters have evinced interest. Moreover, the fact that a half-dozen states already have enacted state laws placing copyright groups under state jurisdiction, also has had the effect of arousing interest among independent broadcasters in the establishment of a central legal clearing house on copyright information. Mr. Bennett joined the Department of Justice in 1934 as special assistant, and handled all of the preparation for the government suit, which was instituted five months later. He was formerly of counsel for the United Fruit Co. in Boston and prior to that was in general practice in Washington.

Canada Dry on 26

CANADA DRY GINGER ALE Inc., New York, is sponsoring spot announcements on 26 stations. Contracts started on dates varying from Oct. 18 to Nov. 1. Agency is J. M. Mathes Inc., New York. Stations carrying the announcements are WSB, WBRC, WSFA, WBT, WGN, WIRE, WAVE, WHP, WJSV, four unnamed stations in Florida, and the 13 stations of the Yankee Network.

THEN--KDKA As It Looked in 1920



KDKA—The entire plant of the Pittsburgh station in 1920 (above) looked like this, including the entire personnel. The photo was taken Nov. 2, 1920 as the station broadcast returns on the Harding-Cox election. Below is the modern transmitter as viewed through the windows of the control room.

KDKA'S 17TH BIRTHDAY PARTY

Pittsburgh Station Celebrates With Dedication Of New 718-Foot Vertical Antenna

KDKA, Pittsburgh, observed its 17th anniversary of broadcasting Oct. 30 with a celebration attended by prominent radio officials and at the same time dedicated its new 718-foot Truscon antenna, symbolizing the advances achieved since the Nov. 2, 1920, broadcast announcing Warren G. Harding's election to the presidency. A special program was broadcast on NBC-Blue.

Attending the celebration were Lenox R. Lohr, NBC president; A. W. Robertson, chairman of the board of Westinghouse E. & M. Co.; Dr. Frank Conrad, Westinghouse assistant chief engineer; W. C. Evans, manager of the Westinghouse radio division; A. E. Nelson of NBC, manager of KDKA, and other Westinghouse and NBC officials.

Back in 1920 all of the station's equipment, technicians and engineers, were housed in a single room at the Westinghouse plant in East Pittsburgh. For the success of the original KDKA with its 100 watts and its small studio draped with burlap, credit goes to Dr. Frank Conrad who had been experimenting with radio since 1912.

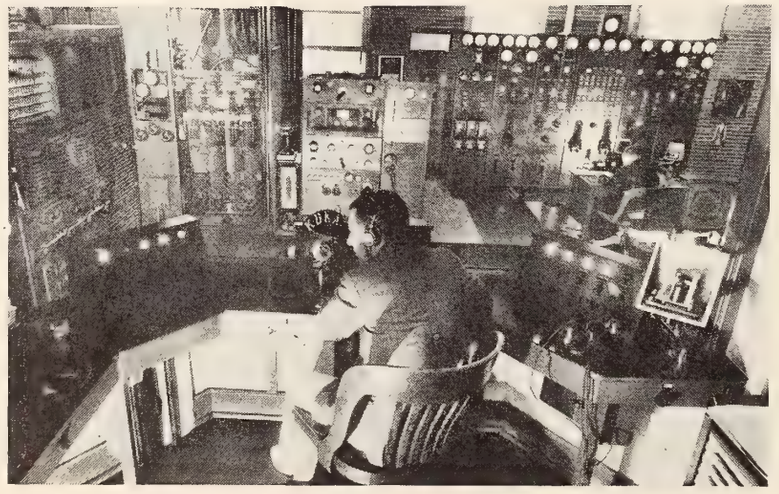
During its 17 years of operation KDKA has achieved a number of "radio firsts". According to its management, KDKA was the first station to broadcast a divine service, Jan. 2, 1921; the first to carry an address by Herbert Hoover, an appeal for funds for European relief made Jan. 15, 1921; the first sportscast, a boxing match on April 11, 1921; the first theatrical program, May 9, 1921, and the first play-by-play baseball broadcast, Aug. 5, 1921.

In 1922 KDKA began its experiments in shortwave broadcasting and established itself as a pioneer in this new field of radio. A short-wave station with call letters of KDPM was installed in Cleveland and in 1923 KFKX, a rebroadcasting station, was constructed in Hastings, Neb. Among the first stations to become members of NBC in 1926 were KDKA and WJZ of the Westinghouse station group.

It is estimated by KDKA that its new antenna will give primary broadcasting service over an area 10 times greater than that previously provided. Around the 718-foot vertical antenna a circle of eight 90-foot antennas have been designed to suppress interfering waves.

The ring of shorter towers radiate skywaves, but in opposite directions so that they nullify the effect of the skywaves emitted from the main antenna and extend the fading zone. The 60-ton structure is composed of 32 three-cornered welded steel sections five feet wide and it rests in the ball and socket joint of a single large porcelain insulator strong enough to support the additional 20-ton load added by the pull of the guy wires. At a heighth of 336 feet the antenna is electrically broken by three insulators. The conductivity of the ground has been improved by burying 50 miles of copper wire, radiating out for 700 feet, one degree apart.

NOW--KDKA Modern Control Room



Foreign Nations Discuss License Fee Violations: Defer Copyright Action

THE problem of dealing with owners of unlicensed receiving sets was taken up at the Sept. 28-Oct. 2 session of the Radio-Electricity Eighth International Juridical Congress held in Paris, nations which assess fees adopting a resolution calling for rigorous action and an international agreement.

Copyright problems, including broadcasts heard over p. a. systems, were considered but no action was taken, the Congress postponing decision until the next session because the various phases of the problem were so complicated.

Increase in wired radio, called "teleradiobroadcasting", was reported in Switzerland, where the percentage of such receivers was said to have risen from 15 to 25% in a short time. This form of communication was described as a danger to broadcasting in general due to improvement in wired radio technique.

Folger on 18 Stations

J. A. FOLGER & Co., Kansas City (coffee), on Oct. 11, after being off the air during the summer, returned with its *Judy & Jane* transcriptions on 18 stations. New stations carrying the broadcasts this fall are KSAD, WMC, WNAX, WFAA and WOAI. The quarter-hour discs aired five times weekly are also on the following stations: WOW, KPRC, WOC, WHO, WDAY, WDAF, KFH, KVOO, WKY, WIBW, WEBC and KCRC. Blackett-Sample-Hummert Inc., Chicago, agency placing the discs, handles the Folger account out of Kansas City, with the Raymond R. Morgan Co., San Francisco, handling the account of the San Francisco office. World Broadcasting System, Chicago, cut the transcriptions.

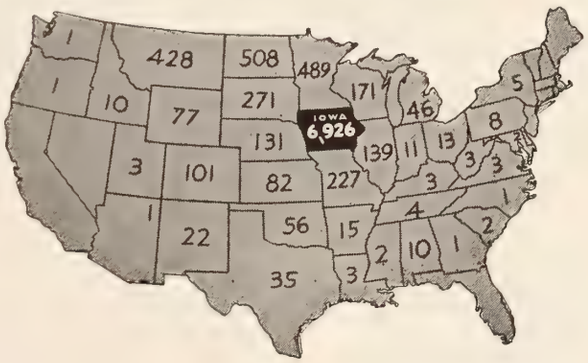
BIG, YES! —BUT INTIMATE!



MAYBE it's because we ourselves grew up on farms or in smallish cities—but somehow the people on our staff have succeeded in keeping big WHO the "*home-town station*" to millions of other plain folks throughout the Middle West.

Else why should 10,018 people write in to ask for a picture of H. R. Gross, our very swell news commentator? And why else should these requests come from 38 states—with 31% of them from *outside of Iowa?* And why else such an amazing response from a few 40-word, summer-time announcements *at 10:15 p. m., scheduled over the Fourth of July holidays?*

If you want *response* in the form of mail returns or *sales returns* from IOWA PLUS, assign the job to WHO. We're big, and big-hearted—but not big-headed, even though we'll call it quits if we can't *quadruple the results-per-dollar of all other Iowa stations combined.*



One out of every 72 homes in Iowa wrote for a photograph of Mr. Gross—and 3,104 other requests came in from states as far away as Washington, Maryland and Georgia!

WHO for IOWA + PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . FREE & PETERS, INC., REPRESENTATIVES

Wave Shifts Are Expected at Havana

Six Classifications of Broadcast Stations Are Considered

NEW broadcast allocations in the United States, adhering to revised standards designed to eliminate discrepancies in the present structure, will grow out of the conclusions reached by the Inter-American Radio Conference beginning in Havana Nov. 1.

With a score of nations in the Americas — North, Central and South — having signified their intention of being represented the conference will consider ratification of resolutions covering those portions of the radio spectrum available to service on both continents. Adherence to engineering principles outlined by this country at a preliminary four-nation conference in Havana last March constitutes the most important phase of the deliberations.

Expected to last a month, the Havana sessions will seek to unite the American nations not only on broadcast allocation principles, but on other services throughout the spectrum, with the likelihood that all these nations will present a coordinated viewpoint at the International Telecommunications Conference, which convenes in Cairo, Egypt, next February. Following the Havana conference, however, it is likely that this country, through the FCC, will proceed with revision of broadcast assignments in conformity with the agreement reached, which is expected to be generally along the lines of the so-called Craven-Ring plan pending before the FCC since January.

Headed by Craven

FCC Commissionar T. A. M. Craven on Oct. 23 was named chairman of the American delegation to the conference by President Roosevelt. He was also chairman of the preliminary engineer-conference in the Cuban capital earlier this year, at which time he was chief engineer of the FCC. Regarded as one of the world's foremost engineering authorities, and as an able treaty-negotiator, Commissioner Craven also is expected to be a delegate to the Cairo sessions.

Named as the second delegate was R. Henry Norweb, American minister to the Dominican Republic, a State Department career man. He was a technical assistant to the American delegation attending the CCIR radio conference at The Hague in 1929 and is conversant with the diplomatic phases of radio conferences.

A corps of technical advisors also was designated by the President, with the advice of the State Department. These are Lieut. E. K. Jett, acting FCC chief engineer; Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting; Col. David M. Crawford, Army Signal Corps; Harvey B. Otterman, of the Treaty Division, State Department, who served as a delegate to the preliminary engineering conference; Gerald C. Gross, chief of the FCC International Section, and Carlton Hurst, American consul in Havana, who will be delegation secretary.

The delegation entrained Oct. 28 and arrived at the Cuban capital on Oct. 30, making the overnight trip from Miami by boat. As customary at such conferences, the first week is to be devoted largely to the formality of organizing subcommittees and assigning particular studies to particular groups. It is expected there will be two major groups—one administrative and the other engineering. Industry groups, such as the NAB, Clear Channel Group, Regionals, and the like, as well as individual networks and companies, will be represented unofficially at the conference, and possibly sit in subcommittee sessions, but the final proposals will be developed by the delegations.

Fifteen resolutions, adopted at the March preliminary conference, will form the basis of the conference agenda. The finishing touches to the proposals of the American delegation were applied at a meeting Oct. 25 under the auspices of the FCC, attended by members of the Preparatory Committee.

Change in Classifications

The most important phase of this plan covers allocations in the range 540 to 1600 kc. It proposes six rather than the present three classifications of stations in the broadcast category. It recommends reduction of the nominal number of clear channels from 40 to 25, with duplication under certain conditions on the 15 nonexclusive waves, and with high power. It recommends new classifications of regionals, with power up to 5,000 watts day and night permitted to certain channels. It would be possible for 100-watt night locals to increase to 250 watts where minimum technical standards are adhered to. Mileage separation tables would become nonexistent except for their collateral value.

Such a yardstick would make possible use of channels on a duplicated basis among the four principal nations of this continent—the United States, Canada, Mexico and Cuba—without causing a complete revamping of the spectrum. The United States and Canada have operated on a channel-division basis since 1927 by "gentleman's agreement", but Mexico and Cuba have never agreed to any arrangement.

It is possible that in devising the plan, certain exclusive waves will be shifted, plus arrangements among the four nations on duplication on regionals and locals and erstwhile clears by adherence to engineering standards which will seek to avoid interference. Whether this will be accomplished by treaty or otherwise, is a matter to be decided at the conference.

In addition to the regular broadcast band, the agenda includes consideration of frequencies between 1600 and 4000 kc. for services other than broadcasting, because of the Mutual inter-American interference problem. And in the international broadcast bands there must be action in view of the impending Cairo conference. Thus, the hope at Havana is for agreement among the four nations of this continent on conventional broadcasting; among all the Pan American nations on the use of the medium shortwave band from 1600 to 4,000 kc., and an understanding on the entire spectrum in anticipation of the International sessions in Cairo.

It appears likely, moreover, that the Havana sessions will separate themselves into two distinct categories on broadcasting—the North American region and the South American region. That is because the standard broadcast allocations do not involve interference considerations between the two continents. Thus, there may be two broadcast agreements—one covering each continent.

One of the important considerations of the conference, insofar as the arrangement among North American stations is concerned, will be that of so-called "outlaw" stations along the United States-Mexican border, backed for the most part by Americans for the purpose of serving American listeners. These stations, using high-power and operating mainly on mid-channels, have caused serious interference with American and Canadian stations during the last half-dozen years. The conclusion of the preliminary conference that stations are designed to serve nationals of the country in which they are located, may have an important bearing on the future status of such stations, among them Brinkley's XER at Villa Acuna, across from Del Rio Tex., and Baker's XENT at Neuvo Laredo, across from Brownsville, Tex.

Complete details of the preliminary engineering conference in Havana early this year [BROADCASTING, April 15] will serve as the basis of the formal discussions.

The Canadian delegation to the conference, named last month, comprises Laurent Beaudry, Department of State, head of delegation; Comdr. C. P. Edwards, chief, Air Service; Dr. Augustine Frigon and Donald Manson, both of CBC; K. A. McKinnon, Walter Rush and J. W. Bain, Department of Transport; W. L. Laurie, Signal Corps.

Final Meeting Held

The main American preparatory committee for the Havana conference, composed of leading government radio officials and experts of broadcasting and communications interests, held its final meeting Oct. 25, approving a report of its broadcasting subcommittee which will form the basis of the participation by the American delegation in the discussion at the Cuban capital. The broadcasting subcommittee report, drafted by a group of leading broadcasting engineering experts under the chairmanship of FCC Assistant Chief Engineer A. D. Ring in charge of broadcasting, embodied with only a few minor changes the engineering principles adopted at the preliminary four-nation technical conference held in Havana last March.

The keynote of the discussions about the broadcasting subcommittee report and the preparations for the American delegation was that the program of this country's representatives at the Havana parley should be left in a flexible status so the United States unit could adjust any minor differences with the Pan American nations. American Minister Norweb presided.

Representatives of the various companies and organizations who will attend the conference are: James W. Baldwin, managing director, and possibly an engineer for National Association of Broadcasters; Dr. C. B. Jolliffe, RCA; Charles W. Horn, Phillip J. Hennessey Jr. and W. C. Lent for NBC; W. B. Lodge, CBS; Louis G. Caldwell, J. H. DeWitt Jr., WSM; G. F. Lydorf, WLW, and possibly C. J. Meyers, WGN, and P. A. Loyet, WHO, for the Clear Channel group; Paul Goldsborough, Aeronautical Radio Inc.; P. A. de Mars and Dr. G. W. Pickard for regional stations; F. M. Ryan, American Telephone & Telegraph Co., and Haraden Pratt, vice-president and chief engineer of Mackay.

DELEGATES TO HAVANA WAVE PARLEY



COMDR. CRAVEN

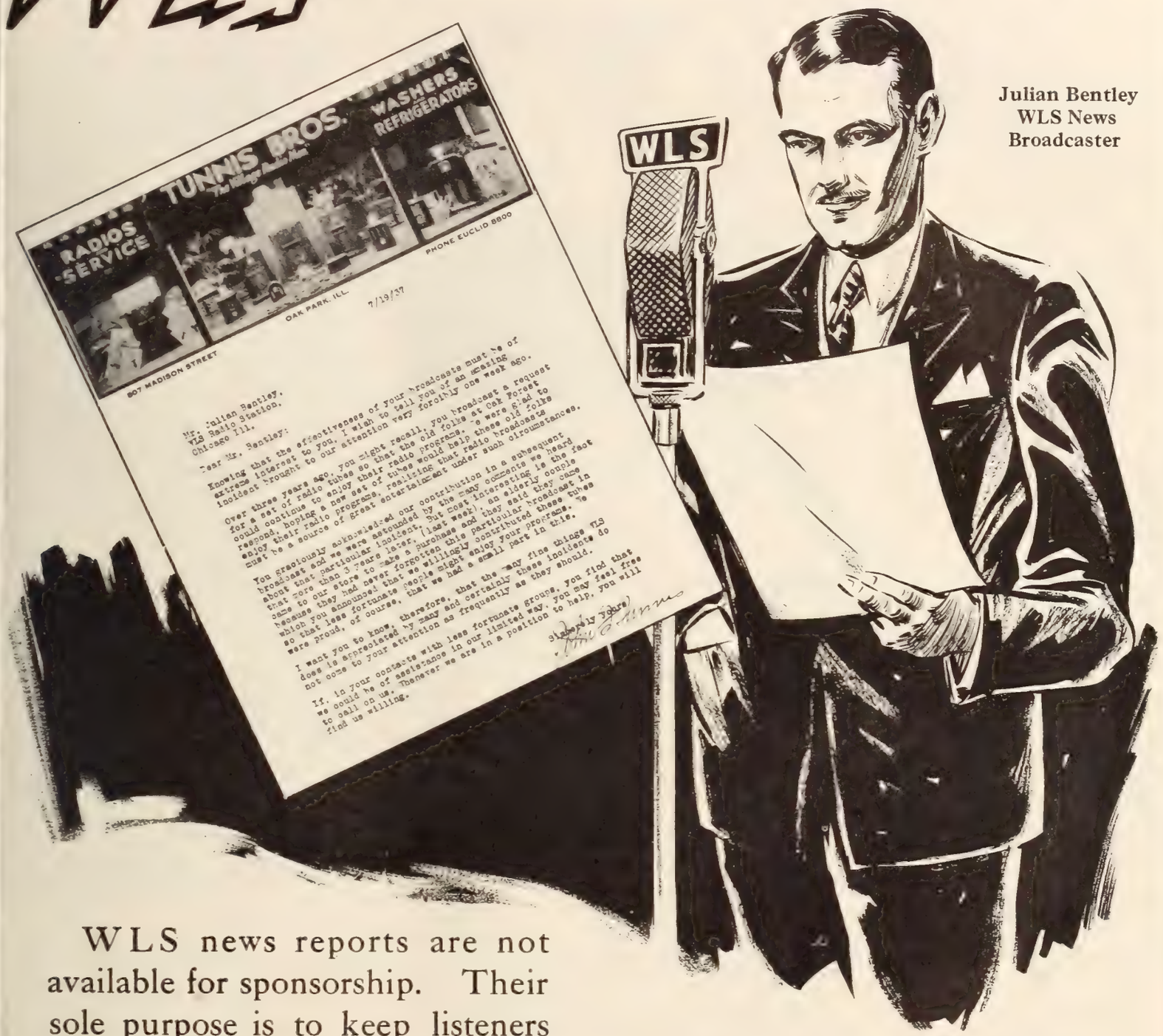


MR. NORWEB

WCLS Control Sold

PROPOSED purchase of control of WCLS, Joliet, Ill., by L. W. Wood, partner in the firm of Wood & Anderson Co., St. Louis manufacturers and distributors, was disclosed in an application to the FCC for authority to transfer 51% of the stock. WCLS operates with 100 watts on 1310 kc. Its present owner is R. W. Hoffman, who is also principal owner of WHFC, WEHS and WKBI at Cicero, Ill.

WLS Listeners are Loyal



Julian Bentley
WLS News
Broadcaster

WLS news reports are not available for sponsorship. Their sole purpose is to keep listeners informed. With a continuous fourteen-year policy of program service, WLS has proved the radio hypothesis that service creates listener loyalty. Listener loyalty predicates sound advertising results.

WLS The **PRAIRIE FARMER STATION**

BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

John Blair and Company: National Representatives

Programs Promote American Exports

Uncle Sam Finds Broadcasts Boom Nation's Commerce

BROADCASTS have taken a leading part in promoting foreign sales of American drugs, pharmaceuticals, toiletries and soaps, according to a survey by C. C. Concannon, chief of the Chemical Division, U. S. Department of Commerce.

Commenting on radio's part in commerce, he stated:

"Radio has played no small part in bringing this about. Manufacturers of these commodities have blazed the way in chain radio advertising since radio became a reality. While designed for domestic consumption, these sponsored programs know no boundaries. A few years ago American programs extended only to nearby countries—Mexico, Canada and Cuba. With the perfection of shortwave, however, they encircle the globe, taking their messages to the most inaccessible regions.

Cost of Talent

"During the current year American manufacturers will spend some $70,000,000 for chain radio advertising—and this figure does not include the cost of talent. More than 25 per cent of this outlay will be accounted for by manufacturers of drugs, toiletries and soaps; another 25 per cent will be spent by processors of foodstuffs, and the rest by manufacturers of automobiles, clothing, home furnishings, smoking tobacco, and miscellaneous items.

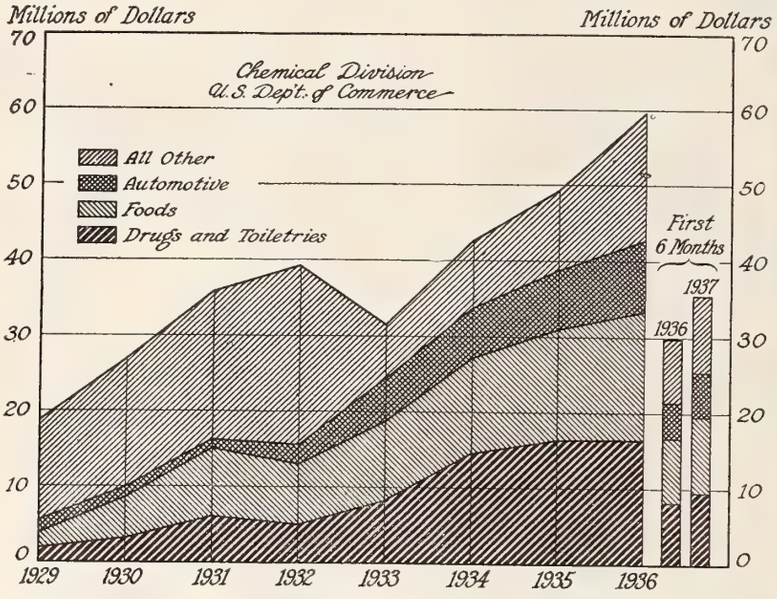
"In 1929, the year that chain advertising emerged as another great American enterprise, the total outlay for chain advertising facilities aggregated $19,000,000. During each succeeding year, with the exception of 1933, expenditures for this class of advertising increased, reaching $59,700,000 in 1936, and in the first half of the current year the total was recorded at $35,500,000. Feeling their way, manufacturers of drugs and toiletries appropriated $5,000,000 for this new form of advertising in 1929, and each year thereafter, except for 1932, the budget was increased. In 1936, $16,400,000 was spent by this group of manufacturers for chain radio advertising and during the current year the figure will approach $20,000,000, according to present indications."

RCA Buys Local Shows

WHAT may be the beginning of widespread purchases of locally built shows to promote RCA products in collaboration with local dealers, has been launched in Washington where the two NBC-operated stations, WRC and WMAL, have signed RCA Mfg. Co. and its local distributor, Southern Wholesalers Inc., as new sponsors. On WRC, RCA is buying the *Slumber Hour*, 11:15 p. m. to 12 midnight transcription period, six nights weekly, to promote the sale of Victor records. On WMAL, Southern Wholesalers Inc. has purchased Gordon Hittenmark's *Man-on-the-Street* program, Tuesdays and Thursdays, 7:45-8 p. m., to promote the sale of RCA Victor radios. Campaigns are handled direct, but it is understood the distributor concern has a cooperative advertising arrangement with RCA.

U.S. NETWORK ADVERTISING

(Cost of facilities only)



John S. Young Is Named To New York Fair Post

JOHN S. YOUNG, announcer, has been appointed head of the department of radio and broadcasting for the New York World's Fair, 1939, and will begin his new duties on Nov. 1. His first task will be to work out a plan of procedure for this new department, which will supplement the work of the press department in publicizing the Fair, and to build up a competent staff for this work.



Mr. Young

Beginning at WBZ in 1925, Young joined NBC as staff announcer in 1928; was selected "all-American" announcer in 1929, '30, '31 and '32; gave the first course in radio technique at New York University in 1932; was the first announcer to be heard in experimental trans-Atlantic broadcasts and the first exchange announcer between England and the United States. For the last year he has broadcast a daily news commentation period on CBS sponsored by General Mills Inc.

In announcing the radio and broadcasting department of the Fair, Grover Whalen, exposition president, stated that widespread use will be made of radio.

Knox on 10 Stations

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin), started the week of Oct. 25 one-minute spot announcements to run for 13 weeks on the following stations: KDKA, WCAU, WGN, WGY, WTAM, WJR, KMOX, WCCO, KFI, KEX. Announcements are made twice a week, some on Tuesday and Thursday and others on Wednesday and Friday. The company the same week started participation in *Gretchen McMullen's* daytime program on the Yankee Network. Agency is Kenyon & Eckhardt Inc., New York.

Press Tieup Basis Of Adverse Report

RECOMMENDATION that the FCC deny the application of W. P. Stuart, publisher of the *Prescott* (Ariz.) *Courier*, for a new station in Prescott, and that it grant a competitive application in which no newspaper connection was involved, was made Oct. 20 by FCC Examiner P. W. Seward.

After finding that both Stuart and the Southwest Broadcasting Co., of Prescott (Albert Stetson, president), were qualified legally, financially and otherwise, Examiner Seward recommended that the latter application be granted, which had already been done by the FCC. The report was on a rehearing of the applications in Prescott, after the FCC had remanded the original report to procure further evidence on the financial responsibility of the Southwest. In his conclusion, Mr. Seward, among other things, stated:

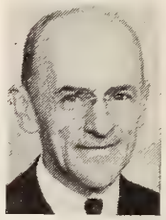
"The applicant W. P. Stuart is the owner of the only daily newspaper in northern Arizona, and also publishes a weekly newspaper; he devotes approximately four days each week to his duties as U. S. Collector of Internal Revenue in his office in Phoenix; if his application is granted the station will be operated as an adjunct to his newspaper business, which will give him a virtual monopoly in the dissemination of news in the area; and would virtually eliminate competition in advertising rates between the newspapers and proposed radio broadcast station, which is not considered in the public interest."

Chicopee Plans Spots

CHICOPEE SALES Corp., New York (Chixdown diapers), has appointed Campbell-Lampee Inc., New York, to direct advertising. H. B. Irvine, account executive, told BROADCASTING that local spot radio will be used, starting about Dec. 1. Both 100-word announcements and quarter-hour programs are being considered.

Throckmorton Is Named As President of RCA; Beal Head of Research

G. K. THROCKMORTON, executive vice-president of RCA Mfg. Co., Camden, has been elected president of the company. He has been in radio since 1926 and has served as operating head of RCA Mfg. Co. since the retirement of E. T. Cunningham, former president, last April. Mr. Throckmorton has been in radio since 1922, before that having been with Link Belt Co. and Sears Roebuck. Until 1931 he was with E. T. Cunningham Inc., becoming an RCA executive that year. He was born in Indiana and attended Purdue and Cornell.



Mr. Throckmorton

To coordinate the research work of RCA and its various units, Ralph R. Beal last month was appointed research director of RCA, a newly-created post. Since 1934 he has been in the executive offices of RCA in an engineering capacity, which included advisory and supervisory functions over RCA's various laboratories, including television. RCA announced that Mr. Beal will direct radio propagation studies and the development of new systems for existing and projected communications applications, development of sound motion picture recording and reproduction, general and electronic research, facsimile development, vacuum tube development, etc.



Mr. Beal

Mr. Beal, a Leland Stanford graduate, has been identified with radio since 1912. During the war he was resident engineer in Washington for Federal Telegraph Co., later serving as chief engineer in charge of the installation of high-power transmitting equipment for the Navy. In 1926 he joined RCA as Pacific Division engineer, later becoming manager of the Pacific Division of RCA Communications Inc.

WHEF, Kosciusko, Sold

HAVING recently purchased a minority interest in WHEF, Kosciusko, Miss., 100 watts on 1500 kc., Roy L. Heidelberg, owner of the Heidelberg Hotel in Jackson, Miss., and also owner of three hotels in Baton Rouge, La., has negotiated for the purchase of the remaining stock in that station. Application for authority to transfer control from J. E. Wharton to Mr. Heidelberg has been filed with the FCC. The purchase price was understood to be around $10,000. Mr. Wharton, together with C. E. Wharton of Bloomberg, Tex., was at one time the owner of what is now WRGM, Grenada, Miss., recently sold to P. K. Ewing, commercial manager of WDSU, New Orleans.

ENGAGING its own line from 7:45 to 8 p. m. (CST) each Sunday night, WGN, Chicago, on Nov. 14 will resume the weekly *Capitol Comment* feature direct from Washington by the *Chicago Tribune* Washington correspondent, Arthur Sears Henning.

WKY'S RADIO-LISTENING CHAMPIONSHIP IN OKLAHOMA IS

SAFE BY A MILE



SCORE CARD



Number of Stores Surveyed	71
Number of Towns Surveyed	68
Number of Replies Received	63
★ LISTENING TO WKY	34
▲ Listening to Local Stations	9
■ Listening to a Tulsa Station	8
● Listening to a Dallas Station	7
● Listening to Another Oklahoma City Station	5

WKY walked away with the World Series radio-listening pennant in Oklahoma!

● To 71 leading independent druggists in 68 Oklahoma towns went this telegram during the third game of the World Series, dispatched by the state's biggest drug wholesaler:

BASED ON YOUR OBSERVATION, OVER WHAT RADIO STATION IS THE MAJORITY OF YOUR TOWN HEARING THE WORLD SERIES BROADCASTS. ANSWER RETURN WIRE COLLECT.

ALEXANDER DRUG COMPANY

Back came 63 replies. When the score was added up, WKY had taken Oklahoma like the Yanks took the Giants . . . gathered more "hits" than all other stations combined and cracked out a 4 to 1 decision over its nearest competitor.

Time after time, year after year, in every kind of test and survey, WKY has continued to hold the radio-listening championship of Oklahoma.

With both coverage-power and program-power in its line-up, WKY has what it takes to attract the largest audience in Oklahoma . . . and to keep your product in the upper division of public favor.

Give YOUR selling job to the champion in Oklahoma!

WKY OKLAHOMA CITY

AFFILIATED WITH THE OKLAHOMAN, THE TIMES and THE FARMER-STOCKMAN
NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

FCC Gives Reasons for Disqualifying Payne

Allegation of Bias Is Accepted By Commission

(*Continued from page 11*)

allegations in the affidavit, the Chairman should be glad to have a general denial admitted of record unless that would be objected to by counsel; and,

(9) The fact that counsel for respondents stated that, if Commissioner Payne desired said statement (mentioned in (7) supra) to be a general denial, counsel for respondents should have the privilege of cross-examination and the Chairman's statement that he would be obliged to recognize that right; and,

(10) The fact that neither Commissioner Payne nor counsel for the respondents made any further statement at that time or in answer to the Chairman's question, addressed to Commissioner Payne and counsel, as to whether the record was to be closed upon this preliminary question before the Commission by the presentation of the motion by counsel for respondents to disqualify Commissioner George Henry Payne and the affidavit attached thereto and without further offering of affidavit or evidence or plea of any kind by any of the parties concerned.

NOW THEREFORE IT APPEARING to the Commission, upon consideration of said motion, Commissioner Walker dissenting, (Commissioner Payne not participating), that the Commission has jurisdiction to grant or deny the same; and,

IT ALSO APPEARING, in the circumstances above recited, especially after Commissioner Payne's disclaimer of desire to deny, contradict, explain, answer or otherwise reply to said motion and affidavit, that said motion may properly be considered and finally determined solely on the question of law raised thereby, namely, whether, taking the facts alleged in said affidavit to be true for the purpose of the motion, said motion should be granted, without an inquiry into the objective truth or falsity of such allegations; and,

Claims in Affidavit

IT FURTHER APPEARING that said affidavit contains allegations of fact, particularly the allegations contained therein:

(a) In numbered paragraphs 1, 2, 3, and 4, which read as follows:

"1. On or about October 15, 1936, the Magazine BROADCASTING and BROADCAST ADVERTISING, owned by Broadcasting Publications, Inc., a client of the affiants, published an editorial condemning certain conduct of Commissioner Payne.

"2. During the period intervening between Oct. 15, 1936, and Dec. 7, 1936, Commissioner Payne made frequent threats of an imminent suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcasting Publications Inc., and during the course of such investigation ascertained that the affiant Segal was the owner of one share of stock in Broadcasting Publications Inc., and a member of its board of directors. Thereafter, Commissioner Payne made threats that he would 'get' the affiant Segal.

"3. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications Inc., its editor and its publisher, claiming damages to the extent of $100,000 on account of the publication of the editorial above described. On Dec. 31, 1936, the affiant Segal in association with other counsel, filed pleas in which, among other things, it was set up that the matters of criticism published in the editorial referred to were true.

"4. After the filing of this plea Commissioner Payne undertook to cause the bringing of disbarment proceedings against the affiants and to give the affiants every possible unfavorable publicity."

"(b) Relating to statements made by Commissioner Payne to the public through the press on several occasions and to the public through the radio in the course of a speech concerning matters at issue in this proceeding;

"(c) To the effect that Commissioner Payne sought to give the charges against the respondents wide publicity;

"(d) Charging attempts on the part of Commissioner Payne, through "inaccurate statements" to press columnists "to bring the affiants into disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants";

which facts, if true, show that Commissioner Payne has personal malice, bias and prejudice against the affiants by reason of which he is unable to act impartially in this proceeding.

IT APPEARS THEREFORE to the Commission that said motion and affidavit in support thereof are legally sufficient and should be taken as true for the purpose of this motion.

SAID MOTION TO DISQUALIFY IS, therefore, granted and

IT IS HEREBY ORDERED that said Commissioner George Henry Payne be, and he is hereby, disqualified from the consideration of and prevented from participation in these proceedings in any manner.

The Secretary of the Commission is hereby directed to file said motion and this order in the docket files of the Commission with the Rule to Show Cause issued to the respondents by order of September 16, 1937, the Rule to Show Cause issued by order of May 19, 1937, and the answers filed by respondents to said Rules to Show Cause.

Federal Communications Commission
By FRANK R. MCNINCH
FRANK R. MCNINCH, *Chairman*
Effective: Oct. 19, 1937.
Filed: Oct. 25, 1937, 9:55 A. M.

Lawyers' Affidavit Not Contested By Payne

Following is the Segal-Smith affidavit accompanying their motion to disqualify Commissioner Payne. When Mr. Payne failed to deny the charges, his colleagues voted to disqualify him. Thereupon Mr. Payne issued a press release challenging the Commission's authority, full text of which starts on this page.

Paul M. Segal and George S. Smith, being sworn, say:

They are respondents mentioned in orders of the FCC dated May 19, 1937, and Sept. 16, 1937, bringing disbarment proceedings against them.

Hearing on such orders is to take place Oct. 19, 1937.

Hon. George Henry Payne is a member of the Commission and so far as affiants know he proposes to sit as a member of the Commission at the hearing, and to pass judgment upon the truth or falsity of the charges contained in the orders.

Commissioner Payne is disqualified so to sit, because he has personal malice, bias and prejudice against the affiants by reason of which he is unable impartially to exercise his function as a member of the Commission in this matter.

His bias is of such a character as seriously to impair his impartiality and to sway his judgment.

His malice against the affiants has been shown by Commissioner Payne: In the conduct of a planned campaign of public adverse publicity against the affiants in the public and trade press and over radio broadcasting stations; in acting as investigator and prosecutor of affiants at his own instance and responsibility and without authority from his colleagues as a Commission, and in other ways which will be made apparent below.

The malice of Commissioner Payne against the affiants is due to: the performance by affiants of their duty as counsel for the defendants in *George H. Payne*, Plaintiff, v. *Broadcasting Publications, Inc., Martin Codel and Sol Taishoff*, Defendants, being cause No. 88319 in the District Court of the United States for the District of Columbia, being an action for damages on account of an alleged libel published by the defendants concerning Commissioner Payne; the pleading filed by affiant Segal as of counsel for the defendants in that case setting up, among other defenses, the truth of the alleged libel; the thorough investigation conducted by and under the direction of the affiants—and concerning which knowledge has come to Commissioner Payne—into the qualifications, character, personal history and characteristics of Commissioner Payne.

The information available to the affiants and which they believe, proving the malice and bias of

(*Turn to page 26*)

Commissioner Payne's Press Release On His Disqualification From Hearing

Following is the full text of the press release Oct. 19 by Commissioner Payne challenging the authority of his fellow commissioners in disqualifying him from sitting in the Segal-Smith trial.

At the trial today of Paul M. Segal and George S. Smith before the FCC a motion to disqualify Commissioner George Henry Payne was made by the counsel for Segal and Smith.

The first appeal was to Commissioner Payne to disqualify himself, which he refused to do. The counsel for the two lawyers then moved that the Commission disqualify Commissioner Payne, and this, the five members of the Commission voted to do. Commissioner Payne then notified the Commission that he would accept their decision but would make a statement in court as to his own views of the illegality of the action of the majority of members of the Commission. This the five members of the Commission declined to do on the grounds that it was improper and "did not belong in the record."

Commissioner George Henry Payne's statement was as follows:

"This statement is made to the press for the reason that the majority of the Commission declined to permit me to make it at the hearing of Paul M. Segal and George S. Smith on the ground that it was improper. I have today been disqualified by a majority of the Commission from sitting at these disbarment hearings.

"In the statement that I made this morning I emphasized the fact that neither in common law nor in constitutional or statutory provisions, and certainly not in the Communications Act of 1934, is there any ground for my disqualifying myself in a case such as this.

"The action taken by five members of the FCC this afternoon, disqualifying me from sitting in this hearing, is, I believe, without warrant of law and may lead to grave consequences in the future. Under this ruling it may be possible for a lawyer to ask for the disqualification of any member of any Commission whose just judgment he has reason to fear. It leaves the way open for absolute control of the Commission in Washington by lawyers whose public interest is subordinate to the interest of their clients.

"The respondents have cited only one case (Cooke v. U. S., U. S. Reports 267). In this case the Justice

(*Continued on page 46*)

More Power to you

• • • IN MISSISSIPPI

New power (5,000 watts) . . . new transmitter (RCA) . . . new vertical radiator (330 foot Truscon). That's the new WJDX story.

This increased power and improved equipment means wider coverage, added listeners and greater advertising results.

70% of Mississippi's total income is spent in the good service area of WJDX.

★

N B C



the Voice of Mississippi

WJDX

JACKSON • MISSISSIPPI

OWNED AND OPERATED BY THE LAMAR LIFE INSURANCE COMPANY

Commissioner Payne and its sources, is as follows:

1. On or about October 15, 1936, the Magazine BROADCASTING and BROADCAST ADVERTISING, owned by Broadcasting Publications, Inc., a client of the affiants, published an editorial condemning certain conduct of Commissioner Payne.

2. During the period intervening between Oct. 15, 1936, and Dec. 7, 1936, Commissioner Payne made frequent threats of an imminent suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcasting Publications Inc., and during the course of such investigation ascertained that the affiant Segal was the owner of one share in Broadcasting Publications Inc., and a member of its Board of Directors. Thereafter, Commissioner Payne made threats that he would "get" the affiant Segal.

3. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications Inc., its editor and its publisher, claiming damages to the extent of $100,000 on account of the publication of the editorial above described. On Dec. 31, 1936, the affiant Segal in association with other counsel, filed pleas in which, among other things, it was set up that the matters of criticism published in the editorial referred to were true.

4. After the filing of this plea Commissioner Payne undertook to cause the bringing of disbarment proceedings against the affiants and to give the affiants every possible unfavorable publicity.

5. On or about Feb. 10, 1937, because of the filing of certain depositions in the matter of Richard M. Casto then pending before the FCC, the Commission issued a letter of reprimand to the affiant Smith concerning the filing of the said depositions. On the issuance of this letter of reprimand, it was the understanding among the members of the Commission that the matter of the filing of the depositions referred to was a closed incident and that no publicity would be given to the letter of reprimand other than placing the letter in the minutes of the Commission.

6. At the time of issuing the reprimand, Commissioner Payne was away in the State of Florida. On his return to Washington and at the next meeting of the Commission, namely, March 10, 1937, he made the claim to his fellow Commissioners that he had additional information "concerning the Smith case" and upon such representations Commissioner Payne was appointed Chairman of a committee with power to investigate such alleged additional information.

7. Forthwith upon the appointment of said committee and notwithstanding the informal understanding against the issuance of publicity and being actuated by malice and bias against the affiants Commissioner Payne sent for press representatives, including representatives of the United Press, and other agencies and published to them the fact that a reprimand had been issued to the affiant Smith and specifically named Smith and gave details concerning the filing of the depositions, together with quotations from the letter of reprimand.

At the same time Commissioner Payne gave to Robert Heinl of Washington, D. C., publisher of Heinl Communications Letter (a service subscribed to by broadcasting stations), for publication by the said Heinl, a statement containing certain allegations the substance whereof was thereafter published by the said Heinl as follows:

PAYNE INITIATES "LOBBY" PROBE AS CONNERY GETS HEARING.

Under the sponsorship of George Henry Payne, the FCC this week initiated a new inquiry that may delve into some of the charges of "radio lobbying" as the House Rules Committee opened hearings on the Connery resolution calling for a general broadcasting investigation by Congress.

The FCC probe is directed at a single Washington attorney, who is alleged to have disregarded FCC rules of procedure by inserting affidavit copies in a Commission docket file. The Commission had already acted on the case, transferring an aid in the docket section and reprimanding the lawyer, George S. Smith, of Washington, when Commissioner Payne returned from a period of illness.

Commissioner Payne, who has frequently assailed what he terms "the Washington radio lobby" insisted that the FCC action was not severe enough and demanded that the inquiry be reopened. The FCC then designated him Chairman of a special investigating Committee. The other members are Commissioners Irvin Stewart and Thad Brown.

"While the Committee was directed to investigate the Smith case, it is not unlikely that Commissioner Payne will find a way to extend his inquiry into general practices of radio attorneys before the Commission."

8. Thereafter, and prior to any action by the Communications Commission on the question whether or not affiants had been guilty of any improprieties, Commissioner Payne gave to Drew Pearson and Robert Allen, writers of the column "Washington Merry-Go-Round" (a feature syndicated in a great many American newspapers), inaccurate statements calculated by Commissioner Payne to bring the affiants in disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants.

9. On May 17, 1937, there was published in the "Washington Merry-go-Round" the following article, which was based on statements made by Commissioner Payne to the said Pearson and Allen, or one of them, on or prior to May 13, 1937:

Watch for some fireworks within the FCC within the near future.

For a long time the FCC has been one of the most haphazard and politically-minded institutions in Washington, and now some of the practices below its surface are coming to the top.

One of these is the custom certain radio lawyers have of coralling a bevy of Commission stenographers to entertain their visiting clients on dull Washington evenings.

Another is the substitution of papers in the Commission's files, accompanied by certain radio lawyers through the cooperation of friendly FCC stenographers.

Another is the setting up of dummy companies in order to secure or oppose the granting of wavelength licenses.

A group of righteous FCC Commissioners, irate at what has been going on under their own noses, are now investigating the latter practice. They will soon expose the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses at Cheyenne, Wyo., Portland and Aroostook, Me.

The reference in said article to the alleged substitution of papers in the files of the FCC by "certain radio lawyers through the cooperation of friendly FCC stenographers," was an obvious reference to affiant Smith, concerning whom Commissioner Payne had issued the publicity described in paragraph 7 hereof, and said reference was made more obvious when, on May 19, 1937, both affiants were charged in these proceedings with such interpolation.

The statement that a group of righteous FCC Commissioners will soon expose the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses at Cheyenne, Wyo., Portland and Aroostook, Me., was likewise obviously a reference to affiants, who were thereafter, on May 19, 1937, charged with improper conduct with reference to applications for permits at Cheyenne, Wyo., Portland, Me., and Lewiston, Me.

On May 21, 1937, there was published in the "Washington Merry-Go-Round" the following article, which was based on statements made by Commissioner Payne to the said Pearson and Allen, or one of them, on or prior to May 17, 1937.

Illustrating the phony trafficking in radio wave-lengths sometimes put across on the FCC is the case of Richard M. Casto, who applied for a radio license at Johnson City, Tenn.

When Casto was examined by the FCC, the extraordinary fact developed that never in his life had he

(*Turn to page 28*)

As Educators Convened in Twin Cities



—Minneapolis Journal Photos



TO RAISE the level of educational programs, broadcast on time donated by the station, KSTP, St. Paul, conducted the first educational broadcasting conference in the Northwest, with more than 400 representatives of civic and educational groups and institutions in attendance. Principal speakers were Judith Waller, educational director of the NBC central division, Chicago; Henry A. Bellows, former vice-president of CBS and member of the original Federal Radio Commission, now an executive of General Mills Inc.; Dr. Malcolm S. MacLean, director of the University of Minnesota's general college, and Mrs. B. F. Langworthy, junior past president of the National Congress of Parents and Teachers. Round-table discussions, addresses and production demonstrations featured the one-day meeting.

Above, left to right, are Thomas D. Rishworth, KSTP educational director who was in charge of the conference; Miss Waller; Mrs. Langworthy and Dr. MacLean. Below, with the help of Val Bjornson, KSTP editorial commentator, left, and Mr. Bellows, center, Mrs. George B. Palmer, right, state radio chairman of the Minnesota Congress of Parents and Teachers, learns at first-hand the meaning of the words, "This program is transcribed." Mr. Bellows was originator of the phrase "electrical transcriptions."

Every Day An Original Production from the Staff of WWJ



MEL WISSMAN

SUNDAY

"Souvenirs"

A unique type of program which recalls the past with story and song. Written by Mel Wissman, of the WWJ staff.



MYRON GOLDEN

MONDAY

"Causes of Crime"

Dramatization of actual cases from the files of social agencies, with discussions by eminent authorities. Written by Myron Golden.



WYNN WRIGHT

TUESDAY

"Voices"

From voices here, there and everywhere this drama singles out the group suitable for its particular plots. Written by Chas. Gussman—directed by Wynn Wright, production manager.

Planned and Produced in the General Interests of Better Broadcasting

In keeping with its established policy of always considering the *interests of listeners first*, WWJ is now presenting SIX 30-minute sustaining shows weekly. These programs, all produced by the WWJ staff, are planned and scheduled to provide *balance* to the radio entertainment offered by this station. To do this it has been necessary for WWJ not only to forego revenue from valuable time, but also to make heavy inroads upon its budget for creative talent. This has been done cheerfully, in the interests of its listeners, and, we believe, in the general interests of radio broadcasting. Ask for details concerning these programs.

WWJ

National Representatives

The PAUL H. RAYMER COMPANY

NEW YORK • CHICAGO • DETROIT

SAN FRANCISCO

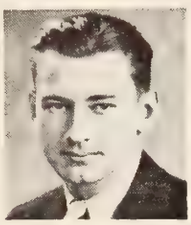


MISCHA KOTTLER

WEDNESDAY

"Kottler Conducts"

A 40-piece orchestra presenting modern concert in both symphonic swing and classical idiom. Directed by Mischa Kottler, WWJ music director.



WELLINGTON GRANZOW

THURSDAY

"House Party"

Campus rhythm and fun in a weekly collegiate frolic featuring Paul Leach and his band. Produced by Wellington Granzow and Jack Hill.



AXEL GRUENBERG

FRIDAY

"Radio Extra"

Human interest features, news broadcasts direct from "point of event". A new show as full of variety as a daily newspaper. Directed by Axel Gruenberg.

America's Oldest Radio Broadcasting Station—Established August 20, 1920
Member NBC Basic Red Network—Owned and Operated by The Detroit News

made more than $1,000 a year (the maximum allowed without filing an income tax return) and yet he had $25,000 in the bank. He is now 30 years old.

It developed that in 1936 his total income was $20. So a subcommittee of the FCC finally concluded that he was a subterfuge or dummy applicant for another person in order to hinder and delay other applicants from operating at Johnson City.

Applications for licenses made simultaneously with an application by another party is a favorite trick for the purpose of stalling off a competitor.

The reference in said article to alleged "phony trafficking" in radio wave-lengths was a reference to the application of Richard M. Costo, in connection with which affiants were, on May 19, 1937, charged with improper practices.

Although the first rule to show cause issued herein was not issued until May 19, 1937, Commissioner Payne, on or prior to May 15, 1937, had made statements to the said Pearson and Allen, or one of them, the substance whereof was published in the "Washington Merry-Go-Round" on May 19, 1937, as follows:

> Fireworks within the FCC have come to a head with a recommendation by clean-up minded Commissioners that two radio lawyers, Paul Segal and George S. Smith, be summoned before the Commission to show reason why they should not be barred from practice before the FCC.

10. Further in pursuance of Commissioner Payne's efforts to bring discredit upon the affiants, and after the publication through the efforts of Commissioner Payne, of the name of the affiant Smith in connection with the filing of the Casto depositions, Commissioner Payne, on April 30, 1936, spoke over the facilities of Blue network of the NBC before the National Lawyers' Guild then meeting in the City of New York, and in the course of his speech said:

> In no field is there a greater need for broad and humane consideration of the problems that confront us than in that section of the law that devotes itself to radio. The enormous future, the prospects of wonderful discoveries and developments, make this new art, industry and science the most attractive of activities. With 27,000,000 receiving sets in existence, practically covering the homes of the country, the responsibility of the men solving its law problems is unique.
>
> How much or how little time there is given among the radio lawyers to weighing this responsibility I would not venture to guess, but I do know that able men of high character, and leaders of what is known as the FCC Bar Association, have come to me to say that certain men are ruining the profession. Then they add, rather pitifully, that they can't do anything about it because no one has the courage to come forward.
>
> The other day an attorney was found to have changed documents in the docket room concerning a case before the Commission through the weakness of a young employe. It was Choate who said that there are two kinds of lawyers—those who know the law and those who know the judge. Now, they say in Washington that the two kinds are those who know the law and those who know the docket clerk.

The reference in said speech to an attorney alleged to have been found to have changed documents in the docket room concerning a case before the Commissioner through the weakness of a young employe, was likewise reference to the alleged interpolation of depositions by affiant Smith.

11. Carl Arnold, an Assistant General Counsel of the FCC, was assigned to the task of advising with the Special Investigation Committee, of which Commissioner Payne was Chairman, in the investigation of the "Smith matter." During the course of this investigation Carl Arnold offered the affiant Segal an opportunity to appear before such Special Investigating Committee to report to it concerning facts into which the committee was investigating.

12. The affiant Segal entered into negotiations with said Carl Arnold concerning the time of his appearance and very respectfully suggested to said Arnold that a reasonable postponement of his appearance before the Committee be arranged pending the determination whether or not Commissioner Payne would continue as Chairman of said Committee in view of the relationships existing between Commissioner Payne and the affiant Segal. Notwithstanding that these negotiations were pending, Commissioner Payne, on May 19, 1937, represented to his colleague members of the FCC at a meeting thereof, that the affiant Segal had flatly refused to appear before the Investigation Committee so long as Commissioner Payne was a member thereof, and wide publicity was given to this assertion in the trade press and radio industry.

13. In the pursuance of his efforts to cause adverse publicity against the affiants Commissioner Payne and Franklin G. Wisner, an employe of the Commission bearing the title of Chief of the Press Section, without authority from the Commission, caused in excess of 1,400 copies of the disbarment citation against the affiants to be mimeographed as a "Press Release" and circulated among the clients of the affiants, among radio stations throughout the United States, telegraph companies, telephone companies, members of Congress, press associations, individual newspapers, lawyers practicing before the FCC and wherever possible. This was done with intention to injure the affiants and contrary to the general custom of giving no publicity to the issuance of orders to show cause in disbarment proceedings.

14. Thereafter and on June 19, 1937, the affiants filed their answers to the disbarment citation and as part of such answers requested the Commission upon consideration of the facts to dismiss the citation.

15. These answers of the affiants came on for consideration before the Commission on July 13, 1937, and upon consideration of the request, the Commission denied the same and fixed hearing upon the citation for Sept. 13, 1937. There was no authorization given by the Commission for widespread publicity on this.

16. Nevertheless, upon the en-

(*Turn to page 30*)



READY MADE ... for You!

Always, at least six established programs are waiting for you at WXYZ. Each complete with proved, enthusiastic audience! When you choose one, we build another.

That's the policy that has made this station the leader in Detroit major sponsor preference. For years too!

One of these programs will fit your client's need. What does he want to sell to Detroit and Michigan? Write—today!

WXYZ
DETROIT
Basic Station N B C Blue Network
Key Station Michigan Radio Network

King-Trendle Broadcasting Corp.
300 Madison Theatre Building . . . Detroit

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Eastern Office:
550 Chanin Building, New York

Western Office:
Russ Building, San Francisco



SETTING A FAST PACE

—IS MEMPHIS BUSINESS

ahead of other cities of like size, survey reveals

Business is good in Memphis, according to last available bank debits, published by the board of governors of the Federal Reserve System. Memphis bank debits for the week ending Sept. 29 were $40,505,000. Memphis was thus ahead of big market cities such as Columbus, Denver, Omaha, St. Paul and others.

And Radio Station WMC is reflecting this "big business" touchdown, carrying the largest schedule of commercial broadcasts, network, national spot, and local . . in the history of any Mid-South radio station.

Tell 'em where you can sell 'em.

OTHER CITIES

Columbus	$39,084,000
Denver	38,987,000
Omaha	38,550,000
St. Paul	38,166,000
Rochester	26,929,000
Birmingham	21,264,000
Nashville	16,516,000
Chattanooga	8,683,000
Knoxville	5,955,000

WMC

MEMPHIS

5000 WATTS DAY

Owned and operated by THE COMMERCIAL APPEAL "The South's Greatest Newspaper"

1000 WATTS NIGHT

NBC RED NETWORK

REPRESENTED BY: THE BRANHAM COMPANY

tering of the order by the Commission, Commissioner Payne and Wisner caused hundreds of mimeograph copies of a "press release," bearing No. 22096, to be prepared giving publicity to the action of the Commission referred to and, without authority from the Commission, said Wisner sent hundreds of copies of the press release to the Club Rooms of the National Press Club on the 13th floor of the National Press Bldg., at 14th and F Streets, N. W., in the city of Washington, where such copies of the press release were distributed in order that they might be seen and reported by the many newspaper reporters and press-association representatives who visit such Club rooms. This distribution was contrary to all precedent and custom of the FCC and was done out of malice and for tre purpose of injuring affiants.

Affiants further say that the motion to which this affidavit is attached, and this affidavit, are made in good faith, and with no purpose to delay the proceedings.

Canadian Stations to Discuss Reps As Regional Conventions Take Action

By JAMES MONTAGNES

THE ANNUAL convention of the Canadian Association of Broadcasters to be held in Ottawa in January, will deal, among other topics, with station representation. Seasonal and district conventions in both eastern and western Canada have upheld the recommendations of the CAB's Fact Finding Committee under the chairmanship of Al Leary, CKCL, Toronto, that "the establishment of authorized radio agencies operating under a franchise to be adopted by the broadcasters setting down the requirements in which the broadcasters will insist for those authorized agencies to receive the 15% agency commission of station time; appointment of exclusive radio station representatives in the major markets; adoption of a standard form of contract similar to the one presently in use in the United States, but amended so as to suit Canadian conditions."

The recommendations, if passed at the January convention—and it is considered fairly evident that these recommendations will pass, though not without a fight on the part of general station representatives—will go into effect on March 1, 1938.

Eliminating secondary commissions is the main reason for the recommendations by the Fact Finding Committee. With the second commissions out of the picture, the CAB Committee recommends that cash discounts of 2% again be considered by the broadcasters. They were turned down at the last annual meeting. Cash discounts would place radio on the same basis as other major advertising media.

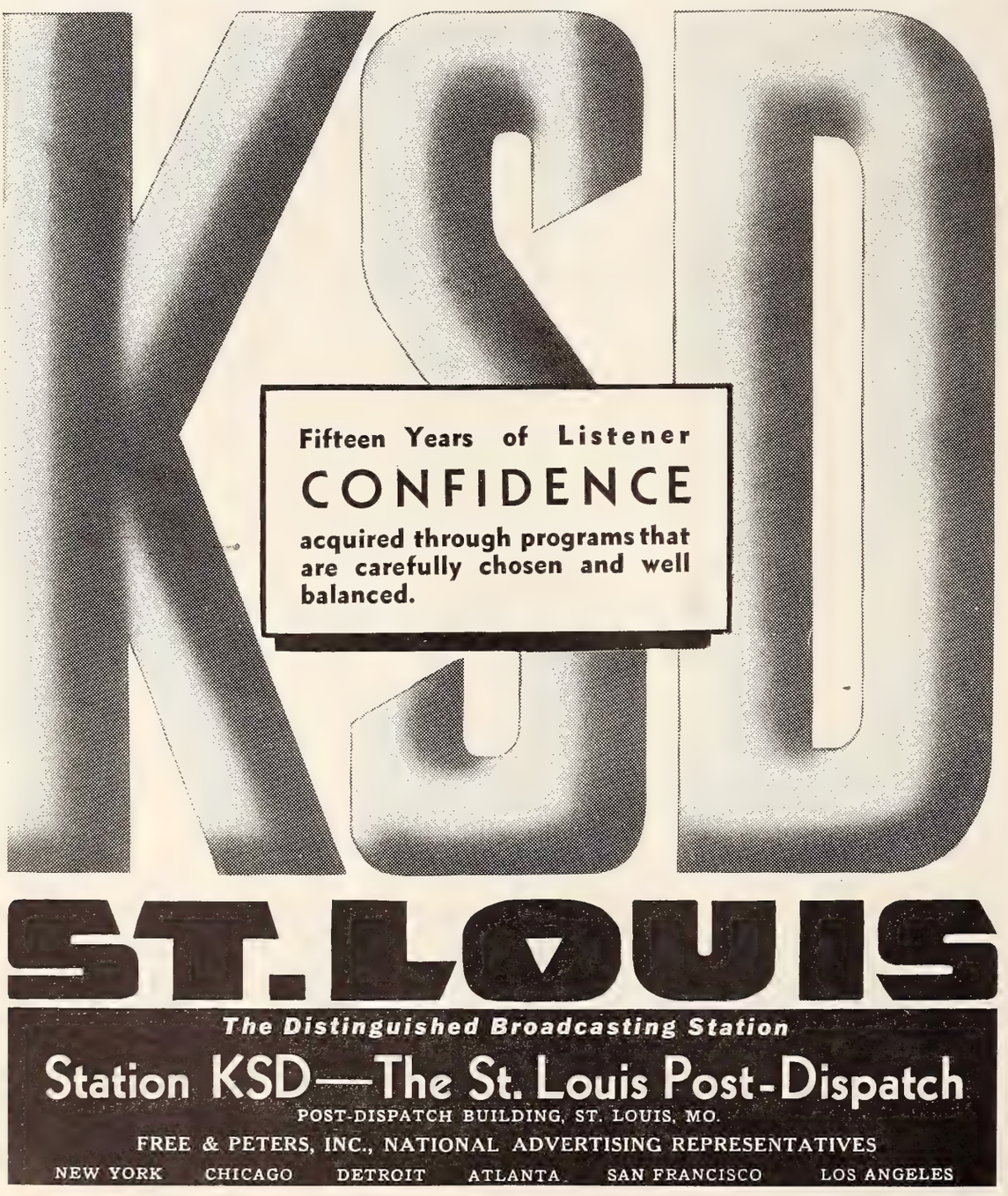
The recommendations eliminating secondary commissions, exclusive station representation and a standard advertising contract are to cover only national business, leaving local business for the station to handle itself. The recommendations were made after a number of meetings with representatives of time-brokers, station representatives, the Association of Canadian Advertisers, and the Canadian Association of Advertising Agencies. The latter and the CAB will make available to Canadian radio stations a list of the agencies' bona fide clients and keep such lists up to date.

In recommending exclusive station representation for broadcasters the CAB Committee points out that such a representative must provide accurate information to advertisers and agencies on time available, rates, markets, programs and other data.

Recommendations for a radio agency franchise leave room to allow new reliable agencies to enter the radio advertising field, and include financial responsibility, adequate gross volume of business including at least three national advertisers, adequate organization, and an undertaking to make no rebates to advertisers.

Meanwhile, Canadian Broadcasting Corp., on the request of the Canadian advertising bodies, is putting the finishing touches on a standard rate schedule for its basic national network. It is understood that discounts are being allowed in the schedule for regional sections. The Dominion is divided into five sections — Maritime, Quebec, Ontario, Prairies and Pacific. Advertisers will obtain the benefit of lower rates if they take complete regions, and discounts if they take more than one region. Under the schedule a set rate will be available for time on the stations of each region. Adding stations not on the CBC basic network will cost the advertiser that station's time in addition to the CBC regional net. Special discounts are also being worked out for line charges on regional and national networks.

The step is hailed by advertising agencies as a blessing and had it been taken earlier would have meant several more national networks on the air this autumn. Discounts are also included for more than one time broadcasts, but no definite figures are as yet available, though one advertiser is working under the new schedule starting with a November network from coast to coast. It is understood that other national networks already running will receive benefit of the new rates after they have gone into effect.



Elks Plan Free Discs

NATIONAL organization of the Order of Elks broadcast the first in its series of safety programs on Oct. 27 on the Mutual network, originating in Los Angeles. On Oct. 29, Charles Spencer Hart, grand exalted ruler of the BPOE, will speak on the Postal Telegraph program on WINS, New York. Starting in December, the organization will send to its member lodges a series of 13 transcriptions to be placed on local stations. Discs, which will feature Elk bands and safety talks, will be placed on a sustaining basis insofar as possible, and the organization anticipates the use of about 200 stations. H. Dorsey Newsom has been retained as publicity counsel.

To Them (2,300,000)...

WE SPEAK IN ITALIAN

WE cover 55% of the Italian Market of America and devote 95% of our time to reach 2,300,000 Italo-Americans living in Connecticut, New York, New Jersey, Delaware and Eastern Pennsylvania. • To them we speak in Italian. • To be sure, they understand and speak English; but we have found it advantageous speaking to them in their native tongue, from morning to night, program after program, for the past five years. • Consistent outstanding results have taught us a very simple lesson: THE WAY TO SELL TO THEM IN THE ITALIAN WAY. • Your own merchandise — from food products to automobiles — can be sold to the Italians tuning in all day long on WOV WBIL WRAX WPEN. We have said ALL DAY LONG, and this is a fact, not a claim. With such a tremendous and almost exclusive audience, we offer you an open field in which your own product can achieve leadership with a comparatively little effort and money. • We know the Italian Market, and we are quite sure that we can render you a service. If you wish further information please call or write to us. A representative from our merchandising department will gladly call on you.

INTERNATIONAL BROADCASTING CO., 132 West 43rd Street, New York City

Telephone: BRyant 9-6080

Associated stations in Phila. Pa..
WRAX•WPEN

WOV DAY 1000 WATTS

WBIL NIGHT 5000 WATTS

Annual Kaufman Award Goes to Hugh Conover

HUGH CONOVER, of WJSV, Washington, was awarded the Annual Kaufman Award for Washington commercial announcers, Henry J. Kaufman, president of Kaufman Advertising Agency, donors of the award, announced Oct. 22. Bud Barry, of NBC, took second place.



Mr. Conover

The award goes annually to the Washington commercial announcer who excels in diction, sincerity, and effectiveness. The Committee consisted of the four local radio editors plus six disinterested local citizens. Award was based on a month-long survey. Larry Elliott of WJSV and Bill Coyle of WRC, winners in 1937 and 1936 respectively were ineligible for this contest. Conover has been with WJSV for two years. He is 23 years old, six feet tall, blonde and newly married.

SOME DEFINITIONS
Z-Bar Net Bares Habits of Radio Accessories

WIDE attention has been aroused by a copper promotion piece sent out by Ed Craney, operating the Z-Bar Net (KGIR, Butte and KPFA, Helena), in which salesmen, broadcasters and time buyers are defined in this fashion:

A salesman is said to be a man who knows a very little about a great deal and keeps knowing less and less about more and more until he knows practically nothing about everything.

A broadcaster, on the other hand, is one who knows a great deal about a very little and who goes along knowing more and more about less and less until finally he knows practically everything about nothing, whereas

A time buyer starts out knowing practically eveything about everything, but ends up knowing nothing about anything, due to his association with salesmen and broadcasters.



CHALLENGING — Listeners who disbelieved their fish stories, Bob Calen and Art Acers, instrumentalists on WBAP, Fort Worth, gave a fish-by-fish broadcast from a local lake. Announcer Ken Douglass is at the mike; WBAP Director George Cranston holds the oar; Calen is manning the rod while Acers does the talking.

Goodyear Testing

GOODYEAR TIRE & RUBBER Co. of California started the week of Oct. 25 test campaigns on KNX, Los Angeles, and KFOX, Long Beach. Fifteen-minute news programs are broadcast six days a week. Agency is Arthur Kudner Inc., New York.



"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

Here are USABLE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW—"The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

Sydney in Charge Of MGM's Radio

Film Releases Changed to Get Value of Broadcast Tieup

LOUIS K. SYDNEY, now in Hollywood, has been officially designated executive in charge of radio activity for MGM with supervision over the new NBC Maxwell House coffee (General Foods Corp.) series which emanates from that city starting Nov. 4. He will be headquartered on the MGM lot in Culver City. Mr. Sydney is also managing director of WHN, New York, and an executive of Loew's Inc., parent organization of MGM.

Marcella Napp, MGM assistant casting director, has been assigned to a liaison position for the studio and its radio activities. Bill Bacher continues in complete charge of production and has brought in Ed Gardner and Sam Moore as his assistants. Gardner was formerly on the J. Walter Thompson Co. Hollywood production staff. Moore was formerly producer of the CBS *Camel Caravan* for William Esty & Co. Inc., that city.

Promotion Plans

Howard Strickling, MGM Hollywood publicity director, has assigned Dean Doran to function in collaboration with Burns Lee, Benton & Bowles Inc., West Coast publicity director, on exploitation for the series which has been titled *Good News of 1938*. The agency has augmented its publicity staff with Lewis Patterson, formerly publicity director of KEHE, Hollywood, and an extensive exploitation campaign is being conducted.

Series, to be heard Thursdays, 6-7 p. m. (PST), on the NBC-Red network, will include 19 motion picture stars and contract players in the premiere broadcast. Heading the list are Jeanette MacDonald and Allan Jones in scenes from "The Firefly". Robert Z. Leonard, MGM director, will be master-of-ceremonies. He directed filming of "The Firefly" for MGM. Meredith Willson, NBC western division musical director, is to conduct the orchestra and 20 voiced chorus. Ted Pearson will announce the program. Harry Spears has resigned as CBS audio supervisor to join NBC as studio engineer, assigned exclusively to the *MGM-Maxwell House* show.

MGM will change general releases of all motion pictures previewed on the program to Fridays to gain the full value of radio exploitation for its films.

An extensive merchandising campaign in connection with the first broadcast Nov. 4, is planned. Large space newspaper copy will appear in all station cities, followed on subsequent broadcast days by advertisements on radio pages. A page ad appears in the Nov. 1 issue of *Life* heralding the show, and a radio fan magazine will be used. Also a counter-display piece is being prepared and an 8-page tabloid newspaper in gravure, covering all G-F network programs, will be distributed in grocery stores.

In addition, cross-plugs will be included on all of the company's network shows, calling attention to the new program. Agency in charge of the M-G-M shows is Benton & Bowles Inc., New York.

A second M-G-M show for General Foods is being considered.

Powered for Results



CUSTOMER: "Is this a popular brand?"
GROCER: "Millions of pounds are sold annually. Radio has made it possible."

WJR

50,000 WATTS

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THE *Goodwill Station*

DETROIT

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PRESIDENT

REPRESENTATIVES

LEO FITZPATRIC
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WIOD BUYS SPOTS PUBLICIZING SHIFT

USE OF radio advertising to advertise radio advertising was resorted to by WIOD, Miami, to publicize its change in frequency from 1300 to 610 kc. effective Oct. 26. An affiliate of the *Miami Daily News*, WIOD has used that newspaper extensively to notify the public of the change. It also used spot announcements on several other Florida stations to supplement the newspaper campaign, which included daily and weekly newspapers in Florida and trade journals.

The Red Cab Fleet in Miami carried tire covers heralding the shift to 610, and a treasure hunt, entitling the finder of lucky tickets to prizes ranging from $1 to $15, stimulated listener interest. Free "610" cocktails were served with the compliments of the station in popular Miami bars at 6:10 p. m. on the day of the change. In addition, "610" sundaes were presented soda fountain customers with the station's compliments.

WIOD broadcast several gala programs to mark the frequency shift. Congratulatory speeches from state, city and county officials were broadcast along with felicitations from officials of NBC.

Coverage of WIOD was increased an estimated 3½ times with the frequency shift, according to station officials, who said this estimate was based on data compiled by nationally-known radio engineers.

WINS, New York, which during the summer has stayed on the air until varying times in the evening, has returned to a 12½-hour schedule, effective Nov. 1.



FAMILY GATHERING—Arthur Church's prowess as a candid cameraman was the main interest as this picture was snapped of the KMBC sales staff. Left to right are: Fran Heyser, KMBC production director; Arthur B. Church, president; J. Leslie Fox, director of sales; Jimmie McConnell, head of the KMBC artist bureau; Don Wilkie, West Coast representative; Carter Ringlep, regional sales director; George E. Halley, director of national program sales; and Joe Story, local sales.

NBC Signs Fights

NBC has made arrangement with the Twentieth Century Sporting Club, New York, for exclusive broadcast of 16 world championship fights, consisting of blow-by-blow descriptions of bouts in which every big-name fighter in every class will appear. Coming fights of Joe Louis, Max Schmeling, Tommy Farr, Freddy Steel, Fred Apostoli, Barney Ross, Lou Ambers and others will be included in the series. First event, contest for the world's featherweight title, between Petey Sarron, the champion, and Henry Armstrong, took place Oct. 29, broadcast on the Blue network from Madison Square Garden. Second event will be between Freddy Steel and Fred Apostoli, for the middleweight championship, to be fought Nov. 12.

Nestles Tests Serial

NESTLE'S MILK PRODUCTS Inc., New York, is testing the *Mad Hattersfields*, dramatic serial, on two WLW Line stations, WLW, Cincinnati, and WHN, New York, to advertise the sponsor's milk chocolate bars and hot chocolate. Program, featuring Pauline Clark and Owen Vinson, originates at WLW. If the 13-week test proves successful the series, which is broadcast for 15 minutes five afternoons weekly, will be extended to include six or seven additional stations of the Line. A transcribed version of the same feature will be started Nov. 15 on WSMB, New Orleans, which may also be extended to other stations later. Series is placed through Lord & Thomas, New York.

WNYC Opens New Studio Built With Help of WPA

USING WPA labor and financed chiefly with WPA funds, WNYC, New York, on Oct. 24 completed its five new studios and placed them in operation. The municipal station now occupies 8,000 square feet on the 25th floor of the Municipal Bldg., laid out in the form of a "J".

The master control room is equipped with a combination of Western Electric and RCA apparatus, especially designed to the requirements of the station. Another new feature is an extensive music library of manuscripts and recordings. The studios were dedicated with a five-hour broadcast featuring talks by Mayor LaGuardia and Commissioner F. J. H. Kracke of the Department of Plant and Structures, under whose jurisdiction the station falls, and a reunion of the veterans who assisted in the station's first broadcast 13 years ago, a roster including such well known names as Vaughn De Leath, Billy Jones and Ernie Hare, Vincent Lopez and others. A week later, Oct. 31, the station dedicated its new transmitter at Greenpoint, two 304-foot towers designed by the station's engineering staff under the direction of Isaac Brimberg and built under their supervision. The whole modernization program of WNYC was carried on under the direction of Seymour N. Siegel, director of the station. Other equipment includes a Collins line amplifier and Presto turntables. Material for the transmitter was furnished by American Bridge & Dock Co.

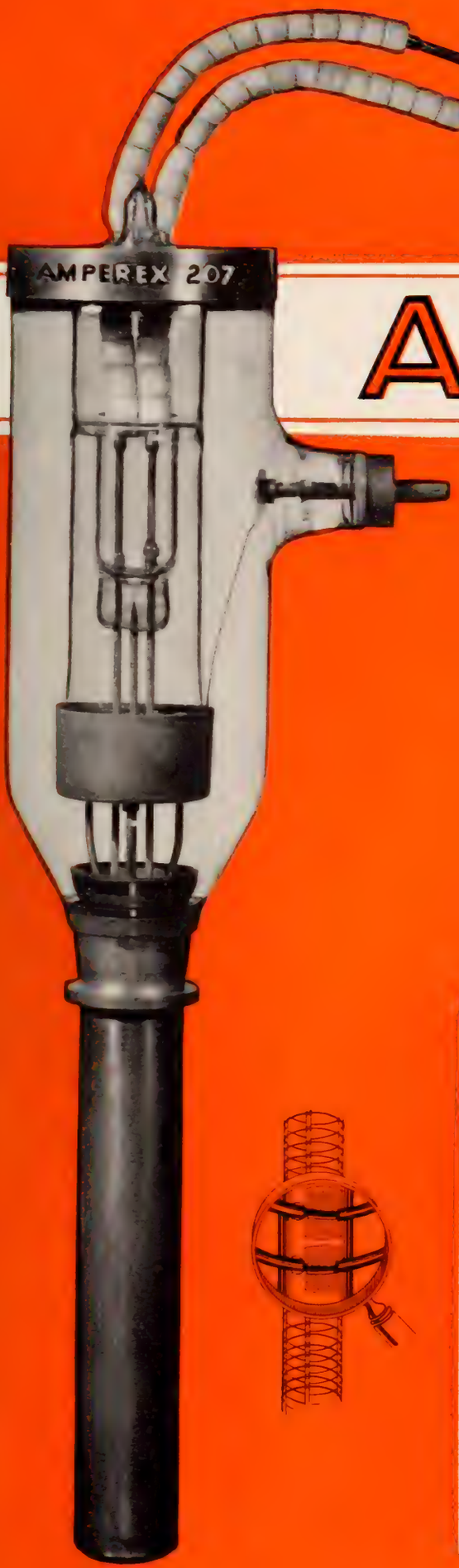
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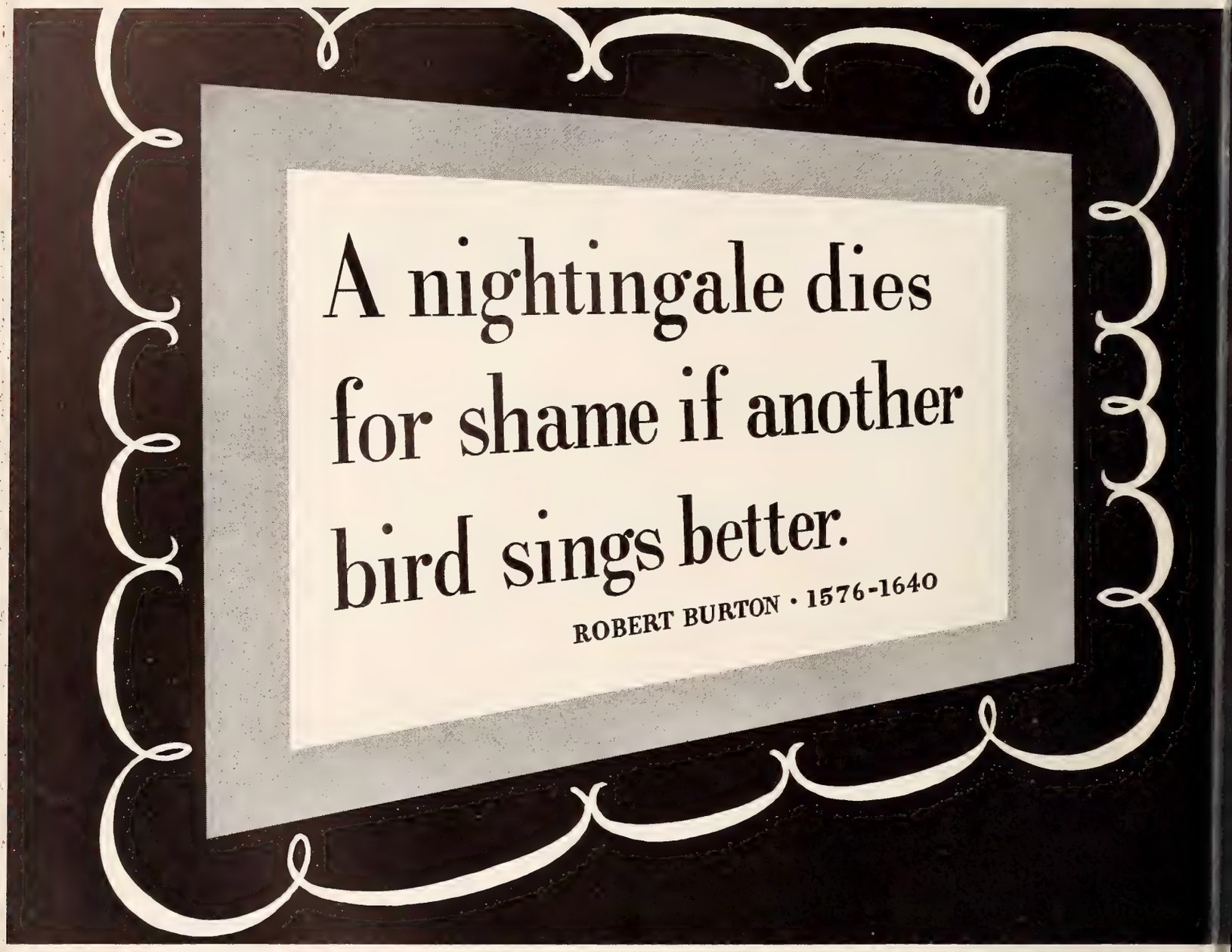
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Welding, the customary method of attaching the fine grid wire to the supporting rods, is entirely eliminated. The intense heat developed in this process results in the formation of oxide films on the wires (a source of grid emission) and in the crystallization of grid wire and rod at the point of junction.

For the Amperex grids, a machine was developed which slots the supporting moly rods at accurate intervals determined by the pitch of the grid. The grid wire is securely swaged into these notches, forming a strong rugged grid free from brittleness due to crystallization and free from surface contamination because of any oxidation.

This minute attention to detail is a contributing factor to the outstanding performance of Amperex tubes.

AMPEREX ELECTRONIC PRODUCTS, INC.
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HOWEVER, one sees very few dead ni
top voices of birddom for some time, and t
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to continue in that role. ● If your spot
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WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
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Man of Action

DEMONSTRATING forcibly that the old order has ceased in radio regulation, Chairman Frank R. McNinch with amazing swiftness has not only instituted a sweeping FCC reorganization plan but has introduced a new aura of judicial administration into the FCC. President Roosevelt's "trouble shooter" is a man of action—of that there can be no doubt. More than that, he appears to be a man who will brook no trifling on the part of either the politicians, the broadcasters or his own colleagues.

Only experience will determine the practicability of the elimination of the three-division setup [BROADCASTING, Oct. 15], under which the entire seven-man agency will rule on all matters whether broadcast, telephone or telegraph. Certainly there are sound reasons for it. We believe the soundest of them all is the fact that it is a departure from the old order that placed the FCC in such ill repute that the White House had to take a hand.

Illustrating the judicial character of the Commission's proceedings under the new chairman, were the hearings involving two lawyers practicing before it. Chairman McNinch's consistently fair and positive rulings—notably on the disqualification of Commissioner Payne for bias—seemed almost without precedent in FCC proceedings. It would indicate that the law and regulations will henceforth be more determinant in the Commission's decisions than pressure from the outside.

With the abolition of the three divisions and their directors, it is logically to be anticipated that the sections under those divisions will cease to exist as such. This augurs a reorganization down to bedrock, and the broadcast, telephone and telegraph subsections of the divisions in the Law and Engineering departments will be affected. Personnel in those branches, notably legal, undoubtedly will be involved in the process of realignment and of removing the dead wood.

Within the FCC itself there appears to be renewed friction such as existed before Chairman McNinch and Commissioner Craven were appointed. Commissioner Payne, source of much of the controversy before, bobs up again, now at loggerheads with the majority. His disqualification by his colleagues in the proceedings involving the two attorneys, and the attendant publicity, seem to have cast the die.

Some weeks ago we observed in these columns that the honeymoon was over in radio regulation. Events of recent weeks, we think, have confirmed that observation. The new policies to be invoked may be more drastic and the new order more unbending toward licensees, but everyone affected should welcome a mode of administration which seeks to insure equitable regulation based on well-grounded principles and non-political decisions.

New Frontiers

ON OCT. 18 radio history was written. The FCC, after more than a year of study and analysis, announced its allocations of ultra-high frequencies to particular services, including television and what we choose to call "apex" broadcasting. It marked the opening of radio's new frontier—a broad expanse of the spectrum heretofore purely in the general experimental classification.

In the future that action probably will be referred to as the Ultra-High Frequency Allocation of 1937. In staking off the range from 30,000 to 300,000 kc. for particular types of operation, the FCC removed these bands from a non-classified category and assigned them to services, both regular and experimental, for which they appear to be best suited on the basis of present technical knowledge.

In so doing, the FCC gives impetus to experimentation in future broadcasting, both aural and visual. A total of 19 channels—each 6,000 kc. wide—is set aside for television, together with accompanying sound. Another 75 waves are designated for ultra-high or "apex" broadcasting—the most promising of the future broadcasting services destined to make possible the licensing of hundreds of purely local broadcasting stations serving relatively small areas.

Totally aside from broadcasting services, provision has been made for various types of fixed and mobile services and for other experimentation. Rules to govern these operations already are in force. The actual assignments of licensees to these bands will be made later. The new allocations do not become operative for a year and there is the customary 90-day protest period.

It is significant, with respect to television, that the FCC emphasized it still is in the experimental stage. There are technical problems to be surmounted, and rules must be prescribed to insure development along proper lines, once television is found feasible. That can only be construed as an implied warning to the public to beware of stock-selling schemes involving visual radio, and to avoid any thought that television overnight may become a booming industry.

The high-frequency allocations come at a propitious time. On Nov. 1 the Inter-American Radio Conference convenes in Havana. Next February, the International Telecommunications Conference convenes in Cairo. Those allocations, based upon intensive research and analysis and study by the best engineering and scientific minds of the United States, should serve as the foundation stone for the working out of international agreements on the use of this vast portion of the spectrum heretofore used only for general experimentation.

The ultra-high allocations constitute another tribute to the United States as the nation in the forefront of radio development and research. Broadcasting in the conventional band was born here, and the other offshoots which give promise even of excelling broadcasting as a benefactor of mankind, likewise are taking root in the United States.

The RADIO BOOK SHOP

SENTIMENT is growing in favor of operative control of all radio by the government, asserts S. E. Frost Jr., associate, National Advisory Council on Radio in Education, in *Is American Radio Democratic?* [University of Chicago Press, $2.50]. The matter of advertising also should be determined democratically, he adds, only so much, if any, being permitted as the people want. The author proposes passage of a law to free station owners from present liability for libel and slander. He proposes that the Federal regulatory commission be manned by individuals whose tenure in office is not based on politics and whose pay is adequate to free them from financial pressure.

COLLECTED addresses and papers by RCA officials and engineers on recent technical developments and the future of television are included in Volume II of *Television* published in October by RCA Institutes Technical Press, a subsidiary of RCA at 75 Varick St., New York. It supplements Volume I published in July, 1936, and many of the articles are reprinted from the *Journal of the Institute of Radio Engineers.*

BRITISH Broadcasting Corp. has issued its yearbook covering its 1936 activities, *BBC Annual 1937*, showing increases in all activities and particularly in radio set ownership and receipts from set taxes and other sources. License receipts ran £2,509,750 (about $12,500,000), and net revenue from its publications ran £442,009 (about $2,200,000). Program expenses ran 45.34% of the total income, engineering 16.6% and administration 4.5%.

GERALD C. GROSS, chief of the FCC international section, is the author of an article in the current *Journal des Telecommunications* of the International Berne Bureau, discussing the preparatory technical North American Radio Conference, held last March in Havana.

We Pay Our Respects To —



ALVIN ENUS NELSON

IN FICTION and in fact there are many stories of men who came back after suffering great hardships and reverses in their chosen fields. But in all those narrations there are probably few dealing with radio broadcasting, it being the youngster among industries—constantly on the upgrade since its advent in 1920.

The story of Alvin Enus Nelson fits the former pattern. In 1933 he was the principal owner of WIBO, one of Chicago's important stations which he had founded 10 years before. A test radio case which went all the way to the U. S. Supreme Court resulted in the snuffing out of that station because it was in an "overquota" state. His other business interests had been seriously undermined in the depression. He found himself seeking a job after feeling secure in having once stored away sufficient money to care for his family for life.

Determined to "come back" in radio, the field in which he had pioneered, this husky, blonde Norseman joined NBC in Chicago a few months after WIBO was wrestled from him because of the legal technicality. Since then the law has been amended to eliminate the quota requirement. Today, under a similar set of conditions, WIBO still would be in operation in Chicago—perhaps a million-dollar property.

A few weeks after his retention by NBC he was detailed to Denver to take over the management of KOA, 50,000-watt clear channel station that financially had been a losing proposition. For three years he guided its destinies, bringing the station from last to first position in revenue percentage among NBC's managed and operated group of 15 stations. His reward came Sept. 1, when he was transferred to Pittsburgh to become general manager of the Westinghouse-owned KDKA, pioneer station which on Nov. 2 observes its seventeenth anniversary of continuous operation.

Many famous radio names owe their start to "Al" Nelson. Just as many radio "firsts" are credited to him. He is blessed with ideas and imagination and personality. And he has that determined Swedish way of following through until the job is done.

Appearance was never more deceiving than in the case of Alvin Nelson. In his 44th year, he looks at least 10 years younger. He was born in Chicago, June 9, 1893. His father, Olaf Nelson, had been decorated by the King of Sweden with the Order of the Vassa — highest held by any one outside the country.

Show business attracted Alvin early. He started selling candy and renting opera glasses at the old Vicker's Theatre in Chicago, a legitimate house. Then he became an usher, remaining in that work until he was 19 while attending grammer and high school. He also took a course in the business school at Northwestern University.

At 19, he became an agent for the Continental Casualty Insurance Co. and a year later, with his younger brother Earl, formed the Nelson Bros. General Insurance Agency. This developed into the Nelson Bros. Auto Finance Co., one of the first in Chicago, which existed and thrived from 1916 to 1924. Then came the Nelson Bros. Bond & Mortgage Co. one of the largest firms of its kind in Chicago. It was also the licensee of WIBO which had been created in 1923. In 1929, Al Nelson began to devote all of his time to radio.

When WIBO was started, Al Nelson began to crystallize his ideas about what radio should be. His father conducted and supervised the *WIBO Congregation of the World*, which was on the station every Sunday. He inaugurated the *Shut-Ins*, one of the first of the regular afternoon programs. Baseball, football, wrestling and other sports events were broadcast from the start.

Such originations as *The First Nighter*, which had 41 sustaining broadcasts over WIBO before it was sold to Campana, the *Radio Gossip Club*, still on for its original sponsor, and *Fibber McGee & Molly*, now on NBC for Johnson's Wax, were among Al Nelson's discoveries. Among other famous names that got their start on his WIBO were such band leaders as Ted Fiorito, Mark Fisher, Victor Young, Herbie Kay and Harry Sosnick.

Mrs. Nelson is the former Ethel Tiplady of Lake Forest, Ill. They have two children, Jane and Alvin Jr. Al Nelson was one of the early candid cameriacs. As a golfer he ranks among radio's best. He is a Mason.

PERSONAL NOTES

LESTER GOTTLIEB, Mutual's publicity coordinator, will leave New York Nov. 7 for a "good-will tour" of two weeks. He will visit radio editors and station publicity directors in Boston, Cleveland, Detroit, Chicago, Des Moines, Omaha, Kansas City, St. Louis, Indianapolis, Cincinnati, and Washington.

GEORGE WHITNEY, formerly musical director of KFRC, San Francisco, has joined KFI-KECA, Los Angeles, as account executive. Ernest Felix, in radio for more than 10 years, has been placed in charge of the accounting department of the stations, succeeding H. M. Parker.

JOSEPH E. KELLER, administrative assistant to FCC Commissioner Thad H. Brown, has been appointed to the faculty of Southeastern University, Washington, to teach a course on "The Law of Communications". Mr. Keller is 30 years old and has been with Commissioner Brown since the formation of the FCC in 1934. He is the author of several technical law treatises.

F. H. WEISSINGER, formerly of Campbell-Ewald Co. and other advertising firms, has joined the sales staff of WCKY, Cincinnati.

ALBERT A. CORMIER, commercial manager of WIP, Philadelphia, and onetime commercial manager of WOR, Newark, resigned effective Oct. 23. He has not yet announced any new connection.

WHITNEY CLEMENT, formerly on the local sales staff at NBC-Chicago, Howard Kenfield, formerly with the WBBM sales staff, and Harry Roesing, new to radio, have been added to the sales staff of WHIP, Hammond, Ind.

PEGGY STONE, assistant to Herbert Akerberg, CBS vice-president in charge of station relations, has returned to New York after a San Francisco vacation.

BERNARD McCRERRY, formerly of KROW, Oakland, has joined the sales staff of KYOS, Merced, Cal.

TRACY MOORE, NBC Hollywood account executive, has been appointed banquet chairman for the 35th annual convention of the Pacific Advertising Clubs Assn. to be held in Los Angeles next June.

EARL J. GLADE, managing director of KSL, Salt Lake City, has been named chairman of the Speakers Bureau of the local Community Chest.

JOHN H. BACHEM, formerly eastern sales manager, NBC, and Robert W. Buckley, formerly with William G. Rambeau Co., New York, have joined CBS, New York, as account representatives.

KEITH KIGGINS, manager of the station relations department, NBC, has been elected a vice-commander of the Advertising Men's Post, American Legion, New York.

WALTER V. BENNETT, of the sales staff of Hearst Radio Inc., New York, resigned Oct. 18 to join *Pathfinder Magazine*.

JACK STEWART, KFI-KECA, Los Angeles, account executive, is the father of a baby girl born Oct. 19.

DANIEL C. PARK, formerly of Hunt Bros. & Rasin, Philadelphia advertising agency, has joined the sales staff of KYW, that city, to replace John N. Hinchey, resigned.

HELEN M. STEWART, since 1933 radio supervisor of the Henry Kaufman Advertising Agency, Washington, on Oct. 25 joined the sales staff of NBC in Washington. She was formerly with WCAO and WFBR in Baltimore.

DAVID PARMER, formerly with stations in Georgia and lately with KDYL, Salt Lake City, has joined the local sales staff of KLO, Ogden, Utah, according to Merrill J. Bunnell, advertising manager.

ARTHUR L. FORREST, formerly of the NBC survey analysis division, and previously with the marketing division of Hearst Magazines Inc., has joined the sales promotion division of Mutual network, New York.

AMOS BARON, formerly sales manager of C. P. MacGregor, Hollywood transcription concern, and prior to that on the sales staff of KHJ, Los Angeles, has been made an account executive of KEHE, Hollywood.

ALAN SHEPARD, new to radio, has joined KFVD, Los Angeles, as account executive.

LLYOD H. ROSENBLUM, manager of sales and merchandising of WOAI, San Antonio, has resigned effective Nov. 5 to go into the general advertising agency business, probably in Cleveland. His successor is Carl A. Doty, of NBC's statistical department in Chicago, who is already on the job. Mr. Rosenblum joined WOAI in March, 1936.

HAROLD HIGGINS, formerly with the commercial staff of WBAL, Baltimore, now with KTSA, San Antonio, was married last July 12 to Dorothy Conner, secretary to Edwin M. Spence, manager of WBAL. This was first revealed last month when Mrs. Higgins resigned from the staff to join her husband in Texas.

JESSE BUTCHER resigned Oct. 15 from the NBC station relations staff to rejoin Bruce Chapman in his program building service.

BERT ARNOLD, formerly of WFLA, Clearwater, Fla., and WSUN, St. Petersburg, has joined the sales department of WQAM, Miami.

LARRY ALLEN, formerly manager of the NBC Artists Service in San Francisco, was transferred to the network's sales division when the program department took over the activities of his department.

LLOYD E. YODER, general manager of the NBC in northern California (KPO and KGO), was recently elected president of the San Francisco Intercollegiate Alumni Association. He likewise was recently appointed director in the San Francisco Press Club.

PHILIP LASKY, manager of KSFO, San Francisco, head of the radio departmental activities of the San Francisco Advertising Club, has named as his assisting committee: Bob Roberts, KYA manager; Ralph R. Brunton, KJBS manager; Wilbur Eickelburg, KFRC manager, and Clyde Coombs, NBC sales representative.

ARTHUR M. TOLCHIN, formerly of the sales staff of WOR, Newark, has joined the sales department of WHN, New York.

MELVIN DALBERG, of the FCC examiner staff, was married Oct. 3 in Washington to Miss Tamar Peterson, a 1931 Wellesley graduate.

LINCOLN DELLAR, of CBS stations relations staff, is making a motor tour of the Southeast, calling on affiliated stations.

MAJ.-GEN. JAMES G. HARBORD, board chairman of RCA, returned to New York Oct. 26 on the *Ile de France*.

ROY BATCHLER has been appointed sales manager of Wood Radio Productions, Hollywood.

JERRY SULLIVAN, veteran Chicago announcer, has been appointed commercial manager of Lillian Gordoni Radio Productions, Chicago.

BEHIND the MIKE

MATT BARR, formerly in charge of Univerity of Southern California student publications, has been added to the NBC Hollywood publicity staff. Martha Sherwin has been brought in as secretary and writer. She was formerly on the Hollywood staff of *Radio Guide*.

FRANK McINTYRE, formerly of KXBY, Kansas City, and KFBI, Abilene, Kan., has joined the announcing staff of KBST, Big Spring, Tex.

JOHN C. (Jack) SWEENEY is no longer connected with KGGM, Albuquerque nor the New Mexico Broadcasters Association, according to Mike Hollander, KGGM general manager and president of the association.

JACK COMBS, assistant program director, WMCA, New York, resigned Oct. 20.

CHARLES FOLL, production manager of KYOS, Merced, Cal., will be married on Thanksgiving Day. He was formerly with KROW, Oakland, and KJBS, San Francisco.

MARY HARVEY, Joyce Williams and Dan Cullinane have joined the continuity, publicity and mail departments respectively of WOAI, San Antonio.

EARLE FERRIS, publicity firm with main offices in New York, has opened a Chicago office with Roger Doolens in charge. Temporary quarters have been opened at the St. Clair Hotel with a permanent office to be set Nov. 8 when Mr. Ferris will arrive in Chicago. Accounts handled by the firm in Chicago include Household Finance Corp., Jack Fulton, and Spencer Bentley.



ANGLERS—When NBC Hollywood artists went deep sea fishing in the Pacific off Los Angeles Harbor recently, aboard the yacht *El Perrito*, all they brought back to the mainland was a mess of alibis, but the expedition, arranged by the press and special events departments was broadcast over the Red network via shortwave. Besides artists, on the expedition were (left to right) Joe Alvin, NBC press department; Myron Dutton and Joe Parker, NBC producers; Clinton E. (Buddy) Twiss, special events announcer; Ben McGlashen, owner of KGFJ, Los Angeles, and the yacht *El Perrito*; Bob Brooke, NBC technician; Hal Bock, NBC Hollywood press manager, and Duke Hancock, manager of KGFJ.

TOM MORRIS, formerly of KOMO, Seattle, has joined the staff of KLO, Odgen, U., as announcer and producer. Rod O'Connor, formerly of KVEC, San Luis Obispo, Cal., has also joined the KLO announcing staff.

MARY HARVEY has joined the continuity staff of WOAI, San Antonio. Joyce Williams has been named to the WOAI publicity department and Dan Cullinane has joined the mail department of WOAI.

DON MARTIN, formerly of WTEL, Philadelphia, and WTAR, Norfolk, Va., has joined the announcing staff of WFIL, Philadelphia.

GEORGE GUYAN, program director of KFRU, Columbia, Mo., married Miss Helen Holst Oct. 17.

GEORGE VOUTSAS, for the last nine years with NBC in New York, has been transferred to the Chicago production staff succeeding Rex Maupin, who is conducting the orchestra on the new Falstaff Brewing Corp. *Public Hero No. 1* NBC-Red program. Voutsas had served as assistant to the NBC general music directors, Erno Rapee and Frank Black, since 1931.

PAT FLANAGAN, of WBBM, Chicago, lectured on sports broadcasting before the Northwestern University Commerce Club Oct. 15.

GEORGE M. CLARE, formerly chief of the audience mail department at WBBM, Chicago, has been transferred to the production staff to supervise and check transcription broadcasts.

ALMA LaMARR, who conducts a daily household hour on KYA, San Francisco, has been loaned to NBC for a series of twice weekly programs titled *Beauty Hints From Hollywood Stars* sponsored by Lady Alycia Beauty Products, Oakland.

HARRY LeROY has been named special features announcer at KGGC, San Francisco.

HELEN O'NEILL, formerly with the NBC Artists Service in San Francisco, has been transferred to the program department there.

RALPH CHILDS, formerly with WMT, Waterloo and KXBY, Kansas City, and Ted Arnold, formerly with WDZ, Tuscola, Ill., have joined the announcing staff of WHBF, Rock Island, Ill.

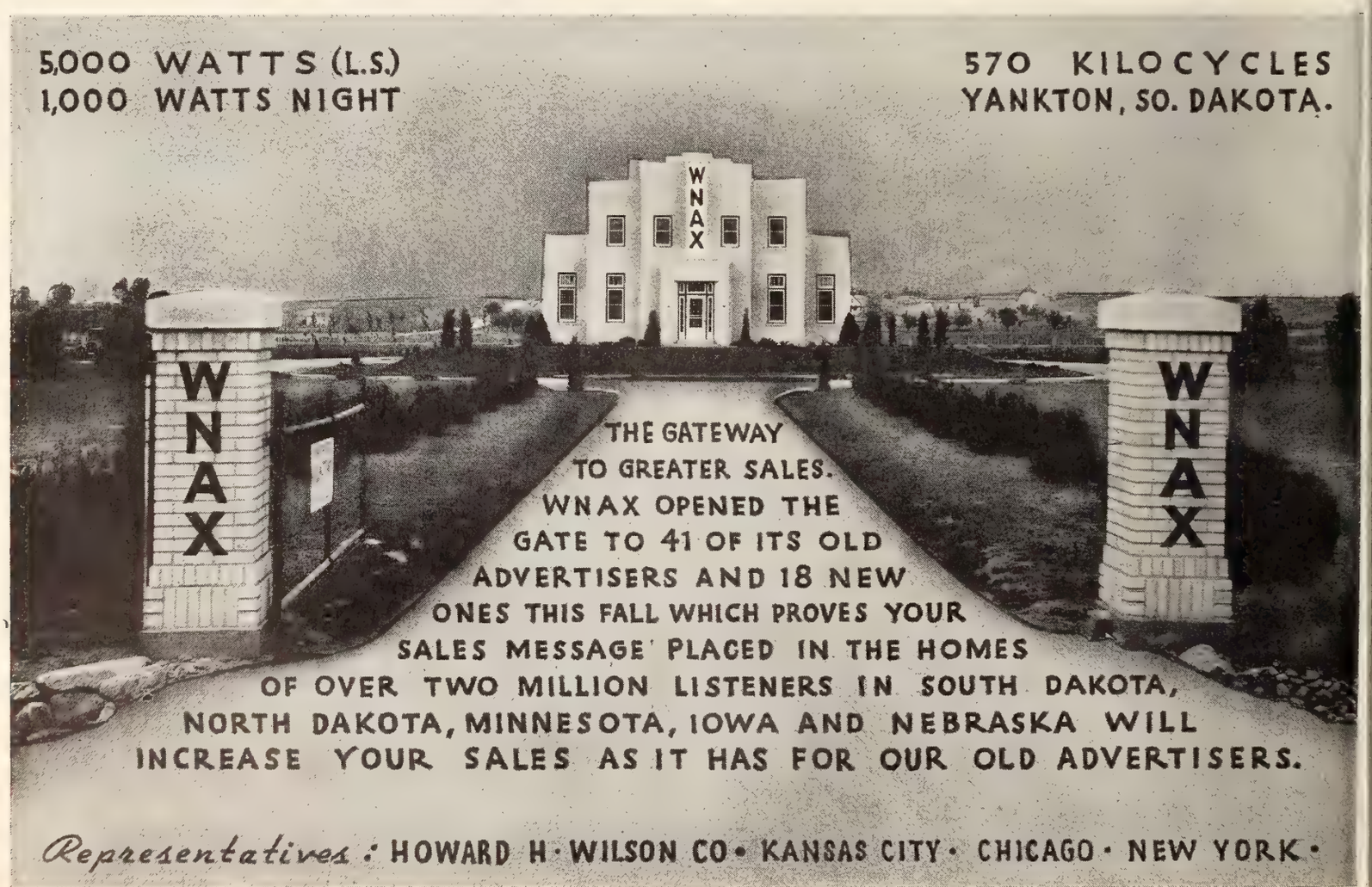
RUPERT PRAY, traffic manager of KJBS, San Francisco, recently resigned to take a post on the KFRC production staff. He was succeeded at KJBS by Evalyn Morrison.

HERMON STANION has recently been added to the announcing staff at KYOS, Merced.

BOB OAKLEY, who was master of ceremonies at the California State Fair in Sacramento in September, has been named program manager of KROY, that city.

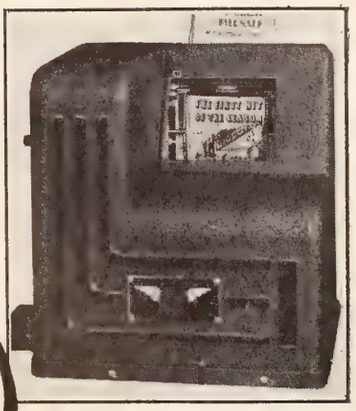
JOHN YOUNG, formerly of KRMD, Shreveport, and WHBQ, Memphis, has been added to the announcing staff of KFRO, Longview, Tex. He takes the place of Lyman Brown, who was unable to report for duty at KFRO. Travis Cabiness, formerly of KFRO, has joined KRMD, Shreveport, La.

WOOD HOLDEN, announcer at WAAF, Chicago, will leave for Hollywood Nov. 15 to do picture work. He is being succeeded by Harry Creighton, who has been handling sport periods on WAAF but will now do full time announcing.



Three Stations Will Experiment With Facsimile News Bulletins

Will Explore Possibilities of Home Reception of News and Advertising Using Finch System Through Regular Channels



The Finch radio facsimile recorder for home use.



An advertisement sent by facsimile radio sho... illustration. Perforations at each side h...

THE MUCH TALKED-OF illustrate... radio news bulletin delivered in t... home by means of facsimile bro... casting took a step nearer reality ... week when it was learned that ... radio stations, WHO, Des M... 50,000 watts; KSTP, St. Paul, ... watts, and WGH, Norfolk, V... watts, have received FCC perm... to install facsimile receiving ... their territories for the purp... experimenting with this proce... attempting to determine the ... reaction.

Using the facsimile system ... oped by W. G. H. Finch, forme... the FCC and new Pres. of the ... Telecommunications Laboratories, ... York, each station will plate in ... territory from 25 to 75 machines ... broadcast nightly from midnight un... 6 a.m., sending a news bulletin serv... ice, perhaps interspersed with adver... tising. Mr. Finch made plain that ... stations would broadcast news and ... other matter for home reception only.

J. O. Maland, vice-president of the Central Broadcasting Company and manager of WHO, said no high frequency will be used. The facsimile tests will be made on the station's regular power.

Experimental work will be carried on from midnight until six o'clock in the morning.

50 Recording Sets

Facsimile recording sets will be installed by the station in 50 homes throughout the middlewest, some of the sets as far east as Washington, D. C., but no farther west than the plains states at the start.

Orders have been placed for a ... out the best possible technique f... handling facsimile preparation. Trans-radio news will be used but no arrangements have been completed for pictures. The news will be either typed on a typewriter, or printed. Experiments will be made with the best kind of type—and printing reproduction suited to this special handling. A writing technique also will be dev... oped.

An important part of the e...perimental work is concerned with the reaction of recipients of facsi...le "newspapers." How will the... respond to getting their morning "...ewspapers" on a special set attach...d to their radio receiving sets? ...ill they treat the new developme... as a novelty or will it soon becom... a part of their daily routine? W...at kickbacks are likely to be rece...ed from these "listeners."

For the recipients of facsimile transmission there will be now discomfort. To tak... care of the night-time transmissi... the recording equipment will incl... time clocks that will turn on the ...ts automatically at midnight, turn... them off at six a.m.

Column "Newspaper"

...wspapers" will be ... columns wide.

...DAY, OCTOBER 6, 1937.

...Sound Basis ... Say Experts

...eration for Pro... ...Economists, ...le Factors

...ness barometer ... it was the natural result of ...thusiasm last Spring. ...at G. Draper, Assistant Sec... of Commerce, described the...

...nd received by the Finch system. News ...en, but this sample shows the possibilities ...pe.

FINCH HOME FACSIMILE

ONE OF THE MOST SIGNIFICANT DEVELOPMENTS IN RADIO SERVICE SINCE BROADCASTING BEGAN

These radio broadcast stations have recently been licensed under the Finch patents for Home Facsimile Broadcasting:

WGH - 250 watts - Hampton Roads, Va.
KSTP - 25,000 watts - St. Paul, Minneapolis, Minn.
WHO - 50,000 watts - Des Moines, Iowa.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 West 57 Street
New York City
Telephone: Plaza 5-6570

GRE...

REPORTS ...

print price ... 1938 news-... m's New York office Thursday. M... been received but it was stated the company ... .50 advance to $50 a ton for 1938, announced last spring by Canadian firms, has not been determined and "may not be for some time."

PROPOSED AGENCY MERGER DROPPED

THERE WILL BE NO MERGER of Erwin Wasey & Co., and the Frank Presbrey Company, New York advertising agencies, it was announced this week by Howard D. Williams, vice-president and general manager of Erwin Wasey, and Charles Presbrey, president of the Presbrey Company. Union of the two companies had been considered for some time, but negotiations have been dropped, they said.

the size of a daily newspaper is reached.

In time, when commercial manufacture of recording sets is undertaken, Mr. Maland believes the cost of everyone will not exceed $35 or $50. Station WHO is assuming the cost of the experimental sets.

Using the two-column wide roll of paper, WHO can transmit at the rate of one inch per minute or five feet per hour. Wider paper will mean less time necessary to operate the transmitter and to receive a complete "newspaper."

P. A. Loyet, now chief engineer for WHO, will be in charge of the technical development of facsimile transmission for the station.

Exhaustive Tests Planned

Mr. Maland believes that within a year it will be possible to have a complete picture of the results possible with facsimile news transmission.

At least 50 facsimile sets are to be installed shortly in the metropolitan area of Tidewater, Va., by WGH, station of the Hampton Roads Broadcasting Corporation, Newport News, Va. The experimental authorization granted recently by FCC permits operation on 100 watts power from midnight until 6 a.m. WGH now operates on a regular broadcasting wave of 1310 kilocycles, 250 watts day, and 100 watts night, time unlimited.

James W. Baldwin, managing director of the National Association of Broadcasters, and principal stockholder of WGH, told EDITOR & PUBLISHER the transmissions would begin as soon as facsimile receiving sets can be asembled and placed in homes.

Additional sets will be put in operation as the problems are worked out, he indicated.

Reproduced from Editor and Publisher, October 9, 1937

LATHAM OVENS, comedy writer of the CBS *Joe Penner Show* (R. B. Davis Co.), married Miss Betty Quinlan of New Rochelle, N. Y., in Hollywood, Oct. 17.

MEREDITH WILLSON, NBC western division musical director now headquartered in Hollywood, has written a book titled "What Every Young Musician Should Know".

HUGH WEDLOCK and Howard Snyder have been added to the writing staff of the weekly CBS *Jack Oakie College*, sponsored by R. J. Reynolds Tobacco Co.

JOHN FRAZER, formerly chief announcer of KFSD, San Diego, Cal., has joined the NBC Hollywood announcing staff.

GORDON WILLIS, production manager of KGGC, San Francisco, was married late in October to Miss Adda Vittelli.

BOB GARRED, newscaster of KSFO, San Francisco, will discuss "Writing for the Radio" at the annual meeting of the California Scholastic Press Association, composed of high school students, which will be held on the Stanford University campus in Palo Alto on Nov. 6.

MISS BETTY SHAFFER, of the program department of WIP, Philadelphia, is to be married Nov. 16 to Richard Bechtel.

MICHAEL MAGAETH, formerly of KID, Idaho Falls, Id., and KSEI, Pocatello, Id., has joined the announcing staff of KOIL, Omaha, where he is announcing under the name Michael Reed.

BELLE WEST, formerly of the *Omaha Bee-News*, has joined the staff of KOIL, that city to produce and announce *Shopping with Polly*, a 15-minute cooperative program.

RALPH L. POWER, Los Angeles radio counsellor, will talk on "Programs and Personalities" Nov. 4 before the radio production classes of Pasadena Junior College in the studios of KPPC.

JERRY MOHR, former CBS Hollywood announcer, has joined KEHE, that city, in a similar capacity.

KEN NILES, announcer and master-of-ceremonies of the CBS *Hollywood Hotel* program (Campbell's Soup Co.), has been signed by Warner Bros. First National Studios for a role in the picture of the same title.

Troubles

JOHN GAMBLING, conductor of the early morning gym classes on WOR, Newark, is claiming the hard luck championship of radio. Within a single week (Oct. 14-20) he had his car broken into and his new top coat stolen, lost a piece of his left ear in a barber shop, indelibly scarred his wife's baby grand with a carelessly abandoned cigarette, broke his newest and costliest driver, had his car stolen and ran his cruiser into a mud bank.

RAY McPHERSON, formerly of KRE, Berkeley, Cal., has joined the announcing staff of KIEV, Glendale, Cal.

HUGH ERNST Jr., at one time manager of KMPC, Beverley Hills, Cal., has been added to the special events department of KMTR, Hollywood.

WILLIAM LEYDEN, formerly announcer at WHK, Cleveland, has joined the announcing staff of WCFL, Chicago. Leyden, formerly a page boy at NBC-Chicago, was a member of the school conducted by Everett Mitchell.

JACK LAWSON, formerly night club editor of the *Chicago Daily News*, is now radio editor of the *Fort Worth Star Telegram*, writing his column from Hollywood where he is with the Chattuck-Ettinger publicity firm.

WILKIE MAHONEY has joined the Hollywood writing staff of the CBS *Al Jolson Show* (Lever Bros. Co.). He was formerly writer for the NBC *Ben Bernie* programs.

GRADY COLE, commentator of WBT, Charlotte, N. C., will receive a citation from the National Red Cross in November for service during the Mississippi flood. He is credited with raising nearly $35,000 for victims.

CHARLES H. MAUGHAN, former newspaperman and member of the continuity staff of WREC, Memphis, has been named publicity director of WREC.

JIMMIE McCONNELL, formerly of WLW, Cincinnati, and WJAY, Cleveland, has joined KMBC, Kansas City, to organize and direct an artists bureau.

KEN McCLURE, news editor of WOAI, San Antonio, and president of ARNEW, will publish Nov. 15 a volume containing 60 of his newscasts and talks on interesting personalities.

PAUL KEAST has been made director-producer of a weekly program titled *Curtain Calls* on KFWB, Hollywood.

HOWARD RHINES, KGA, Spokane, announcer, has won a Paramount Productions Inc., screen test.

ALLAN GRANT, NBC staff pianist in Chicago, and Willis Arthur, Chicago script writer, have written a new song, *The Last Rider*, scheduled for early publication.

F. D. (Dell) OBERT, formerly of KFAB, Lincoln, Neb., has been added to the announcing staff of WHIP, Hammond, Ind.

KENNETH OWEN, announcer-operator at KJBS, San Francisco, recently resigned to join the CBS staff in Hollywood.

FRED HENRY has resigned as announcer at KJBS, San Francisco, to join the microphone staff of KNX, Hollywood.

LOU WITHERS, NBC announcer, San Francisco, recently met with an accident while horse-back riding. He remounted and went to the studio to announce his regular schedule of programs. When his shift was over he went to a doctor and learned that his shoulder had been broken.

ROBERT LEE, formerly of KTUL, Tulsa, and Chicago stations, has joined the announcing staff at WMBH, Joplin, Mo.

LAWRENCE M. (Jack) HURDLE is producing the new *Jenny Peabody* show which started over CBS Oct. 18. New program is sponsored by F. & F. Laboratories Inc., Chicago.

BASIL LOUGHRANE, radio production director of Lord & Thomas, Chicago, will replace Bess Johnson (Lady Esther), in presenting the Lady Esther commercials starting Nov. 1.

JACK ZEIGIN and Cliff Gray, announcers, Ed Gundaker, announcer-engineer, and Eugene Kent, continuity, resigned from WGAL, Lancaster, Oct. 18.

TED WEBBE, chief announcer of WNEW, New York, has resigned. No successor has been appointed.

GORDON CASTLE, announcer of WJR, Detroit, will broadcast vox pop programs for General Motors of Canada from the Toronto automobile show Nov. 6-12 on CFRB.

"Friend of the Family"

IN FACT MORE THAN 571,000 FAMILIES who live prosperously in the

WOWO MARKET



Farmers, industrial workers, trades people....folks in all vocations speak of WOWO as "our station." That makes WOWO a definite influence in the buying habits of this important market. No other station covers this area so thoroughly.

36 Indiana Counties
19 Ohio Counties
6 Michigan Counties

10,000 Watts, 1160 Kc.
Basic Station NBC Blue Network

WESTINGHOUSE RADIO STATIONS, Inc.,
Fort Wayne, Indiana

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Indiana's most POWERFUL Radio Station!

New KOIL Broadcast H

...e of Towns ...o Initiate New 5000 Watter

...New Transmitting Equipment ...nd Doubled Power on Koi... Beginning ...

...e New KOIL ...h on Tuesda... ...a special civ... ...Korn Karnival ...r of 5th and ...atown Plattsmo... ...will start at 4:... ...ght entertainers, ...two engineers a... ...members will ... ...dcast and vaudevill... ...bring with them... ...flying broadcasti... ...as the only moto... ...in the state.

...ring the week o... ...New KOIL w... ...a and fi... ...ng the ... ...tr...

...ne Talent on 'Honor Platts-mouth' Hour

...Portable Broadcast Unit to be Her... ...Tuesday, Sept. 14th at 4:30— ...Full Hour's Program.

...Schr... ...als of ...e. Fred ...

HOPP ON AIR NEXT TUESDAY

Mills County Master Farmer to Represent Glenwood in National Broadcast from KOIL Next Tuesday Evening

...ers will herald the ...ra from coast to ...wide chain ... ...om the thi... ...position, s... ...he Omah...

WILL BROADCAST FROM GLENWOOD STREETS SEPT. 17

KOIL Invites Public to see as well as Hear Broadcast from Glenwood Streets and from Plane Overhead in Salute Program Here

The program for the new KOIL ... salute broadcast from ... on Friday, ... is all ... arran... ...n en... ...wil... ...e... ...n. ...a...

KOIL BROADCAST HERE ON FRIDAY DREW LARGE CROWD

Glenwood People Privileged to Meet KOIL Officials and Entertainers; Heard Description of City Broadcast From Plane

Glenwood's new KOIL broadcast went on the air F... 12:30 o'clock right on ... time. There was a large c... sembled about the platfor... north side of the square ... stitution band had playe... selections preliminary to ...

Newspaper Folks Guests at KOIL Dinner

...New 5000 Watt Trans... ...tion and Tower Fol... ...Dinner Friday.

...adio Station KOIL's ...ransmitter house ...a tower located ... South Omaha ... was give... ...spa...

KOIL SALUTES CITY IN FINE BROADCAST

Enthusiastic Response Wins Praise; Large Crowd Entertained

...", Fri... ...ians; ... the ...ouncil ...n here ...

...oak de... ...er who ...ew plane ...iew with ...ity's lead... ...the street" ...ical selec... ...es were in... ...g program, ...over the air ...h.

...ower.

...headed an... ...rge of the mo... ...ram here. The ...od with the en... ...of free entertainment which follows...

KOIL Bro... D...

Large Cro... Many i... We...

Plattsmo... ...oadcast" ... schedul... ...ndance ... ...rm, corn... ...he entire ...ecial bus... ...ro hour ...OIL man... ...so Don ...no condu... ...ogram he... ...Don Kell... ...red over ...e time th... ...start and ...scription ...but Don's ...t pretty ...ctions a... ...ve Platts... ...ic Junct... ...enwood ...ng Plat... ...far D...

WELL KNOWN RADIO EN... IN BROADC...



Had Hughes, costumed here as Pappy Pruner, will be master of ceremonies on the new KOIL salute broadcast from Glenwood on Friday, September 17, at 12:30 p. m. Hughes will also M. C. the half-hour ...of free entertainment which follows...



...LE RADIO TRANSMITTER

...OIL TO ...SALUTE THIS CITY

Civic Booster Broadcast From Here to Be Sept. 13

Without Cost to Community

The broadcast here, which will not ... describe the city's industries ...ultural and civic activities, but ... world of our coming King ...rnival and include man-on-... interviews, is made with... ...he community and wholly ... gesture on the part of ... To be selected as ... station KOIL will sa... ... Valley on Monday, ... a special ... from ...aska cities for these ...dcast ... broadcasts is in... ...ley. The ...30 P... a privilege for

★ ★ ★ ★ ★ ★ ★ ★ ★

CHOICE OF THE MAJORITY

¶A sure-fire barometer of the popularity of any town's radio station is the grudging esteem in which unaffiliated newspapers hold that station. When KOIL recently increased its power to 5000 watts and moved into a new transmitter building, metropolitan and weekly newspapers thought so much of the news value of this KOIL move that they front-paged it to the tune of more than 1200 inches in less than two weeks. ¶Gratified, KOIL was not surprised by this newspaper acknowledgment of its importance in the Omaha area. There have been other emphatic manifestations of confidence in this veteran Omaha radio station. Not the least of these is the overwhelming preference regularly shown by local advertisers. Month in and month out, these local advertisers consistently buy more time on KOIL than on any other Omaha network station,—a vote of confidence from friends and neighbors who live in the KOIL area and know first hand what KOIL stands for and what KOIL can do.

For the complete story of the NEW KOIL write Free and Peters, Inc., National Representatives, or KOIL in Omaha.

TED KIMBALL, formerly with NBC in Washington, has joined the announcing staff of KDYL, Salt Lake City. George Snell, KDYL publicity director, has sold a book-length juvenile novel to Caxton Printers. Estelle Farmer and Macksene Smith have joined the KDYL office staff.

DAVID FREDERICK of the continuity staff of KFRU, Columbia, Mo., has been promoted to the research department.

R. CALVERT HAWS, formerly production program director at WGFL, Chicago, has been appointed producer of the *Hollywood in Person* part of the CBS *General Mills* hour.

R. W. WINSAUER, assistant program and production manager of WCCO, Minneapolis, spoke on "New Frontiers in Radio" at the annual convention of Minnesota Parent & Teachers Assn., Oct. 14.

NORMAN PERRY, formerly of WIRE, Indianapolis, has joined the announcing staff of WLW-WSAI, Cincinnati, as sportcaster.

IRVING CARLSON, formerly of KVCV, Redding, Cal., has joined the announcing staff of the new KSRO, Santa Rosa, Cal.

HAROLD GRAMS, formerly of WOC, Davenport, has joined the announcing staff of WHO, Des Moines.

VERNON F. LYON, former radio specialist with the Brookings Institution in Washington, and recently in broadcasting work, is now associated with Braun & Co., Los Angeles public relations counselors.

RAINE BENNETT, known as the "poet of the airlanes," has been appointed radio editor of the *Los Angeles Herald Express.*

FERDINAND BIONDI, of CKAC, Montreal, has been promoted to program producer. Flavius Daniel has been transferred to the traffic department. New announcers are Pierre Normandin and Alain Gravel.

BERT GERVIS, formerly roving representative for Consolidated Radio Artists, has been appointed head of the firm's Chicago office succeeding Leo Salkin, who recently resigned.

BILL HALEY, formerly of KMOX, St. Louis, has joined the staff of KFRU, Columbia, Mo.

LARRY PAYNE, announcer of WIBM, Jackson, Mich., and Miss Jane Priskey, were married Oct. 28. FRED MIEGLE, chief announcer of WTMV, E. St. Louis, and Miss Adele Zahrndt, daughter of Walter W. Zahrndt, of the Kelly, Stuhlman & Zahrndt agency, were married Oct. 20.

NBC ANNOUNCERS' HANDBOOK

Dr. William A. Neilson Named Committee Head To Prepare Book of English and Foreign Pronunciation

TO BE entitled *Broadcast Speech —NBC's Handbook for Announcers and Speakers,* the book's publication at an early date was assured Oct. 25 when NBC announced that Dr. William Allan Neilson, president of Smith College and international authority on the English language, has been named head of a committee to compile data. The purpose of the book, according to NBC, is to furnish a complete reference source for the occasional radio speaker and for the general public as well as to provide a practical text book for announcers.

Subdivided into various classifications, the contents of the handbook have been planned to include the correct pronunciation of American words often mispronounced; correct pronunciation of American and foreign place names; pronunciation of foreign words and terms, especially Latin expressions of current usage and the names of well-known foreign personages; a short table of elementary rules for pronunciation of German, French, Italian and Spanish words suited to American speech and a list of "Don'ts" dictated by euphony. The handbook will also include technical musical terms and foreign musical phrases; the names of foreign musical artists and composers and the pronunciation of general technical terms, mechanical and medical. Many idioms and phrases that have been introduced by radio speech and now have found general acceptance in the language will be listed in a special section.

Dr. Neilson was editor of *Webster's New International Dictionary* and was associate editor of the *Harvard Classics.* He holds seven degrees from American and foreign universities, has been a professor of English here and abroad and is the author of numerous books on English literature.

PRESTO RECORDERS MAKE

WORLDWIDE PICKUP FOR NEW RADIO PROGRAM. Voices of men and women who make the world's news—eyewitness accounts of news events as they happen in all parts of the world—will be heard in a new program series, shortly to be released to radio stations throughout the country.

Using the combined facilities of Transradio News Features and the newly organized Intercontinental Audio-Video Corporation of Radio City, New York, recordings will be sent from all principal centers to be edited and re-recorded on electrical transcriptions.



Six Presto Recording Turntables are used at Intercontinental's studio in the intricate process of combining these fragments of world affairs to make unique 15 minute transcription programs.

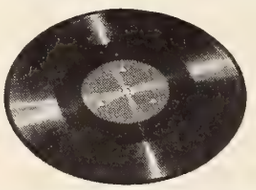
YOU CAN USE THE PRESTO JR. TO PICK UP LOCAL NEWS FOR YOUR STATION. SEND FOR OUR FOLDER DESCRIBING THIS REMARKABLE NEW INSTRUMENT.



New Presto Jr. portable recorder is used to record news at the scene of action. The complete instrument weighs only 35 lbs., operates on house current or an automatic battery, makes 12" records suitable for broadcasting.



Mark Hawley, ace newscaster, heads new Intercontinental organization.



Only the Presto Green Seal Disc could be depended upon to journey half way around the world and arrive in perfect condition.

PRESTO Recording Corporation • 147 W. 19th St., N.Y.C.

WSVA Post Not Filled After Death of Williams

WITH Charles P. Blackley, commercial manager, now in charge, the managership of WSVA, Harrisonburg, Va., left vacant by the death on Sept. 14 of Floyd Williams, has not yet been determined. Mr. Williams, 47, was 62% owner of the station, with Mr. Blackley owning 20% and Marion K. Gilliam, of Asbury Park, N. J., 18%. Mr. Williams died as a result of a heart attack. He joined WSVA in 1935 as program director, having formerly been administrative chief of the Washington Bicentennial Commission and clerk of the Senate Rules Committee. In former years he was well known as the "Flying Tenor of the Air", making weekly trips from Washington to New York where he sang over NBC. He was also soloist of WOV, New York, for several years. Surviving are his widow, Mrs. Mabel Linton Williams, and two sisters, Mrs. Herman Mitts and Miss Lola Williams, all of Washington.

Gene Carmen

GENE CARMEN, 32, nationally known as the writer and producer of several well-known transcription serials, died at Pioneer Hospital, Hollywood, on Oct. 18 following a lingering illness. He had been in radio since 1931 and was under contract to C. P. MacGregor, Hollywood transcription concern. He had written numerous outstanding programs, among them *Problems of Pamela,* which was recently retitled *Stars Over Hollywood,* and the *Moving Stories of Life* series. Surviving are his widow and two children.

EDWARD H. HARRIS, publisher of the *Richmond* (Ind.) *Palladium,* and former chairman of the radio committee of the American Newspaper Publishers Association, died at his home in Richmond Oct. 24 at the age of 57.

WGTM, Wilson, N. C., averages 75 local advertisers daily although it has been on the air only since July 18.

CANADA CALLING



The CBC's facilities for national and regional network coverage are now available at the most attractive rates ever offered for effective radio advertising.

Inquiries Invited

The Canadian Broadcasting Corporation

1231 St. Catherine West
Montréal, Que.

1 Hayter Street
Toronto, Ont.



THE AVERAGE TIME to complete Long Distance calls in this country is 1½ minutes. The telephone is a hard-working partner in any business that must work fast. Pick up your telephone . . . talk to any corner of the country. Ask your questions and get your answers *at once*, when you need them most.

The telephone is easy, economical, and final — as well as fast. Artists, sponsors, directors, network stations are all at your elbow — by telephone. Use this time-saving servant more frequently, and get more things done.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

Payne Press Release

(*Continued from page 24*)

of the Supreme Court remanded the case back to an inferior court in view of the fact that the Judge had not followed due process of law. When the case came up for trial again the Judge charged with bias was invited to ask the senior judge of the court to assign another judge in the second hearing instead of presiding himself. There is a very great difference between the present case and the one cited. There has been in the first place no violation of law on the part of this Commissioner. As a matter of fact, this Commissioner has never met the chief respondent and has never seen him face to face until he came into this court today. In addition to that, in the case cited from the United States Reports, one Judge sat, whereas in this case there are seven Commissioners sitting. It is not conceivable that the six distinguished gentlemen who are sitting on this bench with Commissioner Payne would be so far led to forget their oath of office and their duty as to be affected by the alleged bias or prejudice.

"In all the cases I have read it is clearly established, except where there are constitutional or statutory provisions to the contrary, that the Judge sitting must be the one to disqualify himself. The appeal, therefore, to the Commission was clearly incompetent, and its decision against public policy and interest.

"As stated above, this is an entering wedge which may render it impossible for any Commission to function."

At the morning session, when a request was made for Commissioner Payne to disqualify himself, he made the following statement from the bench:

"In view of what has been said here, I wish to make this statement:

"It is a well-established principle of common law, and to some extent of constitutional or statutory provisions, that a judge may disqualify himself for one of many reasons including personal interest, bias or prejudice, having acted as counsel, relationship, etc. None of these reasons exists in this case, as any action taken in connection therewith has been official and part of the duties of my office.

"It may be remembered that my duties, as those of the other Commissioners, are administrative as well as judicial and that practically all judicial acts of the Commission are based on or are taken pursuant to administrative action by the same Commission. If, therefore, I were required to disqualify myself in this case, any Commissioner could be required to disqualify himself in any case that should come before the Commission.

"This principle, if given validity, would hamper the Commission in its official duties and even cripple it so that it would not be able to function at all.

"I want to emphasize the fact that the Communications Act of 1934 contains no provision authorizing the Commission or the courts to disqualify a Commissioner from sitting in a case before the Commission, nor is there any other Federal law containing such provision.

"There is nothing in law nor in fact, therefore, to justify my disqualification to sit in the present case."

Princeton Begins Analysis of Radio

Two-Year Study Is Financed by Rockefeller Foundation

AS A preliminary to a study of radio's effect on present day life, Princeton University is starting a two-year research project which will analyze current techniques and, if possible, devise better ones for discovering the basic motivational factors in radio listening and the effects of radio on the listener. The work will be carried on by the university's school of public and international affairs, which has been granted $67,000 for this purpose by the Rockefeller Foundation.

Hoping eventually to deal with such large scale problems as the effect of radio on family life, which might be either a unifying or a disrupting factor; the use of radio in education and propaganda: radio as a new field for writers and composers; radio in politics; the different ways a single program affects various individual listeners and the different reactions of the same listener to various programs, and similar problems of human motivation, the study will encompass a large number of diverse surveys. One of the first of these will be in the library field, examining all programs put on the air by libraries and attempting to discover the effects of these broadcasts in increased library attendance, increased circulation of books discussed on the air and other changes due to broadcasts. A second study will examine the role of radio in a few political campaigns, seeking answers for such questions as: Do people listen to the candidates of the opposing party? Does radio supplement or displace newspapers in furnishing political information?, and the like.

For the present, however, the Princeton study will concentrate on the examination of research techniques to determine which are the best suited to the more generalized study.

The Princeton project will be directed by Dr. Paul Lazarsfeld, director of the research center at the University of Newark, assisted by Dr. Hadley Cantril, associate professor of social psychology at Princeton, and Dr. Frank Stanton, manager of the research division of CBS.

Insurance Test

GREAT WESTERN Life Insurance Co., Chicago, started a five-minute 13-week test program on WENR, Chicago, Oct. 24. According to Jack Scott, partner of Schwimmer & Scott, Chicago, agency handling the account, if test proves successful from six to eight station in five midwestern states will be used.

NO GADGETS BUT *this** TO GUIDE THEM!



DENVER FURNITURE STORES

spend more money with KLZ than with any other station!

● With no guide but the unerring accuracy of adding machine and cash register, no inducement but results, no motive but profit, Denver merchants add media which are profitable . . . subtract those which are not.

These, then, are meaningful words: *Furniture stores, department stores, ladies' ready-to-wear stores, men's clothing stores and jewelry stores in Denver all spend more money with KLZ than with any other Denver station.*

This means that in Denver KLZ is the station which is best meeting the exacting requirements of the most result-demanding of all advertisers.

KLZ *Denver*

CBS

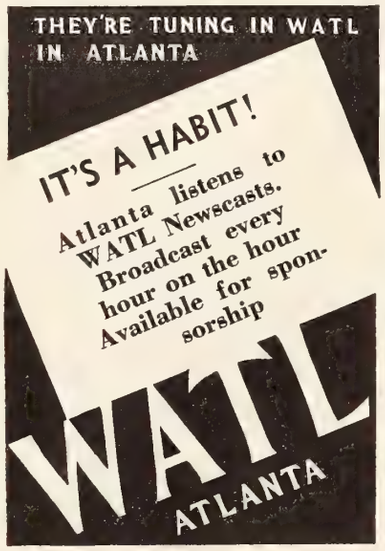
Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company
Representative - E. Katz Special Advertising Agency

**The Gadget — an Elliott-Fisher bookkeeping machine from an unusual angle.*

Cranberry Spots

AMERICAN CRANBERRY Exchange, New York, is participating in *Musical Clock* programs on WFBR and WCAO, Baltimore. Also 12 weekly spot announcements are broadcast on WOW, Omaha; WFBM, Indianapolis; WFBL, Syracuse; KSCJ, Sioux City; WMBD, Peoria, Ill.; KMA, Shenandoah, Ia.; WFAA, Dallas, and KFH, Wichita. The announcements are heard three times a day, four days a week, and placed through Gotham Adv. Agency, New York.

KVOR, Colorado Springs, Col., aired a remote broadcast from Golden, 100 miles distant, when Colorado College played the School of Mines Oct. 23. KVOR's football remote crew consists of Chief Engineer Eustace Taylor and Announcers Fred C. Mueller and Leon J. Marshall.



Kraft Selling Oleo

KRAFT-PHENIX CHEESE Corp., Chicago, introduced a new product, Parkay oleomargarine over the air Oct. 14. Instead of the usual cheese commercials on the firm's NBC *Kraft Music Hall*, nine stations in the Southeast have local announcers "break in" and give commercials on the new margarine. In addition, WDAF, Kansas City, is carrying oleomargarine announcements besides the cheese commercials. Needham, Louis & Brorby Inc., Chicago, is handling the Parkay advertising inasmuch as the regular Kraft agency, J. Walter Thompson Co., Chicago, has a competitive oleomargarine—Swift's Alsweet. Following stations are breaking in with the Parkay announcements: WJAX, WPTF, WIOD, WFLA, WIS, WSB, WJDX, WSMB and WSGN.

Jelke Back on Air

JOHN F. JELKE Co., Chicago (Good Luck margarine), after being off the air five years, resumed broadcasting Oct. 24 when the firm started sponsorship of George Jessel's *Thirty Minutes in Hollywood* on WGN, Chicago. The company at one time did extensive radio advertising and was the first sponsor of *Vic & Sade*. According to F. F. Scott, advertising and sales manager of the John F. Jelke Co., no definite radio plans outside of sponsorship of the Jessel program for 24 weeks have been made. Blackett-Sample-Hummert Inc., Chicago, is agency.

DUE to the demand for radio courses, University of California, Los Angeles, has started an additional class in radio writing, with Marvin Young, NBC production manager in Hollywood, as instructor.



SMALLEST



MEET — Bob Kelley, sports announcer of WGAR, Cleveland, who claims to be the smallest sports announcer in the business. The picture shows him interviewing two Cleveland pro grid stars, Johnny Drake (left) and Primo Miller. Kelley is 5 feet 5 inches tall, weighing 110 pounds. Games of the pro team are broadcast over WGAR by Kelley and Franklin (Whitey) Lewis under sponsorship of Standard Oil Co. of Ohio.

Hockey List Enlarged

IMPERIAL OIL Ltd. will broadcast all Canadian professional hockey games starting Nov. 6 over one of the largest regular networks ever arranged in the Dominion with 35 stations listed to date and more expected. The broadcast will last at least 20 weeks, with playoffs at the end for an undetermined number of weeks. The broadcasts will be play-by-play descriptions with musical selections every Saturday evening from 9 p. m. to end of game. MacLaren Adv. Co. Ltd., Toronto, negotiated the network with the Canadian Broadcasting Corp., whose basic net is being used. Starting in the East the program will be carried by CJCB CHNS CFCY CKCW CHSJ CFNB CHNC CJBR CRCS CRCK CBM CBF CBO CFRC CRCT (to be replaced by CBL when open) CBW CKSO CFCH CJKL CKGB CKPR CKY CKX CKCK CHAB CFQC CKBI CJCA CFAC CJOC CKOV CFJC CJAT CBR. The French program will go out simultaneously over five stations comprising the Quebec network with CBM carrying the English broadcast in Montreal.

•

News

is your best bet

TRANSRADIO

•

NEW FIRM ENTERS RADIO NEWS FIELD

A NEWCOMER in the field of supplying news for broadcasting is Continental Radio Press Inc., which has set up headquarters at 576 Fifth Ave., New York, to furnish specialized news service to radio stations, sponsors and advertising agencies and to perform other functions not now being offered by other news services. T. L. Christie, former radio news editor of INS-US and former associate editor of Press-Radio Bureau, will direct the Continental operations as executive editor.

Primary function of the new organization, according to Mr. Christie, is to gather, edit and transmit news of strictly local origin in the large key cities of the country for commercial broadcasts on stations in those cities. Whereas most newspapers are made up chiefly of local news, he says, most news broadcasts are made up of news of national and international scope, entirely ignoring the local angle.

Beginning Nov. 1, Continental Radio Press plans to turn out 10,000 words a day of local news in the New York area, written and edited for broadcasting, which will be available to stations or advertisers by wire or messenger in whatever quantities they desire. The news will be packaged to suit individual requirements, Mr. Christie said, emphasizing angles of the day's events which the station or sponsor believes most appropriate. The organization will also supply spot news features by wire to stations desiring to amplify and diversify their present news coverage with news of purely local interest breaking in New York and Washington. Later the organization plans to set up offices in other cities, he stated.

Before entering the radio news field four year ago, Mr. Christie was connected with the Associated Press, *New York Herald Tribune*, *Paris Herald* and *Shanghai Evening Post*.

Corn Husking Special

ALLIS-CHALMERS MFG. Co., Milwaukee, (WC tractor), will sponsor the National Corn Husking Championship on Nov. 4 direct from a farm in Marshall, Mo., over a special network of 14 stations. The program, which will be aired from 11:45 a. m. to approximately 1:30 p. m. (CST) will originate from the studios of WIBW, Topeka. Other stations are WLS, KFEQ, KFRU, WEW, WHO, KFNF, KMMJ, WDZ, WMT, WAAW, WTAD, KANS, WNAX. Bert S. Gittens, Adv., Milwaukee, is agency.

WMC Using AP News

UNDER a reorganized setup, WMC, Memphis, brings listeners complete coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of the *Memphis Commercial Appeal* for fast treatment of all news. Cancellation of the station's INS contract went into effect Aug. 14, and AP printers were installed immediately in the newly-created station news room.

This Is An UP Market!

Local Business Is Above Normal

Nine Percent Gain Over Last Year Is Shown In National Survey

Charleston was one of a group of 55 cities in the nation in which business in September was normal or above, a survey of 147 trading areas by the Brooke, Smith, French and Dorrance Company, advertising firm of New York City, revealed yesterday.

Business here stood at seven percent above normal at the end of September—a gain of nine percent over the corresponding period in 1936.

With about 50 Christmas shopping days remaining, local business men predicted one of the best holiday trading seasons in many years.

Drug Sales Increase

Sales at Charleston drug stores (without soda fountains) amounted to $261,000 in 1935, the Market Data Service of Bridgeport, Conn., announced. The city's per capita sales were $4.32; the state, 75 cents and the U. S. $2.30.

Sales in drug stores with soda fountains here totaled $1,051,000. Per capita was reported as $17.40, as compared with $4.60 for the state, and $7.74 for the nation.

Hardware sales in the state gained 25 percent for the first eight months of 1937 as compared with the same periods in 1934-35-36, the National Retail Hardware Association survey showed.

—Charleston Gazette
Sunday, Oct. 24, 1937.

—and you don't have to take our word for it—

Read The Facts!

SELECT any classification of business—you'll find it decidedly *UP* in Charleston, West Virginia. This is the one market that's on the UPgrade—steadily, consistently and unmistakably!

Clothing sales, hardware sales, building materials, drugs and cosmetics, foods and automobiles, clothes and finery—anything and everything that's sold is booming and topping new highs not only for the state but for the United States—per capita sales that actually sound too good to be true, but are just sort of common-place here where business in every line is so good!

If you want the true picture of business in the WCHS-CHARLESTON market, compare the per capita sales of the few items listed in the article at the left, or better still, get the complete story from the United States Department of Commerce figures.

As certainly as you'll find business unprecedently good, you'll find corresponding response through WCHS—the *only* radio station that completely serves this business-making market!

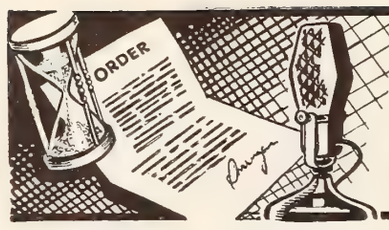
580 KILOCYCLES
1000-500 WATTS

WCHS

COLUMBIA BROADCASTING SYSTEM

CHARLESTON, WEST VIRGINIA

NATIONAL REPRESENTATIVES—EDWARD PETRY & COMPANY



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAP, Fort Worth

American Cranberry Exchange, New York (Eatmore), 12 weekly *sa*, thru Gotham Adv. Agency, N. Y.
American Gas Machine Co., Albert Lea, Minn. (SunFlame burners), 2 weekly *t*, thru Greve Adv. Agency, St. Paul.
Coleman Lamp & Stove Co., Kansas City (heaters), 12 weekly *sa*, thru Potts-Turnbull Adv. Co., Kansas City.
Emerson Drug Co., Baltimore (Bromo-Seltzer), 300 25-word *sa*, thru J. Walter Thompson Co., N. Y.
J. A. Folger & Co., Chicago (coffee), 150 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Gillette Rubber Co., Milwaukee (tires), 13 *t*, thru Cramer-Krasselt Inc., Milwaukee.
W. T. Grant Co., New York (chain store), 39 *t*, thru N. W. Ayer & Son Inc., N. Y.
Olds Motor Works, Lansing (autos), 13 *t*, thru D. P. Brother & Associates, Detroit.
American Tobacco Co., New York (Roi-Tan), 100 *ta*, thru Lawrence C. Gumbinner, N. Y.
Penick & Ford, New York (Vermont Maid), 102 *ta*, thru J. Walter Thompson Co., N. Y.
Vick Chemical Co., New York (cough drops), 104 *sa*, thru Morse International Inc., N. Y.
Lewis-Howe Co., St. Louis (Tums), 78 *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

KGO, San Francisco

Bauer & Black, Chicago (Velour Hand lotion) 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Local Loan Co., San Francisco (personal loans), weekly *sp*, thru Long Advertising Agency, San Francisco.
Nash-Kelvinator Inc., Kenosha, Wisconsin (autos), 12 weekly *sa*, thru Geyer-Cornell & Newell Inc., N. Y.
General Cigar Co., New York (William Penn cigars), 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., N. Y.
Eton Paper Corp., Pittsfield, Mass. (paper), 2 weekly *ta*, thru Badger & Browning Inc., Boston.
Vick Chemical Co., New York (cough drops), 3 weekly *sa*, thru Morse International Inc., N. Y.

WDAY, Fargo, N. D.

Pillsbury Flour Mills Co., Minneapolis, 72 *sa*, thru Hutchinson Adv. Co., Minneapolis.
Oyster Shell Products Corp., New Rochelle, N. Y., 52 *sa*, thru Husband & Thomas, N. Y.
Skelly Oil Co., Kansas City, 39 *t*, thru Blackett-Sample-Hummert Inc., Chicago.
American Pop Corn Co., Sioux City, Ia., 14 *sp*, thru Coolidge Adv. Agency, Des Moines.

CFRB, Toronto

National Breweries Ltd., Toronto (yeast), 2 weekly half-hour *sp*, starting Nov. 15, thru CKOC, Hamilton.
Royal Tobacco Co., Toronto (cigarettes), 6 weekly *t*, weekly *sp*, direct.

WMCA, New York

United Drug Co., Boston (Rexall One-Cent Sale), 6 *t*, thru Street & Finney Inc., N. Y.

WGN, Chicago

Aurora Laboratories Inc., Chicago (Clear Again), 3 weekly *sp*, thru Aubrey Moore & Wallace Inc., Chicago.
Lamont, Corliss & Co., (Nestle's Ever-Ready cocoa), New York, *sa*, thru Cecil, Warwick & Legler Inc., N. Y.
Marshall Field & Co., Chicago (retail store), 3 weekly *sp*, thru Aubrey, Moore & Wallace Inc., Chicago.
American Chicle Co., N. Y. (Black Jack chewing gum), weekly *t*, thru Badger & Browning & Hersey Inc., N. Y.
Chocolate Products Co., Chicago (Stillicious), 3 weekly *t*, thru George H. Hartman Co., Chicago.

WCKY, Cincinnati

American Pop Corn Co., Sioux City, Ia., 52 *sp*, thru Coolidge Adv. Co., Des Moines.
Standard Oil Co. of Ohio, Cleveland, 47 *sa*, thru McCann-Erickson Inc., Cleveland.
Weber Milling Co., Sunman, Ind., 26 *t*, direct.
Nash-Kelvinator Corp., Kenosha, Wis., 26 *sa*, thru Geyer, Cornell & Newell Inc., N. Y.
Wander Co., Chicago (Ovaltine), 5 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Penn. State Publicity Com., Harrisburg, 15 *sa*, thru Walker & Downing, Pittsburgh.

KEHE, Hollywood

Doyle Packing Co., Los Angeles (Strongheart dog food) 6 weekly *sp*, thru Beaumont & Hohman Inc., Los Angeles.
Imperial Mutual Life Ins. Co., Los Angeles (insurance), 6 weekly *sp*, thru Philip J. Meany Co., Los Angeles.
Morey Co., Los Angeles (Vita-foot) weekly *sa*, thru Steller-Millar Agency, Los Angeles.

WLW-WSAI, Cincinnati

Nestles Milk Products Co., New York (chocolate), 5 weekly *sp*, thru Lord & Thomas, N. Y.
Strietmann Biscuit Co., Cincinnati, 5 weekly *sp*, thru Harry M. Miller Inc., Cincinnati.
Barbasol Co., Indianapolis (shaving cream), weekly *sp*, thru Erwin Wasey & Co., N. Y.

KMPC, Beverly Hills, Cal.

Delta Clay Co., Oakland, Cal. (cosmetics), 6 weekly *sa*, thru Tomaschke-Elliott Inc., Oakland.

WGY, Schenectady

Little Crow Milling Co., Warsaw, Ind., 6 weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Penick & Ford, New York (Brer Rabbit molasses), 5 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (woolens), 2 weekly *sa*, thru Campbell-Ewald Co., Chicago.
Utica Knitting Co., New York, 3 weekly *sa*, thru John Thomas Miller, N. Y.
Dryden & Palmer Inc., Long Island City, weekly *sp*, thru Samuel C. Croot Inc., N. Y.
Bernard Perfumers, St. Louis, 2 weekly *sp*, thru Johnson Sel Co., St. Louis.

WNEW, New York

United Drug Co., Boston (Rexall One-Cent Sale), 6 *t*, thru Street & Finney Inc., N. Y.
Madison Personal Loan Inc., New York (financial), 7 *sp*, thru Klinger Adv. Agency, N. Y.
Shell Union Oil Corp., New York (gasoline), weekly *sp*, thru J. Walter Thompson Co., N. Y.
Eastern Wines Corp., New York (wines), 6 weekly *sa*, thru Albert Frank-Guenther Law Inc., N. Y.

CKNX, Wingham, Ont.

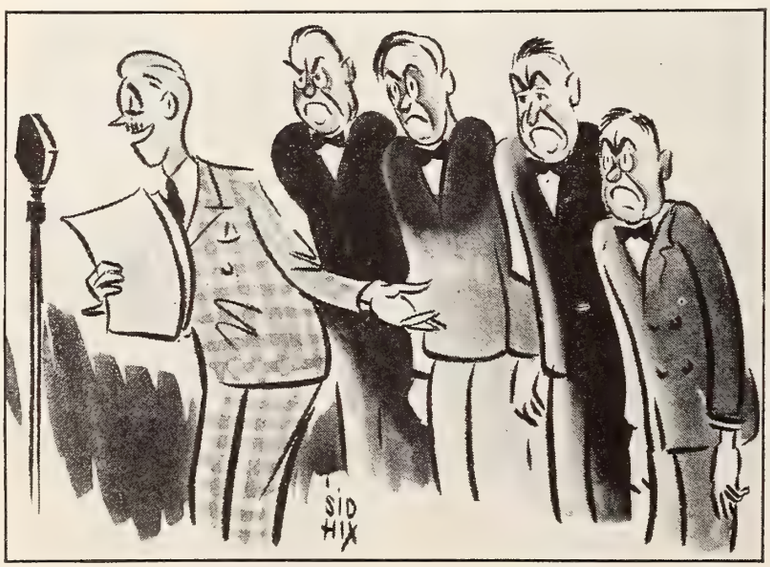
Blatchford Calf Meal Co., West Toronto, 6 weekly *sa*, thru Industrial Adv. Agency, Toronto.
Dr. A. W. Chase Medicine Co., Oakville, Ont. (proprietary), 312 *sa*, thru Ardiel Adv. Agency, Oakville.
Dodds Medicine Co., Toronto, 312 *sa*, direct.
Longworth Milling Co., West Toronto (feed), 26 *sp*, direct.

KECA, Los Angeles

General Motors Corp., Detroit (Chevrolet), 3 weekly *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Railway Express Agency, New York (expressage), 5 weekly *sa*, thru Caples Co., N. Y.
Lea & Perrins Inc., New York (Worcestershire sauce), 5 weekly *sa*, thru Schwimmer & Scott Inc., Chicago.

WHN, New York

Chevrolet Motor Co., Detroit (motor cars), daily *sa*, thru Campbell-Ewald Co. Inc., Detroit.



Drawn for BROADCASTING by Sid Hix

". . . And Now Let Me Present the Happiness Boys."

WIND, Gary

Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney Inc., N. Y.
Chamberlain Laboratories Inc., Des Moines (Chamberlain's Lotion), 7 weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Baptizine Pharmacal Co., St. Louis (Alkosol), daily *sa*, thru Ernest Kenze, St. Louis.
Sure Laboratories, Chicago (breath purifier), 7 weekly *sp*, thru Selviair Broadcasting System Inc., Chicago.
Zion Gospel Tabernacle of Zion, Illinois, weekly *sp*, thru Malcolm-Howard Adv. Agency, Chicago.

KGFF, Shawnee, Okla.

Chattanooga Medicine Co., Chattanooga (proprietary), 52 *ta*, thru Nelson Chesman & Co., Chattanooga.
Chicago Engineering Works, Chicago (instruction), 52 *ta*, thru James R. Lunke & Associates, Chicago.
Roberts, Johnson & Rand Shoe Co., St. Louis (Poll Parrot shoes), 26 *t*, direct.
Central Shoe Co., St. Louis (Gold Standard, Robinhood shoes), 26 *t*, direct.

WCFL, Chicago

Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 6 weekly *t*, thru Cramer-Krasselt Co., Chicago.
Sterling Products Inc., Wheeling (California Fig Syrup), 5 weekly *t*, thru Thompson-Koch Co., Cincinnati.
Axton-Fisher Tobacco Co., Louisville (20 Grand cigarettes), 6 weekly *sp*, thru McCann-Erickson Inc., N. Y.
Master Jewelers, Chicago (chain of jewelry stores), 3 weekly *sp*, thru I. J. Wagner Adv. Agency, Chicago.
O'Conner & Goldberg, Chicago (retail shoe stores), weekly *sp*, thru Dade B. Epstein Adv. Agency, Chicago.

WBT, Charlotte, N. C.

E. R. Partridge Co., Atlanta (Carhartt overalls), 3 weekly *ta*, thru Harvey-Messengale Adv. Agency, Atlanta.
Early & Daniel Co., Cincinnati (feed), 4 weekly *sa*, thru Keelor & Stites Co., Cincinnati.
American Popcorn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Swift & Co., Chicago (Allsweet margarine), 5 weekly *sa*, thru J. Walter Thompson Co., Chicago.

KFWB, Hollywood

Piso Co., Warren, Pa. (proprietary), 30 weekly *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Union Pacific Railroad Co., Omaha (transportation), 8 weekly *sa*, thru Caples Co., Chicago.
Santa Fe Railway, Los Angeles (transportation), 6 weekly *sa*, direct.
Pontiac Motor Co., Pontiac, Mich., (autos), 24 *t*, thru MacManus, John & Adams Inc., Detroit.

KFRC, San Francisco

Royal Toy Co., New York (toys), 3 weekly *sa*, thru Reiss Adv. Co., N. Y.
Schlitz Brewing Co., Milwaukee, 4 weekly *sa*, thru McJunkin Adv. Co., Chicago.

KFI, Los Angeles

Kellogg Co., Battle Creek, Mich. (cereals), 5 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Penick & Ford Ltd. Inc., New York (Vermont Maid Syrup), 6 weekly *ta*, thru J. Walter Thompson Co., N. Y.

KYA, San Francisco

Gardner Nursery Co., Seattle, 6 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

KHJ, Los Angeles

National Oil Products Co. Inc., Harrison, N. J. (Admiracion shampoo), 5 weekly *t*, thru Chas. Dallas Reach Adv., Newark.

Radio Advertisers

WEBER MILLING Co., Cincinnati, has bought *Martha Lane's Radio Kitchen*. Mertens & Price transcribed series of dramatized home economics episodes, which have run live-talent three years over KFI, Los Angeles, as *The California Kitchen*. The discs will be broadcast twice weekly over WCKY.

STANDARD FURNITURE Co., San Diego, Cal., currently placing thru Hurley Adv. Agency, that city, is sponsoring a new quarter-hour Monday night feature, *The Pep Parade*, on KFSD. Program features a concert of transcribed band music, interspersed by local news items.

GEORGE A. HORMEL Co., Minneapolis (food), has signed for five quarter-hours weekly on WCCO, Minneapolis, in addition to the three present quarter-hours. The show is known as *Siesta* and features a string and woodwind orchestra in popular and semi-classical works. Hormel's other three quarter-hour periods on WCCO are Tuesdays, Thursdays and Saturdays from 8:30 to 8:45 a. m., featuring *Jimty Moore*, trade name character, and a varied musical show.

ROLLS RAZOR Inc., New York, will sponsor three broadcasts of *Let's Get Together*, transcribed musical program, on WOR, Newark, on Sundays, Nov. 14 through Nov. 28. Agency in charge is Kimball, Hubbard & Powel Inc., New York.

SHELL UNION OIL Co., New York, on Oct. 16 started sponsorship of weekly *Pigskin on Parade* on WNEW, New York, 8-9 p. m., Saturdays. Agency is J. Walter Thompson Co., New York.

PROCTER & GAMBLE Co., Cincinnati (Lava soap), added WGR, Buffalo, to the list carrying *Houseboat Hannah* WBS transcriptions, making 16 stations now broadcasting the program. Blackett-Sample-Hummert Inc., Chicago, is agency.

LOCAL LOAN Co., California (personal loans), which recently placed its radio advertising with the Long Adv. Service, San Francisco, has started a half-hour weekly program over NBC-Blue network in California, Tuesdays, 8:30-9 p. m. The program title is *Meet Your Neighbor*, being heard over KGO, KECA, KFSD, KEX.

MILES LABORATORIES, Elkhart, Ind. (Alka Seltzer), recently inaugurated a series of programs presenting Jewish news over KGGC, San Francisco.

GALLENKAMP Shoe Stores, San Francisco (shoes), recently inaugurated a series of two weekly programs featuring football recreations—Thursday and Saturday, 7 to 7.45 p. m. PST, over station KGGC, San Francisco. Agency is Long Adv. Service, San Francisco.

GEORGE W. CASWELL Co., San Francisco (coffee and tea), recently began an eight-week test period on participating programs over KFRC and KSFO, San Francisco. Company is buying a five-minute period on the *Friendly Homemaker* program on KSFO twice weekly and the same amount of time on the *Morning Hostess* program on KFRC. The agency is Long Adv. Service, San Francisco.

TAPPINS' JEWELRY STORES, Newark, operating a chain in New Jersey and Pennsylvania, started Oct. 25 a series of quarter-hour transcriptions, made by Universal Recording Corp., New York. Stations are WIP and WDAS, Philadelphia, and WCAM, Camden. Discs are broadcast two a day, 14 a week, for 13 weeks. Agency is Schillin Adv. Corp., N. Y.

American Tobacco Plans To Test New MCA Show

WALTER JOHNSON, continuity editor and producer of the Don Lee Broadcasting System, Los Angeles, has resigned effective Nov. 1, to join Music Corporation of America, that city, as assistant to Burt McMurtrie, Pacific Coast radio production manager. He will build and produce shows for MCA, working closely with Don Lee.

His most recent production, *Script Teaser*, which originated from KHJ, Los Angeles, is scheduled to start early in November on WOR, Newark, in a four-week test under sponsorship of American Tobacco Co. (Lucky Strike cigarettes). It will then go transcontinental over Mutual and will probably originate from the West Coast. Don Lee Broadcasting System and MCA are cooperating on new programs for sponsorship, the latter supplying talent. Shows are produced and auditioned at the network's Los Angeles studios.

UNITED BISCUIT Co., Chicago (cooperative bakeries), currently sponsoring *Bob Hawk's Fun Quiz* on WMAQ, Chicago, on Oct. 18 started piping the show to St. Louis where it is being broadcast over KMOX. Man-on-street programs are being sponsored over 13 stations (BROADCASTING, Oct. 1) by the biscuit firms. Neisser-Meyerhoff Inc., Chicago, is agency.

LEISY BREWING Co., distributors of Leisy Beer in the Midwest, has signed for a 13-week series of three-a-week five-minute evening shows, on WGAR, Cleveland, *Roving Reporter*, with Graves Taylor as commentator. Fuller & Smith & Ross, Cleveland, is agency.

JAMES H. MURPHY, president of Murphy Products Co., Burlington, Wis. (feed) on Oct 2 in Chicago married Miss Margaret Dempsey, of the Winnie, Lou and Sally trio on WLS, Chicago.

ILLINOIS HYBRID Corn Growers Assn., El Paso, Ill., has placed its account with Ford, Browne & Mathews Inc., Chicago. The Association, which has been using announcements on WLS, plans to resume announcements there in addition to using two or three other stations in Illinois and northern Indiana.

MALTEX CEREALS Co. Inc., Burlington, Vt., will start participation in *Martha Deane* program on WOR, Newark, the first week in November. Sponsor plans to add one or two New England stations later. Agency is J. M. Mathes Inc., New York.

AMERICAN AIRLINES Inc., Chicago, has placed its account with Blackett-Sample-Hummert Inc., Chicago.

JOSEPH F. CORNELIUS, advertising manager of the First National Bank, Spokane, and for the last two years editor of the radio section of the Financial Advertisers Association Bulletin, has relinquished that post to Harold Cothrell, assistant cashier of the Fort Wayne National Bank, Fort Wayne, Ind. Mr. Cornelius was elected a director of FAA at its convention in September.

BETTER SPEECH Institute of America, Chicago, is advertising through Young & Rubicam Inc., New York.

BILLINGS-CHAPIN Co., Cleveland (paint) has appointed Bayless-Kerr Co., Cleveland, to service its account.

M. J. BREITENBACH Co., New York, has named Morse International Inc., New York, as agency.

GENERAL MILLS Inc., Minneapolis, has placed its Corn Kix account with Blackett-Sample-Hummert Inc., Chicago.

RAPINWAX Co., St. Paul, has named W. I. Tracy Inc., New York, to handle eastern advertising.

RITE-RITE MFG. Co., Chicago, has designated Stack-Goble Adv. Agency Chicago, as its agency.

W. M. WILLETT Co., San Francisco, makers of Camelline, a liquid face powder, has appointed Frank Wright & Associates, San Francisco, to handle its advertising. A radio campaign is being planned.

DIESEL Training School, Detroit, is sponsoring a new series of weekly quarter-hour programs on WJR, Detroit, which pipes the show to WGAR, Cleveland. Brace-Beemer Inc., Detroit, is agency.

KRUEGER BREWING Co., Newark, has placed its account with Monroe F. Dreher Inc., New York.

IN THE Oct. 1 issue of BROADCASTING it was reported that the Keystone Steel & Wire Co., Peoria, had placed its business with the Russel M. Seeds Co., Inc., Chicago. The Seeds agency placed a half-hour *Barn Dance* program on WLW starting Oct. 9 but Mace Adv. Co., Peoria, is still handling other placements of the Keystone account.

CHESAPEAKE & OHIO Railroad has placed its account with Robert St. Clair Co., New York and Wilkes-Barre. The road has not used radio for some months.

ZENITH RADIO Corp., Chicago (Zenith radio sets), has placed its business with J. Walter Thompson Co., Chicago. The Wincharger Division of the Zenith firm will continue to be handled by Hays MacFarland & Co., Chicago.

R. B. DAVIS Co., Hoboken, N. J. (O. K. baking powder), has appointed Charles W. Hoyt Co., New York, to handle this account. Richard Stanton is account executive. Participation in women's programs in 12 cities is now being used for the product.

LOVELY LADY Inc., Chicago, has named L. W. Ramsey Co., that city, as agency.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland

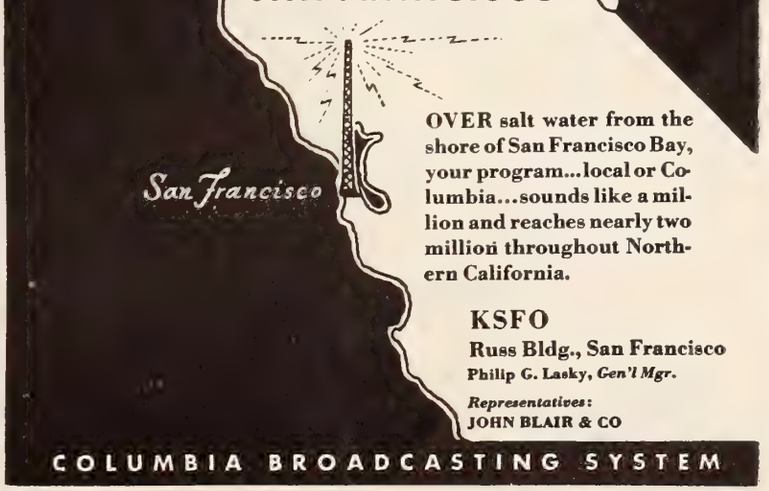
Five favorite stations available with a single contract.

IN
Atlanta
USE
WGST
CBS
5000 watts day
1000 watts nite
890 kc.
Repts:
E. KATZ SPECIAL ADVERTISING AGENCY

Here's a Tall One

WHAT... the story of KSFO's new coverage? No, indeed...the tower (400 feet of it) of the new 100% high fidelity, distortionless Western Electric Transmitter of...

the "new"
KSFO
SAN FRANCISCO



OVER salt water from the shore of San Francisco Bay, your program...local or Columbia...sounds like a million and reaches nearly two million throughout Northern California.

KSFO
Russ Bldg., San Francisco
Philip G. Lasky, *Gen'l Mgr.*
Representatives:
JOHN BLAIR & CO

COLUMBIA BROADCASTING SYSTEM

Out Here In Chicago . . .

• Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee

By GENE T. DYER

SOLD OUT: Aside from a few spots on participating program the S. R. O. sign is our for WGES, WSBC and WCBD for the time being. Sustaining public service time, allotted for each station, cannot be purchased—and we mean it.

* * * *

MAIL: Most appreciated letter in the mailbag in recent weeks — a note of thanks from a shut-in for a wheel chair obtained through WGES.

* * * *

HERE'S WHY: Some several wrote us asking why we condemned the "midget" radio receiver. Need we say, it doesn't give radio a fair break, results in distortion, fails to properly separate stations, etc., etc.

* * * *

BUSY: Dick Kross, our public relations manager, is bringing radio right into the heart of many Chicago luncheon clubs—latest organizations: Chicago Traffic Club and Standard Club. Dick was honored recently as publicity chairman of "Historic Chicago Week."

* * * *

FEUDS: There's the hurt feelings of some radio stations whose call letters are left off the automatic tuning dials of new receiving sets. They threaten revenge by "plugging" the sets that DO list the particular stations.

* * * *



WELCOME: It's unusual that bags of mail greet a performer BEFORE he goes on a station. Yet nearly three thousand letters were waiting at the WCBD mike when Karl Berg (ex-WCFL) joined the WCBD announcing staff recently.

* * * *

MUCH HELP: A certain agency radio exec gets the "enviable" credit for the recent statement by him (enjoyed much by the press) that radio is the biggest gamble in the show business. It hasn't worked out that way for our advertisers—because they've been smart enough to TEST stuff before they spent a bankroll on a mere guess. Maybe this fellow needs some of that sort of merchandising experience.

* * * *

AMERICANIZATION: With the consent and approval of the U. S. Department of Labor, the Chicago district director of naturalization, Fred Schlotfeldt is conducting a series of talks over WGES on "How To Become An American Citizen."

* * * *

AUDIENCE: The program mentioned above is the exclusive one of its kind for 200,000 aliens in Chicago. Read that over again please!

Gene T. Dyer

Agencies

F. B. DYCK HOFF, business manager of the radio department, Compton Adv. Inc., New York, resigned Oct. 15 to join American Tobacco Co., New York. He is replaced by Lee Graves, formerly manager of the Chicago office, who is succeeded by Claude Morris, of the New York office. Betty Howard, in charge of talent and casting, resigned to join Pedlar & Ryan Inc. Miss Howard is succeeded by Florence Sperl, formerly secretary to John McMillan, head of the radio department.

DOROTHY BARSTOW, McCann-Erickson Inc., New York, producer, is in Hollywood supervising production of the new CBS half-hour dramatic series, *Doctor Christian*, which starts Nov. 7 under sponsorship of Chesebrough Mfg. Co. (Vaseline products). Series will feature Jean Hersholt, motion picture actor.

ROBERT BREWSTER, producer, and Ed Rice, script writer, have been transferred from J. Walter Thompson Co. New York production staff to Hollywood and assigned to the weekly NBC *Baker's Broadcast*, sponsored by Standard Brands Inc. Brewster succeeds Ed. Gardner who resigned from J. Walter Thompson Co. Hollywood staff to become assistant to Bill Bacher, MGM radio production head. Rice is collaborating with Lynn MacManus and Kirtley Baskette, writers on the *Baker's Broadcast*.

ASHMEAD SCOTT, CBS Hollywood writer-producer, has been appointed assistant to Savington Crampton, West Coast radio manager of William Esty & Co. Inc., that city, succeeding George Corey, who resigned to go to Detroit to assist in the production of his two stage plays, "595 FOB", scheduled to open in that city shortly, and "The Valley", which is being readied for a Broadway showing.

HERSCHEL V. WILLIAMS Jr., former head of Benton & Bowles' Hollywood office, who was recently transferred to New York, has resigned to join Ruthrauff & Ryan Inc., New York.

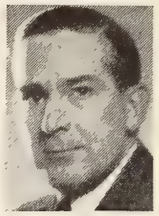
ARTHUR TRASK of the radio department of Ruthrauff & Ryan Inc., Chicago, has resumed his series of *Book Chats* over WAAF, Chicago.

BERT S. GITTENS, Advertising, Milwaukee agency, has moved to new quarters at 739 N. Broadway.

MARGARET WYLIE, associated with Helen Edwards & Staff, Los Angeles personnel agency, has formed her own personnel agency in the William Fox Bldg., Los Angeles. Associated with her is Lisa Raadlund, formerly identified with advertising agency, radio and motion picture work. The agency will handle all classifications of personnel, specializing, however, in radio and advertising agency fields.

Agency Promotes Ring

KENNETH C. RING, radio director of the George H. Hartman Co., Chicago, since 1934, has been elected vice-president, Mr. Hartman, head of the agency, announced Oct. 16 following a meeting of the board of directors. Among accounts handled by Mr. Ring is the Chocolate Products Co., Chicago (Stillicious), which started three weekly quarter-hour transcriptions, *Buddy & Ginger*, on WGN, Chicago, Oct. 18. Two other stations, WTCN, Minneapolis, and KDAL, Duluth, started the program thrice weekly Sept. 18. John T. Holloway, formerly of the Quaker Oats Co., Chicago, has joined the agency as account executive. Tom Kivlan is radio director.



Mr. Ring

COY WILLIAMS, formerly sports editor of the *Los Angeles Examiner*, has joined the exploitation staff of Radio Features Service Inc., Hollywood. He succeeds Roger Doulens, transferred to Chicago as head of the firm's offices there.

WILLIAM SHIFFRIN, head of the story department, has taken on the additional duties of radio director of Hawks-Volck Corp., Beverly Hills, Cal., talent agency, succeeding George Rosenburg, resigned.

JAY CLARK has been transferred from Lennen & Mitchell Inc., New York production staff, to Hollywood as assistant to Mann Holiner, West Coast radio manager.

BERTA HENDRICKS, head of the publicity department at Blackett-Sample-Hummert Inc., Chicago, has been promoted to the radio department. Louise Rouff has succeeded Miss Hendricks.

J. P. van HORN has been appointed production manager and space buyer of James R. Lunke & Associates, Chicago. Mr. van Horn conducted his own agency in St. Louis and more recently has been with the *St. Louis Globe Democrat*.

Old Gold Returning

P. LORILLARD Co., New York (Old Gold cigarettes), will launch a 26-week Hollywood commentary series over CBS starting Nov. 16. The program, to be broadcast Tuesdays and Thursdays, 8:15-8:30 p. m. (EST), with a West Coast rebroadcast, will feature George McCall who has been heard with Louella Parsons on *Hollywood Hotel*. Series will be produced from Hollywood. Lennen & Mitchell Inc., New York, is agency.

Agencies in Hollywood Planning Association to Combat Talent Combines

A MOVEMENT is under way among Hollywood radio producing agencies to set up a central organization to encompass the adaptable elements of the Will Hays' office and Academy of Motion Picture Arts and Sciences. It is planned to establish a code of ethics and trade policies in dealing with talent factors involved in the production of radio programs.

Leaders of the movement, who refuse to be quoted, point out that with actors, writers, directors and talent representatives organized, Hollywood advertising agencies which are unorganized are completely at the mercy of these regimented forces. Agency executives express the feeling that with an organized and established viewpoint and mode of procedure they would be in a position to eliminate numerous difficulties which now hamper them in the production of radio entertainment.

Radio agency personnel and production have mushroomed to amazing proportions in Hollywood during the past year and will continue to increase. Instigators of the organization movement feel that the stability of radio production in Hollywood and its institution on a basis of permanency, requires the creation of a mutual protective and promotional organization comparable to the efficiency of its resources.

Pumpian Promoted

NATHANIEL H. PUMPIAN, director of media of Henri, Hurst & McDonald Inc., Chicago, since 1928 has been appointed radio director of that agency, according to an announcement Oct. 22 by H. M. Dancer, general manager of the company. He succeeds Edward H. Weiss who resigned as vice-president and radio director [BROADCASTING, Oct. 15] to form a new agency, McDougall & Weiss. Mr. Pumpian joined the research department of Henri, Hurst & McDonald Inc., in 1923 upon graduation from the College of Business Administration of the University of Chicago. After five years he was promoted to media director and took part in the agency's first major radio promotion—that of placing Paul Whiteman's orchestra over a coast-to-coast network for 50 weeks for Allied Quality Paints. Mr. Pumpian will continue his duties as director of media.

WHK-WCLE, Cleveland, are enlarging their educational program series by cooperating with Ohio U station WOSU. The fire, police and health departments of Cleveland are also presenting weekly programs.

HOWARD H. WILSON, CO.

Radio Station Representatives

CHICAGO — 75 EAST WACKER DR. CENTRAL 8744

NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230

KANSAS CITY — 1002 WALNUT ST. GRAND 0810

NATIONAL SERVICE TO STATION AND ADVERTISER

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Standardized Plan For Rate Cards in Canada Proposed

N. P. Colwell Says It Would Simplify Dominion Buying

By JAMES MONTAGNES

A PROPOSED schedule of standardized rates has been sent to all broadcasting stations in the Dominion by the Canadian Association of Broadcasters. It is intended to simplify cost estimates by advertisers desiring to use time on any group of Canadian stations, which now vary so widely that it takes many hours of work to give an advertiser the cost of his time on a Canadian network. The schedule and analysis are the work of N. P. Colwell, Canadian manager of Joseph Hershey McGillvra.

The schedule was recommended to the Canadian broadcasters by the Fact Finding Committee of the CAB, and will be discussed at the annual CAB meeting in Ottawa in January. It is pointed out that in the United States similar chaotic conditions prevail, and still do among certain groups of stations. With Canada having a smaller number of stations, all of which can readily be contacted, it is possible for the Canadian broadcasters to put this rate standardization in force among all stations, enabling an advertiser in the United States to obtain a quotation for the entire Dominion as easily as he can now for the major chains in the United States.

Rates Vary Widely

The analysis made by Mr. Colwell from the rate cards of 67 Canadian stations, show that for half-hour evening rates 17 different proportions of the hourly rate were quoted, varying from 50% to 66.7%. For quarter-hour evening rates there were 21 different proportions, from 25% to 40% of the hourly rate. Five-minute evening rates were not quoted on 17 rate cards, and the remaining 51 cards showed 18 different proportions, varying from 12.5% to 25% of the hourly rate. One-minute evening rates were not quoted on 11 rate cards, and varied to 25 different proportions on the remaining 57 cards, with a rate from 6.7% to 15% of the hourly rate.

Mr. Colwell after making a survey for the Canadian broadcasters of rate proportions on American stations, recommends that Canadian broadcasters adopt a schedule as follows: One hour 100%; three-quarters 80%; half-hour 60%; quarter-hour 40%; ten minutes 32.5%; five minutes 25%; one minute 15%.

The high rate for one-minute announcements is given "due to the scarcity of (such) periods in most cities, due to the new (CBC) regulations, and this increase would tend to keep these announcements to quality accounts."

Mr. Colwell suggested a table of discounts to start at 26 times, and to range from 5% for 26 to 51 times, to 20% for 200 times or over. He suggested making discounts only for periods from 15 minutes up. He urged the CAB to make variations to the schedules he has drawn up, if they do not fit into the broadcasters' picture, but he recommended:

"1. That a standard set of percentages of the hour rate be adopted by *all* the stations in the Association.

"2. That a standard set of discounts be adopted by *all* the stations in the Association.

"3. That, to obtain maximum publicity from both Canadian and American trade publications, and to avoid delay in getting the simplification of time buying under way, a date be set at which time all station rate cards will conform to the standards set by the Association.

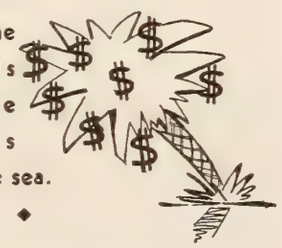
"Such a forward step as this will do more for spot radio in Canada than almost any other. Once and for all, it will demonstrate that Canadian stations are fully as progressive as their American associates, if not a little more so. It will do much to establish Canadian spot broadcasting as an advertising medium which its American counterpart would do well to imitate. It will give to itself the prestige it rightfully deserves among advertising media."

CBC Board to Discuss Commercials on Sabbath

STATUS of Sunday commercials will be considered by the board of governors of the Canadian Broadcasting Corp. at its meeting in Ottawa Nov. 16. According to Gladstone Murray, general manager of CBC, religious organizations have asked that Sunday commercial programs and sports broadcasts be deleted. Mr. Murray has removed sportcasts from the CBC Sunday schedules and has ruled against too much light music on Sunday CBC programs.

Privately-owned stations are withstanding any strict rule that would ban commercials on Sunday, arguing that it would force them off the air for all or part of that day. A ban is considered unlikely, for CBC has important Sunday commercials from the United States and is anxious to acquire more more commercial programs to maintain its new 50,000 kc. stations. When the five new stations are completed, $900,000 a year more than CBC now obtains from license fees and advertising will be required to keep them operating. Limited periods for advertising and sportcasts on Sundays may be set aside, but a ban is not expected.

Covers the Islands like the waters cover the sea.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives.
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

Reps

APPOINTMENT of Free & Peters as its national representatives was announced Oct. 25 by WCKY, Cincinnati. The arrangement was made by L. B. Wilson, president of the station, with James L. Free, head of the representation firm. WCKY is one of the last of the national market network affiliated stations to name a national representative.

JAMES BINGHAM, for the past year with the Chicago staff of Howard H. Wilson Co., has been transferred to the New York office of the same firm.

CARLETON E. COVENY, Los Angeles manager of John Blair & Co., station representatives, is the father of a baby boy born Oct. 13.

KMPC, Beverly Hills, Cal., has appointed Howard H. Wilson Co. as national representative.

STUART EGGLESTON, formerly western manager of CBS in Chicago, has returned to that city to head the sales office of WFIL, Philadelphia, with temporary quarters at his home, 201 E. Delaware Place, until a permanent office is established about the middle of November.

THE McClatchy west coast sales office has just been appointed sales representatives of KTMS. Santa Barbara, scheduled to be dedicated Oct. 31. Norman McLaughlin is manager of the station. He was formerly manager of the McClatchy station, KERN, Bakersfield, Cal.

WHBF, Rock Island, Ill., after Nov. 10 will be represented by Gene Fergason & Co.

PROCTER & GAMBLE Co., Cincinnati, for Crisco, will start Nov. 8 a program of Transradio News, presented by Dave Driscoll, on WOR, Newark, three afternoons weekly, placed by Compton Adv. Inc., New York.

Spencer Heads Office

F. EDWARD SPENCER Jr., formerly in charge of NBC spot sales and since July 1 vice-president and general manager of Craig & Hollingbery, New York station representatives, assumed complete charge of the New York office of the firm Oct. 15. Mrs. Jennie Craig, widow of Norman Craig, will remain with the organization as a controlling stockholder and officer. No change in the present staff has been announced. Mr. Spencer, whose radio background includes nearly 10 years of station management, representation and sales, reports that the firm has enjoyed the most successful fall business since its incorporation.

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

FOR COVERAGE OF NORTHWESTERN OHIO AND SOUTHERN MICHIGAN

USE

WSPD
Toledo

AN NBC BASIC BLUE OUTLET

Toledo Ohio WSPD Toledo Ohio

John Blair & Co., *National Representatives*

KRLD *Crime Reporter*

ADVERTISING the Servel Sales Inc. Electrolux refrigerator, the *Crime Reporter* series of dramatic radio presentations has been renewed for 13 more weeks, following the recent completion of a 26-week contract over KRLD, Dallas, Monday evenings. The program is produced and directed by D. Switzer McCrary, formerly on the faculty at Southern Methodist University and now head of the faculty at the Southwestern School of Radio Broadcasting, Dallas. The series is under combined sponsorship of the Lone Star Gas Co. and the West and East Texas distributors of the refrigerators in Fort Worth and Dallas, respectively. Agency is Brennan Brown & Co. Inc., Dallas.

IN MINNEAPOLIS & ST. PAUL

WTCN

HAS MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR STATIONS COMBINED.

WTCN

NBC BLUE NETWORK STATION

Owned and Operated By

MINNEAPOLIS TRIBUNE

ST. PAUL DISPATCH – PIONEER PRESS

Wesley Temple Bldg., Minneapolis

FREE & PETERS, Inc. National Representatives

NAB Disc Sales Drive Is Started in the East

A CONCERTED effort to sell the NAB public domain transcription library to broadcasting stations to make it pay its own way has been launched under the direction of NAB Managing Director James W. Baldwin. Edward J. Fitzgerald, head of NAB copyright activities who handled clearance of the public domain titles and the recording of the 20 hours already on discs, left Washington Oct. 25 for a month's trip in areas contiguous to Washington. He plans to visit Virginia, North Carolina, West Virginia, Maryland and possibly Pennsylvania on the first swing.

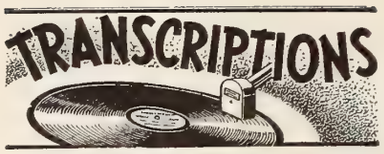
Mr. Baldwin also plans to send a sample of the transcribed public domain works to every station in the country in the near future. Some 60 stations have subscribed for the service since the NAB held its last regular convention in Chicago in June. The new effort is in accord with action taken at the NAB special convention held in New York Oct. 12-13, at which time it was decided that the NAB Bureau of Copyrights should function as a separate entity.

Axton-Fisher Adds

AXTON-FISHER TOBACCO Co., Louisville, Ky. (Twenty Grand, Zephyr cigarettes), has contracted for participation in *Make-Believe Ballroom*, program on WNEW, New York, heard Mondays through Saturdays. For Twenty Grands the program starts Nov. 15, to run 52 weeks, and Zephyrs will start March 28, 1938, to run 33 weeks. This is in addition to the company's sponsorship of the American Legion boxing bouts on KFWB, Hollywood. On Nov. 8 Gruen Watch Co., Cincinnati, will also become one of the participating sponsors of the program. Agency for both accounts is McCann-Erickson Inc., New York.

Chef Boiardi to Add

CHEF BOIARDI FOOD PRODUCTS Co., Cleveland (Spaghetti dinner), participating in the First National Stores program on the Yankee network five days weekly for the past four months, will start adding other stations after the first of the year. Leroy A. Kling, vice-president and general manager of the Frank Presbey Co., Chicago, agency handling the account, would not reveal the stations or type of program.



NEW TYPE of sound effects reproducer has been announced by Technisonic Recording Laboratories, 818 Kingshighway, St. Louis, of which J. M. Althouse is president and Lewis W. Sieck is chief engineer. The reproducer is said to permit individual control of six different sounds reproduced simultaneously, voice or additional sound pickup, high-fidelity amplifiers, mobility, preselection of effects desired and to prevent catacoustical vibrations.

ALL-CANADA Radio Facilities Ltd., Toronto, has acquired exclusive Canadian rights to the Du Maurier dramatic transcriptions manufactured by Du Maurier Productions, Sydney, Australia. The productions have been used on 41 Australian stations and include *Cavalcade of Kings, Heroes of Civilization, Torchbearers of History.*

NILSEN'S Broadcasting Service, Melbourne, has secured the complete Australian rights to the *Speed Gibson* transcription serial from National Radio Advertising Agency Inc., Hollywood. The children's adventure serial is being sponsored in the United States by Quality Bakers of America and several independent concerns. United Broadcast Sales Ltd., Calgary, Alberta, has been appointed exclusive representative for the serial in western Canada.

GRACE GIBSON, head of the transcription department of 2GB, Sydney, Australia, and manager of American Radio Transcription Agencies, that city, who is now in the United States on vacation, will go to England before returning home. Before going to Australia three years ago, she was associated with Freeman Lang Sound Studios, Hollywood, and is well known on the West Coast.

MAX SWOBODA has joined Columbia Transcription Service, Chicago, as assistant technician. He was formerly with Radio Products Inc., the Wicker-Royston Recording Co., and the Rauland Co., all in Chicago.

FELIX A. MULGREW, formerly special assistant to the U. S. District Attorney for the Southern District of New York, has joined the sales staff of Grombach Productions Inc., New York.

FRANK R. McDONNELL has been appointed sales manager of Advertisers' Recording Service Inc., New York. He had formerly been with WHN and WINS, New York.

R. U. McINTOSH & Associates Inc., Hollywood transcription and production concern, has moved to larger offices at 5658 Wilshire Blvd.

FRED C. MERTENS, president of Mertens & Price Inc., is taking a tour of the East.

RICHARD L. HIXSON, new to radio, has been added to the transcription department of KHJ, Los Angeles, as assistant to Robert Wheeler.

WPAR, Parkersburg, W. Va., and WOMI, Owensboro, Ky., have subscribed for NBC's *Thesaurus* service.

RECORDING news events with portable equipment on acetate transcriptions is a new service offered by Radio-Rundfunk Corp., New York, specializing in foreign language programs. News happenings, recorded as they occur, are edited and rebroadcast whenever convenient.

WRDW, Augusta, Ga., dedicated its new transmitter and celebrated its affiliation with CBS Oct. 31 after being host to friends and business associates at a dinner held in the Richmond Hotel.

Four Firms Using WOR Disc Plant

Pressings of Studio Programs Sent to Other Stations

FOUR sponsors whose programs are broadcast on WOR, Newark, are using that station's recording laboratory to record the broadcasts for rebroadcasting on other stations.

Fels & Co., Philadelphia, whose three-a-week *Tom, Dick & Harry* programs come to WOR from WGN, Chicago, via MBS lines, uses WOR recordings on KOMO, Seattle; KGW, Portland, Ore.; KHQ, Spokane, and WCSH, Portland, Me. Young & Rubicam Inc., New York, is the agency.

Hecker Products Corp., New York (Gold Dust, Silver Dust), sends pressings of its *Beatrice Fairfax* programs, fed from WOR to Mutual Network, to WFAA, Dallas; KPRC, Houston; WOAI, San Antonio; WTIC, Hartford; WTAG, Worcester; WNAC, Boston, and WEAN, Providence. Agency is BBDO, New York.

Recordings of *The Shadow*, Sunday afternoon series on WOR are sent to WESG, Elmira; WGY, Schenectady; WSYR, Syracuse; WHP, Atlantic City, and WCSH, Portland, Me. This series is sponsored by Delaware, Lackawanna & Western Coal Co., New York, for its Blue Coal, and is placed through Ruthrauff & Ryan Inc., New York.

An announcement series for Beecham's Pills Inc., New York, placed by Atherton & Currier Inc., New York, is also recorded at WOR for rebroadcast by WOKO, Albany; WHP, Harrisburg, and WPRO, Providence. Copies of these discs are also sent to England, WOR's long distance record to date.

The recording laboratory, which operates under the direction of Ray Lyon, research engineer, is being used to record programs for agency filing purposes and to provide a library of auditioned programs available for sponsorship. The laboratory has also been extensively used by WOR as an aid in rebroadcasting important spot news events occurring at times when a large part of the listening audience could not tune in. Presidential speeches, horse and boat races, the coronation of King George VI and the abdication speech of King Edward VIII are included in the programs repeated via transcription on WOR for the benefit of workers who could not hear these daytime events at the time of their broadcast.

K ★ M ★ P ★ C

"The Station of the Stars"

Beverly Hills, Calif.

Announces the appointment of

HOWARD H. WILSON CO.

as Station Representative

G. A. RICHARDS, *President* ★ KMPC ★ LEO B. TYSON, *Vice-Pres. - Gen. Mgr.*

BEST "SPOT" ON PACIFIC COAST

RADIO NEA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

280 Park Avenue New York

Mortimer Watters Named West Virginia Net Head; Ferguson Is Promoted

WITH his headquarters moved to Clarksburg, W. Va., Mortimer C. Watters, station director of WCHS, Charleston, W. Va., on Nov. 15 assumes the newly-created post of managing - director of the West Virginia Network, comprising, in addition to WCHS, stations WBLK, Clarksburg, and WPAR, Parkersburg. The promotion was announced Oct. 27 by John A. Kennedy, president and general manager of the network and its three stations. At the same time Mr. Kennedy announced the promotion of E. B. (Gene) Ferguson, for the last seven years an announcer, producer and salesman at WCHS, as local commercial manager.



Mr. Watters

Mr. Watters' position as director of WCHS will not be filled, Mr. Kennedy said, as he will continue to be active in the operation of that station. Mr. Watters, 28, is one of the youngest major executives in radio. He started six years ago as radio director of the Lewis Edwin Ryan agency, Washington, shortly after being graduated from Georgetown. He was with the agency two years before becoming commercial manager of WHEC, Rochester, resigning to join WCHS.

Mr. Ferguson is best known nationally for his highly successful *Old Farm Hour*, a program of his conception, operating under his direction with himself as the leading character "Grandpappy Jones." The *Old Farm Hour* is co-sponsored on the air by eight regular Charleston firms, with a waiting list of many more. It plays to regular "paying" audiences each Friday night of an average of 2,000, with as many as 3,655 paid admissions one night and 2,000 turned away.

WABC Takes Discs

WABC, New York key station of CBS, has announced to agencies its offer of time from 6:30 to 9 a.m. for use of transcriptions, which it has not allowed since CBS reached network status. The WABC day will in the future start at 6:30 a.m. instead of 7:30 a. m., and Phil Cook's *Morning Almanac* has been moved back to the 7-8 spot, leaving the hour from 8 to 9 free. In this connection, representatives of NBC told BROADCASTING that it has been considering a similar move for several weeks, but no decision has been reached as yet.

Townsend In Indiana

THE Townsend National Weekly, Chicago, started weekly quarter-hour transcriptions on five Indiana stations Oct. 31 and Nov. 1 with five unselected stations in Illinois scheduled to start the series either Nov. 7 or 14. Indiana stations are WGL, WKBY, WFAM, WLBC and WBOW. D'Arcy Laboratories, Chicago cut the discs, placed direct.

RUMFORD Chemical Works, Providence, R. I. (Rumford baking powder), has renewed contracts for its series of one-minute dramatized spot announcements which are currently heard on about 13 stations, most of them in the South. Agency is Atherton & Currier Inc., New York.

New York U Poll

RADIO poll taken by *Varieties*, publication of New York University, in which 3,376 students voted, showed the following results: Comedian: (1) Jack Benny, (2) Fred Allen; singer: (1) Bing Crosby, (2) Kenny Baker; announcer: (1) Harry Von Zell, (2) Martin Block; band leader: (1) Mark Warnow, (2) Horace Heidt, (3) Benny Goodman; children's program: (1) *Funny Things*, (2) *Uncle Don;* actor: (1) Don Ameche, (2) Edward Robinson; actress: (1) Helen Hayes, (2) Claudette Colbert; script writer: (1) Harry Conn, (2) Fred Allen, (3) Jack Benny.

Flex-O-Glass Places

FLEX-O-GLASS MFG. Co., Chicago, started programs and announcements on 14 stations Oct. 4. Quarter-hour shows broadcast from three to six times weekly were started on WLS, WCCO, KMOX, WLW and WHO. Five-minute programs thrice weekly are being used on WJR, KFEQ, KWTO and KFYR. Twelve announcements weekly are being used on WIBW and KMMJ with six announcements weekly on WNAX, KMA and KFNF. Presba, Fellers & Presba Inc., Chicago is the agency.

Varady Adds Spots

VARADY OF VIENNA, Chicago (face powder), currently sponsoring Ted Weems and his orchestra over 10 Mutual stations, will go off the air Dec. 6 to return the last Sunday in January when the program will continue until the middle of June. Program will be broadcast over the same stations at the same time—12:30 p. m. (CST). One-minute dramatized announcements, cut by RCA, Chicago, are being broadcast two and three times daily over four stations. Baggaley, Horton & Hoyt Inc., Chicago, is the agency.

Marrow to Change

J. W. MARROW Co., Chicago (Mar-O-Oil Shampoo), currently sponsoring Henry Busse's orchestra over a NBC-Red eastern network, will go off the air Nov. 28 to return Jan. 15 on 27 stations coast-to-coast. Program, now heard at 10:45-11 a. m. (CST), will be heard at 1:15 p. m. The firm's program on the NBC-Red network on the West Coast will also go off to make way for the expanded show. Baggaley, Horton & Hoyt Inc., Chicago.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

USE THE NEW POSTAL TELEGRAPH

NIGHT LETTER SERVICE



Make it part of your regular correspondence routine... use it for overnight speed... for dependability... for ECONOMY!

AMAZING SAVINGS RANGE ALL THE WAY FROM 20% TO 75% AND BEYOND... DEPENDING UPON LENGTH OF MESSAGE

NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The *maximum* rate for a 25-word message between the most distant U. S. points on the map is only fifty cents . . . two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

*NOTE: *The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.*

Quaker Oats Spots

QUAKER OATS Co., Chicago (cereal), has started minute participations on WTAM and WXYZ and three-minute participations on KDKA on home economics programs five times weekly. According to Lord & Thomas, Chicago, agency handling the account, no additions are contemplated at this time.

New R. G. Dun Series

DEISEL-WEMMER-GILBERT Corp., Detroit (R. G. Dun cigars), has started a half-hour program *News Comes to Life*, on WJR, Detroit, and WGAR, Cleveland. Big news of the week is dramatized. Account is placed for 13 weeks, with Brace-Beemer Inc., Detroit, as agency.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

FCC Charting Reorganization Plans

(Continued from page 12)

ing Association, which had filed applications for new 100-watters at Provo and Logan, Utah, and which was the only one of the cases cited which actually went to hearing. At the hearing it was fully disclosed, the respondents contended, that Intermountain Broadcasting Corp., operating KDYL, Salt Lake City, was the stockholder, and an appeal now is pending from the FCC decision denying the applications after an examiner had recommended that one of them be granted.

The cases cited involving individuals were those of Richard Casto, for a new station at Johnson City, Tenn., and of Geraldine Alberghane for a new station in Pawtucket, R. I. The respondents disclaimed that they had ever represented the latter applicant, a young woman residing in Boston, who is the niece of W. Paul Oury, former general manager of WPRO, Providence. In the Casto case, there was involved a charge that Mr. Smith improperly had interpolated signed copies of depositions in the FCC file, supplementing unsigned copies of the same depositions.

The question of Casto's financial responsibility, raised by the Payne inquiry, was answered when Zenda Casto, sister of the applicant, testified, when called to the stand by Mr. Kaufman, she had given him $25,000 for the purpose of financing the station if the FCC approved the application. Bank books were produced in evidence to substantiate that fact.

In the testimony on Casto, it was developed that Mr. Smith had added the depositions to the file with the permission of the docket clerk of the FCC, who had made the suggestion. Moreover, a question from the bench by Commissioner Case elicited the information that three other attorneys were in the docket clerk's office at the time the incident occurred, were cognizant of it, and apparently did not regard it as an act that even warranted notice.

Throughout the eight days of hearing, the six commissioners sitting were on the qui vive. The procedure, while more liberal than is customary in the courts, nevertheless was far more judicial than any other proceeding before the FCC or its predecessor Radio Commission. Rulings on all objections were prompt and clear. Chairman McNinch frequently consulted with his colleagues on such rulings, and not a single objection was left for a "reserved ruling" as is customary in regular hearings beore examiners.

Disqualification Move

All of the hearings were held in a hearing room in the ICC Bldg., adjacent to the Postoffice Bldg. in which the FCC offices are located. Immediately following Chairman McNinch's exposition of the issues and a detailed statement of the procedure to be followed, the Payne disqualification arose. Mr. Koenigsberger inquired whether it was the intention of Commissioner Payne, who was present, to sit, and the Commissioner replied that it was. He then "suggested" that the Commissioner withdraw without a motion and disqualify himself.

Obviously prepared for the move, the member under fire read from a written statement, after Chairman McNinch had observed that the suggestion "is addressed first to the conscience of the member of the Commission who is charged with bias, or who is challenged." Mr. Payne stood his ground by citing a "well-established principle of common law," etc.

It was then that counsel for the respondents presented a formal printed affidavit published elsewhere in this issue, which was the basis of the disqualification by the 5 to 0 vote. After reading of the affidavit, the chairman observed that the motion was still addressed to the individual commissioner and that opportunity would be given for its amendment as a formal motion addressed to the Commission. Special Counsel Kaufman objected to the whole move on the ground that there was no statutory basis for it and no advance notice to the FCC but the chairman ruled that the FCC was not proceeding under any statute requiring such notice.

A recess was taken, and when the afternoon session began, counsel for the attorneys presented the formal motion, which was accepted by Mr. McNinch with the statement it would be "entertained". Further argument was presented in its support. Asked by Chairman McNinch whether he desired to file any motion or answer in his own behalf or if he wished to be represented before his colleagues on the motion to disqualify, Mr. Payne replied he had "no such desire".

The Chairman then asked General Counsel Gary whether he had any advice or counsel to give the Commission on the motion and he replied in the negative. Later when the Commissioner under attack said he would be glad to offer any testimony or denial of the allegations under oath to the six commissioners, Mr. Koenigsberger declared he felt that counsel for Messrs. Sega and Smith should have the right of cross-examination. Chairman McNinch said he would have to recognize that right.

Chairman's Ruling

With those preliminaries concluded, the Commission recessed and went into executive session. Nearly two hours later they filed back into the room. Commissioner Payne was not present. Chairman McNinch then delivered his ruling. The Commission first considered

(Continued on page 65)

THE FORT WORTH MARKET

Comprising the 21 Counties
Within a 50-Mile Radius of Fort Worth

POPULATION	1,061,751
NUMBER OF RADIO HOMES	184,230
NUMBER OF RETAIL STORES .	14,122
ANNUAL RETAIL SALES . . .	$322,000,000.00

KTAT's Primary Coverage Fits
This Rich Market Like a Glove!

Write for FREE Market Data
Booklet on your Company Letterhead

Affiliated with the Mutual Broadcasting System

Get Your Share of this More than Three Hundred Million Dollar Market with Advertising over . . .

TARRANT BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*
1000 Watts—Full Time

Radio Station
KTAT

National Representatives: FREE & PETERS, Inc.
New York San Francisco Detroit Los Angeles Chicago Atlanta

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE
•
Why not build your "Spot" around this preference.
WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company



Studio Notes

COOPERATING with the N. C. State Employment Service in making an unemployment survey in the city of Raleigh, WPTF set aside three periods weekly during the census-taking to interview job-applicants, asking that interested employers who were listening in contact the employment office to place the work-seekers. All applicants were given identifying numbers on the air and no names were revealed, the station fearing that some might be embarrassed.

WITH THE installation of its new RCA reproduction and recording equipment WOV-WBIL, New York, is planning the preparation of an audition library for the convenience of prospective sponsors.

WHIP, Hammond, Ind., started Charles Copeland Smith's *Questions & Answers* program Oct. 25. Mr. Smith formerly conducted his program over WMAQ, Chicago. He has also been with WCFL, Chicago.

EVERY high school within a 40-mile radius is scheduled to appear in a weekly series of spelling bees on KYOS, Merced, Cal. The series is to be continued for thirteen weeks and each week pen and pencil sets will be awarded the best individual spellers. Wrist watches will be awarded the best spellers at the end of the series and a three-year silver trophy will be presented the winning school.

KYA, San Francisco, recently inaugurated a *Traffic School of the Air* program under the auspices of the Traffic Bureau of the Oakland Police Department.

REV. FATHER VALERIAN KARCH has been appointed director in charge of all foreign language programs on WHIP, Hammond, Ind. Father Karch has planned a group of broadcasts covering various phases of religious, sociological and economic problems for the foreign language groups of the Hammond-Calumet industrial area.

A SERIES of 10 short dramas titled *Triumph of a City*, specially recorded by WBS and each telling a story of the administration's record, has been used over WFBL and WSYR in Syracuse by local politicians as part of their November election campaign. Each 10-minute disk is supplemented by a three-minute speaker.

High School Staff

LAKEWOOD High School Radio Workshop, first of several to be established by WHK-WCLE, Cleveland, has been organized into a regular station staff. Larry Roller, director of public events at WHK-WCLE and in charge of the workshops, has named a program director, production manager, publicity director and continuity chief. The class meets weekly and uses as its text book *Behind the Microphone*, written by H. K. Carpenter, general manager of WHK-WCLE.

KYOS, Merced, Cal., staff with the cooperation of telephone company employes installed lines and equipment in 15 minutes in a hotel and was rewarded by an unscheduled impromptu talk by Senator McAdoo.

NBC, San Francisco, has obtained exclusive rights to broadcast portions of a series of five operas being presented by the San Francisco Opera Co.

MUSIC Corp. of America recently opened offices in 111 Sutter Bldg., San Francisco.

WFIL, Philadelphia, sent Engineer Arnold Nygren 265 miles Oct. 29 to DuBois, Pa., where he handled a four-minute remote broadcast on Mutual of a talk on "National Safety" by Charles S. Hart, Grand Exalted Ruler of the Elks.

WIL, St. Louis, recently celebrated the 10th anniversary of its variety program sponsored by George L. Weber Jewelry Co., that city. The program is an evening spot featuring dance music with 75% of the copy institutional.

CHILDREN in schools for the blind for the third consecutive year will be able to obtain in braille the four student notebooks used with the weekly NBC *Music Appreciation Hour* programs.

KFXD, Nampa, Ida., is constructing a $10,000 studio and office building consisting of three studios, four offices and a new control room equipped with Western Electric apparatus throughout. Modernistic in design, the building is of white glazed brick and is air conditioned. KFXD expects to move into the new building Jan. 1.

ANNUAL series of broadcasts under the auspices of the New Jersey State Federation of Women's Clubs has resumed over WOR and is heard weekly from 11:30 to 11:45 a. m. on Wednesdays.

STANDARD BROADCASTING Co., operators of KFVD, Los Angeles, has bought the building at 338 South Western Ave., that city, and is remodeling it for studios and executive offices. It will be ready for occupancy Dec. 15, according to Frank Burke Jr., president and general manager. Present studios are located at 3443 Wilshire Blvd., Los Angeles.

TAXI drivers, filling station men and other guests who are in a position to know most about the causes of auto accidents are featured on *Fender Benders*, a Sunday afternoon program on WCCO, Minneapolis. This safety campaign conducted by WCCO and the *Minneapolis Star* will include talks by city officials and driving instructors.

WITH THE Chevrolet Dealers of Chicago already sponsoring the Chicago Cardinals professional football games over WIND, Gary, a second group of Chicago automobile dealers, the Oldsmobile Dealers of Chicago, began sponsorship of the other Windy City professional gridiron team, the Chicago Bears, on Oct. 24. The two Ralph Atlass stations have exclusive broadcasting privileges for the professional games, WIND and WJJD being the only two Chicago metropolitan stations carrying the games. Last year the Standard Oil Co. of Indiana sponsored the Bears football games over WGN with Chevrolet dealers airing the Card games over WIND. Campbell-Ewald Co., Chicago, placed the Chevrolet business while the Oldsmobile account was handled direct. Russ Hodges and Jimmy Dudley are broadcasting the games.

THEODORE DREISER, through his manager, William C. Lengle, has appointed Kass-Tohrner Inc., New York, to handle adaptation of his works for radio. William Watters of the latter office is now engaged in the preparation of *A Gallery of Women*, which will be offered as a group of half-hour shows. Kass-Tohrner reports that several sponsors have expressed interest in the series.

WFMD, Frederick, Md., has moved to its new studios which occupy the third floor of the local Seminary Bldg. and include a theatre studio.

WBBM, Chicago, has started *Pantry Party* featuring Eleanor Howe, editor of *What's New in Home Economics* and star of the CBS *Homemaker's Exchange*. Miss Howe answers telephonic inquiries on cooking subjects as they are received during her broadcasts and sends 3,000 recipe cards to listeners each week. Last winter 300,000 CBS listeners entered recipes in a contest conducted by her.

SOME 250 San Francisco announcers, producers, technicians and friends attended the annual NBC technicians dinner dance in the Gold ballroom of the Hotel Fairmont Oct. 9. Lloyd E. Yoder, NBC San Francisco manager, and Mrs. Yoder were guests of honor. Benny Walker, veteran NBC entertainer, was master of ceremonies.

TO PROMOTE the 1939 Golden Gate International Exposition, Radio Director Art Linkletter is supervising five radio programs a week over Bay district stations. This schedule will be gradually stepped up until the opening of the Exposition when 25 programs daily will be broadcast from the fair grounds. According to Mr. Linkletter several other broadcast programs are also using Exposition material as the occasion warrants.

WITHIN 30 minutes after an explosion had killed 32 miners at Mulga, Ala., WSGN, Birmingham, was on the air with a special broadcast from the scene of the disaster. Joe Ford, WSGN announcer, and James Evans, engineer of WSGN, were credited with the scoop.

TOMMY BARTLETT, CBS announcer in Chicago, went to St. Louis Oct. 12 to assist Dan Donaldson, KMOX announcer, on the first broadcast of *Meet the Missus*, program sponsored by Fitzpatrick Bros. The program is broadcast direct from the Food Craft Shop, St. Louis, and consists of interviews with ladies attending the luncheon. Bartlett originated the program at WBBM a year ago.

WHIO, Dayton, O., has developed a bonus scheme designed to stimulate interest in commercial announcements among the program and production personnel. Advertisers pay a service charge of 25 cents per announcement, 50 cents per five minutes and $1 for other time units in addition to regular rates. The money is divided between the program and production departments each Friday.

WLS, Chicago, is broadcasting a Saturday morning series called *High School Parade* featuring students from local high schools who dramatize their extra-curricular activities. Listeners are asked to vote on the best programs and at the end of the series six prizes will be awarded.

REMOTE studios were opened in Union City, Miss., last month by WTJS, Jackson, Miss., following the reopening of the Hassell Furniture Co. of that community. Its owner, J. A. Hassell, had been an enthusiastic radio advertiser and when he decided to come out of retirement insisted that WTJS establish in his city.

KCKN, Kansas City, Kan., has supplemented its two studios in the building of the *Kansas City Kansan* by converting the paper's exhibition hall into an auditorium studio for large cast presentations.

WJSV, Washington, celebrated its fifth anniversary Oct. 20 by reviewing its progress in service to the community and the development of many radio stars.

When you say—

"SELL!"

WSOC gives you a market of 638,470 people—owning 130,300 radios!

THEY'LL BUY

if you'll make your offer over

WSOC

Charlotte, North Carolina

WEBC

Tells Your Story In AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT'S WMFG HIBBING WHLB VIRGINIA

STATIONS ADVERTISERS AGENCIES !

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery" 1938 Edition



Every woman wants one. Contains 186 valuable hints on cookery, comprising the experiences of thousands of housewives and edited by one of the world's foremost food experts. Priced as low as 3c, to include your advertising on outside front and back covers. Easy to mail; a gift that will be treasured.

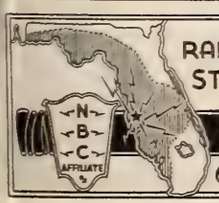
Send for Samples and Prices to

ANTON PETERSON

173 W. Madison St.

CHICAGO, ILL.

We are about to release several other new items, all designed for radio premiums. Whatever your needs, get in touch with us.



RADIO STATION WFLA

STUDIOS TAMPA • • CLEARWATER •

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT

Imperial Using Spots

IMPERIAL TOBACCO, Montreal, has started a Friday evening series titled *Canada 1937*, 10-10:45 p. m., on 35 stations of Canadian Broadcasting Corp. Each program of the series will include interviews with news commentators in Europe, a five-minute review of New York shows and a travelling reporter who will broadcast from a different Canadian city each week, discussing the district's contribution to the economic life of Canada and interviewing those who make the contribution possible. Whitehall Broadcasting Ltd., Montreal, is agency.

Stations broadcasting the series are CJCB CHNS CFCY CKCW CHSJ CFNB CHRC CFCF CBM CBO CFRC CRCT CKOC CFPL CFCO CBW CFCH CKGB CKJL CKSO CKPR CKY CKX CKBI CFQC CKCK CJCA CFAC CFCN CJOC CJAT CKOV CFJC CHWK CBR.



KELD CELEBRATES—Manager F. E. Bolls of the El Dorado (Ark.) station cuts cake as he and staff wind up gala program Oct. 6 observing KELD's second birthday. Left to right: Mary Gideon, Chief Engineer Charles Mathis, Paul Thompson, Mel Cooper, Elizabeth Ann Reed, Rodney Smith, Mr. Bolls and Leon Sipes.

Continental News Test

CONTINENTAL BAKING Co., New York (Wonder bread, Hostess cake), is testing *Women in the News*, Transradio Press reports, on WHIO, Dayton, and WJSV, Washington, quarter-hour, Mondays through Fridays. Agency is Benton & Bowles Inc., New York, which places a similar program for Colgate on WOR, and a third for Standard Milling Co., New York (Hecker's flour), on WIBX.

Durkee Oleo List

DURKEE FAMOUS FOODS Inc., (Chicago division), manufacturers of nut margarine, in addition to using 30 quarter-hour *Komedy Kingdom* transcriptions on 7 stations with others to be added, also is using 100-word announcements three to six times weekly on KGNC, KFYO, WOAI, WAVE, WWL, WKBZ and KMMJ. At WJDX, Jackson, Miss., a weekly quarter-hour disc *You Be the Judge* is being used. Following stations are carrying *Komedy Kingdom*: KMOX, KOA WDZ, WGBS, WGL, WSBT, and WOOD-WASH. Hollywood Transcription Co. of America cut the discs. C. Wendel Muench & Co., Chicago, handles the account.

Olson Rug Resumes

OLSON RUG Co., Chicago (Olson rugs), has started quarter-hour live talent programs on four stations. They are *Morning Minstrels* on WLS, Chicago, thrice weekly; *Grace & Eddie Albert*, Wednesday morning at 9:30 over WEAF, New York; thrice-weekly programs on *Morning Woman's Hour*, WNEW New York; and thrice-weekly morning programs on WJR, Detroit. Agency is Presba, Fellers & Presba Inc., Chicago.

Westinghouse to Raise Strength of Shortwave Signals by New Beams

IMPORTANT changes in the transmitters of W8XK, Saxonburg, Pa., which will have the effect of increasing the signal strength of these shortwave broadcasting stations many-fold, were announced Oct. 26. Radiation will be concentrated on Europe and South America, and the four independent transmitters, in operation several years, will be placed on definite schedules.

Improvements include two directional rhombic antennas, one to South America beamed on Bueno Aires, and one to Europe beamed on London. The South America beam, it was stated, will greatly improve reception not only in Argentina but also Brazil and other South American countries. The European beam will cover England and continental Europe.

The expected power gain will be 25 times on 6140 kc., 36 times on 11,870 kc. and 50 times on 15,21 kc. In modernizing the transmitters, the fully-modulated carrier will be 28,000 watts, 24,000 watts and 18,000 watts respectively on the three frequencies. The fourth transmitter, operating on 21,54 kc. will not be changed and will retain a power of 6,000 watts.

It is expected the South American beam will be ready by Nov. 1 and the European beam by Nov. 1, after which time approximately the original schedule of broadcasts will be resumed. Later it is intended to erect a directional antenna and also to increase the power of the transmitter of W1XK at Milli Mass.

SPA Uniform Contract

MEMBERS of the council of Son writers' Protective Assn., includin Irving Caesar, SPA president, m with Max Dreyfus, publisher, re resenting Music Publishers' Prote tive Assn., and counsel for bo SPA and MPPA, on Monday, Oc 25, to discuss phraseology of th new uniform contract slated for a proval within the next two week While terms were not release they were said to be satisfacto to both groups. The agreeme would be retroactive to June 1937. The next step is submissi of the contract to SPA members the West Coast for approval, aft which it will be returned to Ne York for final drafting.

GENERAL CIGAR Corp., New Yo (William Penn cigars) on Oct. started 10 weekly one-minute WI transcribed announcements on KG San Francisco. H. W. Kastor & So Adv. Co. Inc., Chicago, is agency.

WWL
NEW ORLEANS
LOUISIANA'S most powerful station
850 KC 10,000 WATTS
affiliated C.B.S.

● To 887,110 Radio Listeners in Primary Area.
● To 1,031,830 Radio Listeners in Secondary Area.
KFH
Means More Business
● To 100 Regular KFH Advertisers.
KFH CBS WICHITA • KANSAS
National Representative EDWARD PETRY AND CO.

The Largest Independent Frequency Measuring Service in the Country
ACCURACY
Manufacturers and Engineering Consultants
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

A Best Buy in Southwest Radio
NBC or Spot
10,000 WATTS
KTHS
HOT SPRINGS, ARK.

General Mills Sponsors WMCA Three-Hour Show

A NEW daily three-hour program on WMCA, New York, *Six Star Revue*, includes a complete variety show, ministering to hearts in travail, bridge fans and sports followers. Talent is Ken Strong, All-American football star, for football talks; Waite Hoyt, former Yankee pitcher, baseball talks; Mae Murray, movie star, answering lovelorn inquiries; Frankie Basch, "Roving Reporter", interviewing personalities in headline news; David Bernstein, bridge expert, bridge talks; Howell Clark, with Hollywood news; Garnett Marks with general news and market reports; Bob Carter, racing news; guest stars; and music by Lee Grant's 14-piece orchestra; singers, Larry Winn, Kay & Buddy Arnold; Jerry Baker and Lorraine Barnett; and Don Kerr, master-of-ceremonies. Program, which was sponsored throughout the baseball season by General Mills Inc., is continuing under the same sponsorship.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

of BROADCASTING Combined With BROADCAST ADVERTISING, published semi-monthly at Washington, D. C., for October 1, 1937.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Gate Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING Combined With BROADCAST ADVERTISING, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher—MARTIN CODEL, Washington, D. C.

Editor—SOL TAISHOFF, Washington, D. C.

Managing Editor—J. FRANK BEATTY, Silver Spring, Md.

Business Manager—GATE TAYLOR, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other uninCorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Martin Codel, Washington, D. C.; Sol Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

GATE TAYLOR.

Sworn to and subscribed before me this 2nd day of October, 1937.

NATHAN SINROD,
(Seal) *Notary Public.*

My commission expires August 28, 1938.)

A Life Saved

JERRY WHITE, announcer of the midnight to 3 a. m. program on WIND, Gary, Ind., was busy presenting his feature at the station's Chicago studios recently when he heard a crash on the street below. Concluding his announcement, White called for another recording and rushed to the window. Below he saw the wreckage of a bad auto smashup. He rushed back to the mike where he interrupted the program, announced the collision and the place of the accident and requested that an ambulance be rushed there immediately. The clanging of an ambulance bell was heard shortly and later it was learned that a life had been saved by a matter of seconds. The name of the program, oddly enough, is *The Night Watch*.

James Roosevelt Named To Coordinate Federal Units With White House

WITH the abolition several weeks ago of the National Emergency Council, James Roosevelt, eldest son and a member of President Roosevelt's secretariat, has been designated as the coordinator for independent and emergency agencies of the Federal Government, including the FCC.

This was made known Oct. 21 when the President's son held his first conference with heads of various independent commissions. Chairman McNinch of the FCC was not represented because of FCC activity but it was indicated he would be present at subsequent meetings. This "conference system" is designed to increase efficiency in administering the work of the bureaus involved, it was explained. The plan is for the agency heads to have individual half-hour conferences with Secretary Roosevelt each week. Mondays and Tuesdays have been selected tentatively.

At the White House it was stated Oct. 22 that Secretary Roosevelt was not officially the coordinator but would serve merely as a "clearing house," which the independent agencies had requested to aid in clearing matters through the White House.

Remington-Rand Spots

REMINGTON-RAND Inc., New York (Remington electric razor), on Saturday, Oct. 23, used 100-word announcements before and after football games on the following eight stations: WINS, WNEW, WHN, WMCA, New York; WNBF, Binghamton; WMBO, Auburn; WIBX, Utica; and WBRY, Waterbury. The same thing may be done on future Saturdays, but no plans have been made. Agency is Leeford Adv. Agency Inc., New York.

BENTON & BOWLES Inc., New York, will open a Chicago office in the near future, to be headed by Edward Aleshire, now radio director of H. W. Kastor & Sons Adv. Co. Inc., Chicago. The new branch of Benton & Bowles will be organized as a separate agency, retaining only the firm name.

O'DEA SHELDON & Co., New York, has changed its name to O'Dea, Sheldon & Canaday Inc. as the result of a merger with the New York and Baltimore offices of U. S. Adv. Corp.

WHY
do Winston-Salem merchants pay higher rates on WAIR?

WHY
does WAIR run far ahead in number of local-sponsored programs?

THE ANSWER!

RESULTS!

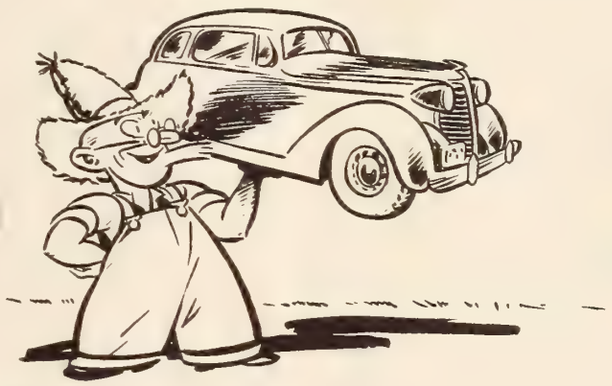
Write! Wire! Call!

WAIR
Winston-Salem, N. C.

Results COUNT MOST

CFCF
MONTREAL
NBC RED and BLUE

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO



WE BUY ONE OUT OF FIVE, BY CRACKEY!

WDAY's primary audience alone brings you nearly one-fifth the business done in the three states we touch—North Dakota, South Dakota and Minnesota [exclusive of Hennepin and Ramsey counties]. And when you consider that WDAY gives you this audience virtually without competition, we believe you'll agree we've got something! Want a slice of it?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Upper Bands Set Aside for Television

Channels Are Assigned In Ultra Range for Apex Stations

SETTING aside seven channels in that portion of the ultra-high frequency range regarded as at present usable for television stations, along with another dozen channels in the upper reaches of the spectrum for visual experimentation, the FCC on Oct. 18 made public its long-awaited allocations to services in the ultra-high bands.

In addition, 75 channels definitely were assigned for aural or "apex" stations in the ultra-high range, to fall in the band from 41,020, to 43,980 kc. The revised allocations were adopted at a meeting Oct. 13, to become fully effective Oct. 13, 1938. All parties in interest, however, have 90 days from the date of issuance of the orders to register objections. Otherwise the FCC will assume that all holders of licenses, whether experimental or otherwise, consent to the changes.

The revised frequency allocations cover the entire range from 10 to 300,000 kc. Heretofore, the FCC regulations have covered only the spectrum from 10 to 25,000 kc. as being subject to regulation for practical purposes, with everything beyond that regarded as entirely experimental.

New Guide Posts

The new allocations were based upon hearings before the FCC June 15-29, 1936, at which leading engineers and others in the industry presented testimony on their work in these bands and set forth their views on bands best adapted for particular types of service. Thus, the new allocations definitely stake off and assign portions of the ultra-high frequencies for particular types of service, but definitely label the broadcast phases (including television, aural broadcasting, etc.) as experimental.

It was pointed out that the FCC order makes only minor changes in the older established portion of the spectrum up to and including 25,000 kc. "However," it adds, "the most significant action is with reference to the so-called ultra-high frequencies up to and including 300,000 kc., and in this the Commission has not only allocated space for various radio services utilized for the preservation of life and property, but also has allocated considerable space for broadcasting, including television.

"The importance of this action is the profound influence it will have upon the development of the radio industry, because in a manner it sets up guiding-posts for every phase of the industry, including research, design, manufacture and practical operation."

In setting aside 19 channels, each 6,000 kc. in width, for television, including accompanying "sound", the FCC made it clear that its investigations "justify the statement that there does not appear to be an immediate outlook for the recognition of television service on a commercial basis." Adding that the FCC believes the public is entitled to this information (presumably to discourage indiscriminate purchases of stock in television companies), it added that it would inform the public from time to time with respect to further developments in television.

Seven channels between 44,000 and 108,000 kc. were made available for television stations. These were requested for the most part by television experimenters at the hearings last June, as being best adapted for use, since equipment has not yet been devised to function in an altogether satisfactory fashion in the higher frequencies. In addition, however, the allocations assign 12 channels between 156,000 and 300,000 kc. for television, apparently earmarking them for the time when workable tubes are devised for these very short waves.

Television stations will be assigned these channels on an experimental basis with the same requirements as are now imposed," said the order. "This experimental basis will be continued until the several remaining technical problems have been solved and standards of transmission and reception are adopted."

Reaction within the industry to the assignment was mixed, with A. L. Murray, chairman of the Radio Manufacturers Association's television committee stating that the FCC had gone only part of the way. The RMA had asked that the FCC allocate the whole band from 42,000 to 90,000 kc. for television experimentation, and instead the Commission scattered the channels not only in this band but far beyond it. The television channels, Mr. Murray pointed out, are sandwiched in between channels assigned for other purposes, whereas the set manufacturers wanted a continuous band.

For "apex" or ultra-high frequency broadcast stations, some 50 of which already are licensed, the order sets aside 75 channels in the band 41,020 kc. During the last two years experimentation with these stations has indicated intensified local coverage in limited areas, and engineers feel confident that ultimately local broadcasting will find its haven in these bands.

"The Commission at an early date," the order continues, "will consider carefully the needs and requirements for high-frequency broadcast stations using both conventional modulation and frequency modulation, as well as the needs of educational broadcast systems. The record of the June 15, 1936, hearing concerning the purpose and needs for the educational systems will be given most careful consideration in the details of assignment."

Relay Channels

Sixteen channels for relay broadcast stations are provided in the band from 30,830 to 39,820 kc. These channels, the order explained, will enable a continuance of the existing stations as well as provide additional facilities for the growth of relay broadcast service. It added: "This number of channels and limited interference range is such that consideration may be given the licensing of every regular broadcast station for two relay stations in this band, the frequencies, however, being available on a shared basis with other relay stations."

In its discussion of television, the FCC pointed out that its action is merely one step of many which are required before the visual art can become a reliable service to the public. Some of these many steps must be taken by the industry in the development of proper standards which in turn the Commission must approve before television can technically be of great use to the public on any scale. Discussing this subject, it added:

"Also the Commission, at the proper time in the future, must determine the policies which will govern the operation of television service in this country, particularly with reference to those matters which relate to the avoidance of monopolies. And the Commission must also in the future prescribe such rules and policies as will insure the utilization of television stations in a manner conforming to the public interest, convenience and necessity, particularly that phase which will provide television transmission facilities as a medium of public self-expression by all creeds, classes and social-economic schools of thought."

Describing allocations for experimental service, the FCC said a number of frequencies throughout the bands 30,000 to 40,000 and 132,000 to 140,000 kc. have been assigned for shared use by all persons who are granted licenses to carry on fundamental research for development of the technique of the radio art. "It is the purpose of the Commission to encourage experimentation in all cases where fundamental research for the development of the technique of the radio art is the prime purpose of such experimentation", it added.

New Allocations

Pointing out that at present many requests are received for the use of radio facilities by services not recognized in the existing rules and regulations, the FCC stated that it is proposed to assign frequencies whenever the FCC finds such use in the public interest on a temporary basis for a specific period of time. For mobile press service, the FCC will provide channels of communication for the collection of press material from points where wire facilities are not available or are inadequate.

To cover the revised allocations, the FCC made public two orders to amend Rule 229 of the existing Rules and Regulations. Order No. 18 covers all frequency assignments from 10 to 30 kc. The assignments from 10 to 25,000 kc., and from 28,000 to 30,000 kc. are the same as in the past. Those from 25,000 to 28,000 kc. have been reallocated, but do not affect broadcasting, as such. Order No. 19 covers the new allocations of frequencies to specific services or classes of stations in the frequency range from 30,000 to 300,000 kc.

"The Commission will at a future date prescribe the restrictions governing the use of specific frequencies to specific services where such intended use may be inconsistent with or not included in existing regulations," it was stated.

That portion of the FCC announcement describing general

Allocations to Services Relating to Broadcasting

19 Channels Reserved for Television
(In Terms of Kilocycle Width)

44,000-50,000	50,000-56,000	66,000-72,000	78,000-84,000
84,000-90,000	96,000-102,000	102,000-108,000	
156,000-162,000	162,000-168,000	180,000-186,000	186,000-192,000
204,000-210,000	210,000-216,000	234,000-240,000	240,000-246,000
258,000-264,000	264,000-270,000	282,000-288,000	288,000-294,000

75 Channels Reserved for Aural Broadcasting (Apex Stations)
Entire Band from 41,020 to 43,980 kc. (40 kc. separations)

16 Channels Reserved for Relay Broadcast Stations

30,820	31,220	31,620	33,380	33,740	35,020	35,260	35,620
35,820	37,020	37,340	37,620	37,980	39,260	39,620	39,820

Institute of Radio Engineers Praises Appointment of Comdr. Craven to FCC

EXPRESSING its approval of and pride in the appointment of Comdr. T. A. M. Craven to the FCC, the Institute of Radio Engineers, leading professional society of American radio men, through its secretary, Harold P. Westman, addressed a letter to President Roosevelt Oct. 21 declaring its "feeling of satisfaction at this recognition of the basic need for men of sound engineering training, experience and judgment."

Comdr. Craven, retired naval officer, was selected along with Chairman Frank R. McNinch last August, and his appointment was widely lauded not only by his colleagues in the radio engineering profession but on the floor of the Senate. He has long been a member of the IRE. Mr. Westman's letter to the President follows:

On Aug. 17 you appointed and on Aug. 21, 1937, the U. S. Senate confirmed Lieut. Comdr. T. A. M. Craven, a member of the FCC. The Institute of Radio Engineers desires to express to you its hearty approval of your choice and its own feeling of satisfaction at this recognition of the basic need for men of sound engineering training, experience and judgment on a Commission where are formulated and enforced the regulations which of necessity shape and control the development of electrical communication.

The Institute of Radio Engineers is the professional society of the youngest and most rapidly developing branch of the communication art. Its 5,000 members take pride in the fact that you chose to fill one of the recent vacancies on the Commission with a member of its own board of directors whose fundamental training and long experience eminently qualify him for the position.

phases of the new allocations, follows:

Order No. 18 carries with it Part I of Rule 229 covering the allocation of frequencies between 10 kilocycles and 30,000 kilocyces. It is pointed out that no changes are involved with respect to frequencies between 10 kilocycles and 25,000 kilocycles and 28,000 and 30,000 kilocycles. Since Rule 229 was printed in 1932, the Commission has from time to time adopted a number of individual changes with respect to certain services. The order gives an up to the minute listing of such changes and should be considered merely as a recapitulation of frequencies in accordance with past actions of the Commission with the exception of the band 25.000 to 28.000 kilocycles, which has been specifically reallocated to new services except for broadcasting between 25.600 and 26,600 kilocycles, effective 3:00 a. m., EST, October 13, 1938.

Order No. 19 carries with it Part II of Rule 229 covering the allocation of frequencies between 30,000 and 300,000 kilocycles. All of the frequencies listed in this range, except amateur between 56,000 and 60,000 kilocycles, are assigned to specific services for the first time. All outstanding licenses in this frequency range, except amateur and point-to-point communication in Hawaii, are for experimental services.

Inasmuch as only a relatively few frequencies above 25,000 kilocycles are now in use, it may be possible for the Commission to make some regular assignments within this band prior to the effective date of the order; however, it is not expected that the existing licensed frequencies will be changed over to the new frequencies or that assignments of a permanent nature will be made on the present experimental channels prior to the effective date of the order.

Although the transmission characteristics of frequencies above 30,000 kilocycles for which commercial apparatus has been provided, are sufficiently well known at this time to leave no doubt as to their usefulness in many established services, there has not yet been enough developments to permit frequencies within this range to be used with closer separations than those shown in the table. In the actual assignments to be made, proper technical considerations will be given to such items as radio wave propagation characteristics, limitations with respect to available equipment, portability of apparatus, frequency band of emission, stability of carrier frequency, selectivity of receivers, power, and station locations.

It is to be understood that the action of the Commission in promulgating Rule 229, listing frequencies above 30,000 kilocycles to specific services, is to serve only as a guide to the specific frequencies which may be used by a given service. At a later date the Commission will modify its rules and regulations governing individual services so as to make provision for restricted use of these frequencies by individual station assignments. For example, it will be noted that twenty-nine frequencies are assigned to the police service in the band 30,000 to 40,000 kilocycles. This does not mean that all of these frequencies are available to all police departments, but rather that the service as a whole will be assigned frequencies from those designated for police use. In all probability, certain of these frequencies will be designated for low-power mobile police operation and will be duplicated over relatively short distances, as compared to the police frequencies which will be assigned for high-power fixed police stations. The regulations embodying restrictions as to all classes of stations will be promulgated well in advance of the effective date of October, 1938, when Order No. 19 becomes effective.

NATIONAL AUTOMOBILE SHOW, held in Grand Central Palace, New York, from Oct. 27 through Nov. 3, is covered by about 20 broadcasts on local stations and networks.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Nov. 2 starts *Melody Mysteries* on 2 Mutual stations (WOR, WNBF), Tues., 8-8:30 p. m. Agency: Lord & Thomas Inc., New York.

AMERICAN ROLLING MILL Co., Middletown, O., on Jan. 2, 1938, starts *Frank Simon's Armco Band*, on the NBC-Blue network Sun., 3-3:30 p. m. Agency: N. W. Ayer & Son Inc., New York.

J. W. MARROW MFG. Co., Chicago (Mar-O-Oil), on Jan. 16, 1938, starts *Henry Busse* on 21 NBC-Red stations, Sun., 1:15-1:30 p. m., currently on 11 NBC-Red stations, 11:45 a. m.-12, but to be discontinued Nov. 28. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling Gelatin), started Oct. 25 participation in *Gretchen McMullen* on 14 Yankee Network stations, Mon. thru Fri., 9:15-9:30 a. m. Agency: Kenyon & Eckhardt Inc., New York.

BARBASOL Co., Indianapolis (shaving cream), on Oct. 29 started *Mary Jane Walsh, Singing Cinderella* on 36 Mutual stations, Fri., 7:45-8 p. m. on 6 stations; 8-8:15 p. m. on 7 stations; 11:15-11:30 p. m. on 23 stations. Agency: Erwin, Wasey & Co. Inc., New York.

LEVER BROS. Co., Cambridge, Mass. (Rinso-Lifebuoy), on Oct. 19 started *Big Town* on 58 CBS stations, Tues., 8-8:30 p. m. (PST). Agency: Ruthrauff & Ryan Inc., N. Y.

NESTLE'S MILK PRODUCTS Inc., New York (milk chocolate), on Nov. 1 starts *Mad Hattersfields* on 2 WLW Line stations (WLW, WHN) for 13 weeks, Mon. thru Fri., 4:45-5 p. m. Agency: Lord & Thomas, N. Y.

DR. FRANK B. ROBINSON, Moscow, Ida. (religious), on Oct. 17 started for 13 weeks *Psychinia* transcription talks, on 12 Don Lee California stations, Sun., 10:45-11 a. m. (PST). Agency: Izzard Co., Seattle.

OLDS MOTOR WORKS, Lansing, Mich. (autos), on Oct. 11 started for 13 weeks *Glen Gray & His Casa Loma Orchestra*, transcriptions, on 11 Don Lee California stations, Mon., 7-7:15 p. m. (PST). Agency: D. P. Brother & Co. Inc., Detroit.

Renewal Accounts

SIGNAL OIL Co., Los Angeles (petroleum products), on Nov. 7 renews for 52 weeks *Signal Carnival* on 8 NBC Pacific Red stations (KFI, KPO, KHQ, KOMO, KGW, KMED, KHJ, KERN) and KTAR, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

PET MILK SALES Co., St. Louis, on Nov. 2 renews for 52 weeks *Pet Milky Way* with Mary Lee Taylor, on 56 CBS stations, Tues., Thurs., 11-11:15 a. m. (repeat 3-3:15 p. m.). Agency: Gardner Adv. Co., St. Louis.

WANDER Co., Chicago (Ovaltine), on Jan. 3 renews for 52 weeks *Little Orphan Annie* on 24 NBC-Red stations, Mon. thru Fri., 5:45-6 p. m. (rebroadcast 6:45-7 p. m.). Agency: Blackett-Sample-Hummert Inc., Chicago.

ADMIRACION LABORATORIES, Harrison, N. J. (shampoo), on Oct. 17 renewed *Tim & Irene* on 14 MBS stations, Sun., 6:30-7 p. m. Agency: Charles Dallas Reach Co., Newark.

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleigh, Kool cigarettes), Nov. 12 renews for 52 weeks *Tommy Dorsey & His Orchestra* on 55 NBC-Blue network stations, Fri., 9:30-10 p. m. Agency: BBDO, N. Y.

GOLDEN BEAR COFFEE Co., Los Angeles (Breakfast Club coffee), on Nov. 2 renews for 13 weeks, *Sycamore Street*, dramatic serial, on 3 Don Lee stations (KGB, KHJ, KVOE), Mon., Wed., Fri., 9-9:15 a. m. (PST). Agency, Philip J. Meany Co., Los Angeles.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on Oct 28 renewed for 13 weeks *Sports Bulls Eyes* on 24 Don Lee stations, Tues., Thurs., Sat., 6:30-6:45 p. m. (PST). Agency, BBDO, New York.

Network Changes

NATIONAL ICE Adv. Inc., Chicago (ice, refrigerators), on Nov. 30 will add 23 stations to *Homemaker's Exchange*, previously scheduled for 29 NBC-Red stations, Tues., Thurs., 11:30-11:45 a. m. (repeat 12:45-1 p. m.). Agency: Donahue & Coe, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), will temporarily move *Town Hall Tonight* to the Coast Nov. 17.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

A Market Tied Up in a Neat, Compact Bundle,— Easily Delivered

WDRC is the ONLY Columbia Network Station in all of Connecticut, a state whose density of population is fourth in the entire country.

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WAVE is the *one* station that most Louisville merchants use to turn their precious radio dollars into customers! . . . A recent, full-week program check showed that these merchants use nearly six minutes on WAVE for each *one minute* on any other Louisville radio station! These home-town boys *know* the facts about Louisville stations and Louisville listeners. Would *you* like to know them, too?

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★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

Hazeltine Honored

THE first Armstrong medal was presented Oct. 29 to Prof. Louis Alan Hazeltine, of the Stevens Institute, Hoboken, N. J., and Hazeltine Service Corp., New York, by the Radio Club of America, "in recognition of his contributions to radio art and science." The Armstrong medal, named for Maj. E. H. Armstrong, is to be given annually by the club. Award was made at the club's annual dinner, held at the Engineers' Club, New York. Membership numbers several hundred radio engineers.

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Late News Notes

APPOINTMENT of Lesley C. Paul, formerly head of the press bureau of the Westinghouse advertising department in Pittsburgh, as public relations manager of the radio division of Westinghouse, with headquarters in Chicopee Falls, was announced Oct. 26. Mr. Paul's new duties include responsibility for public relations and publicity for the Westinghouse broadcasting stations as well as for the company's plants at Chicopee Falls and East Springfield and the Westinghouse New England district office. He will report directly to W. C. Evans, manager of radio broadcasting for Westinghouse and head of the Chicopee Falls plant.

GEORGE P. HOLLINGBERY, president of the Craig & Hollingbery Inc., announces the opening of a new office at 564 Market St., San Francisco. J. Leslie Meek, active in the newspaper and radio field on the West Coast, has been placed in charge. Other offices of Craig & Hollingbery are in Chicago, New York and Jacksonville.

J. D. WOODWARD, radio engineer with United Airlines, Oakland, Cal., on Oct. 28 joined the consulting engineer firm of McNary and Chambers, Washington. He is the fifth radio engineer on the staff of the organization.

FRED J. HART, president and general manager of KGMB, Honolulu and KHBC, Hilo, returned to the United States Oct. 19 after a three-month sojourn in Europe with Mrs. Hart and their daughter. They visited 25 countries in Europe and in South America during the trip.

WENDELL BARCROFT, formerly of KGGF, Coffeyville, Kan., has joined WREN, Lawrence, Kan., as news editor and special events announcer.

HOWARD E. WOODARD, formerly of the St. Louis Little Theatre group, has joined the announcing staff of WTMV, E. St. Louis. Wendell E. Evans, formerly of WDAE, Tampa, has also joined the staff.

BRIANA GROSSMAN, receptionist at WHN, New York, will be married Nov. 2 to Irving Kern, New York attorney.

JAMES WALDO, new to radio, has been added to the program department of WBBM, Chicago. He comes from Republican City, Neb.

BERNIE MILLIGAN, formerly radio editor of the *Los Angeles Examiner*, has joined the staff of Radio Feature Service Inc., Hollywood.

J. J. DEVINE & ASSOCIATES has been appointed national representative of WHEF, Koskiusko, Miss.

E. KATZ Special Advertising Agency has been appointed national representatives of KVOA, Tucson, Arizona.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Help Wanted: Announcer — must be young, experienced and willing to work. West Texas station. 100 watts. Box 798. BROADCASTING.

Wanted: Chief Engineer for midwestern chain station. State fully experience, references and salary expected. All replies treated confidentially. Write Box 797. BROADCASTING.

100 watt daytime station has opening for good A-1 operator who can copy and announce news. Married man or single man with car. State references and expected salary. Station KBTM, Jonesboro, Arkansas.

Situations Wanted

Operator, age 29, first class telephone-telegraph license. Ten years' experience including 50,000-watt NBC key station. Desires position anywhere. Box 796, BROADCASTING.

ENGINEER — RCA Graduate, have licenses. Several years' experience all phases broadcasting. Highest recommendations. Married. Now available. Box 795, BROADCASTING.

Sports and News Announcer. Two years of specialization in baseball, racing, boxing and football. Now employed but desires change. Box 794, BROADCASTING.

Announcer: Young, unmarried, experienced as announcer, newscaster and advertising continuity writer on 250 watt Wisconsin station. Played in number of radio dramas as well as three years' stage experience. Neither drinks nor smokes. Desires position anywhere. Box 799, BROADCASTING.

Engineer 22 have experience in construction, maintenance and operation of transmitter, studio, and high frequency equipment; desires to make a change. Can furnish satisfaction as well as reference. Midwest only. Box 800, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories.
Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

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A SQUARE DEAL IN MEASUREMENTS

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Fulton Lewis Abandons Newspaper Activity for WOL Commentator Post

ANOTHER noted newspaperman has quit the field of printed journalism for that of audible journalism, with the resignation of Fulton Lewis Jr., of the Washington staff of International News Service, to join WOL, Washington, as a news commentator. Mr. Lewis on Oct. 25 began a 15-minute interpretation of the day's news at 11:30 p. m., nightly except Sundays when he is heard at 8:45 p. m. His talks may later be carried on the Mutual Network.



Mr. Lewis

Mr. Lewis, a native Washingtonian, conducted the original investigation for the Hearst newspaper of the air-mail scandals, providing material subsequently used by the Black investigating committee. He also gained fame for uncovering the Farnsworth spy activities for Japan in the summer of 1936 which led to Farnsworth's conviction. During his colorful newspaper career he has covered the State, War and Navy Departments and the White House, and he has made frequent trips with President Roosevelt. He covered the early stages of the 1934 Cuban revolution, bringing back first-hand accounts of the fighting.

He expects to maintain his fishing column in the *Washington Herald* and may later do a fishing broadcast on WOL since he is one of the recognized authorities on that sport in the Middle Atlantic states. WOL uses Transradio news, which is broadcast eight times daily by Walter Compton, who will continue to do straight news announcing.

Bar Group Appoints

THE American Bar Association has appointed its standing committee on communications for 1938 with John W. Guider of Washington, renamed as chairman, and as members Professor Edwin M. Borchard of Yale University Law School, Bethuel M. Webster of New York, former general counsel of the old Radio Commission, Milford Springer of California who is associate attorney of the FCC Telephone Rate and Research Department, and Clyde L. Hester of Jackson, Miss. The committee is planning an extensive research program, cooperating with the law schools of Georgetown University and Yale University in which Mr. Guider and Professor Borchard are faculty members, into pending important legal problems in radio.

Speaking for Canada

TWO American commentators are being imported for the Canadian National Automobile Exhibition opening Nov. 6 at Toronto. CKCL is bringing Roger Baker of the Buffalo Broadcasting Corp. sports staff for the opening night commentary on the show for Goodyear Tire & Rubber Co. of Canada Ltd., while CFRB on behalf of General Motors of Canada, is bringing Gordon Castles of WJR, Detroit, for a 15-minute Vox-Pop from the show every evening during the week.

AGENCIES ACTIVE IN NEW YORK RACE

MAYORALTY campaign in New York was responsible for between 10 and 20 broadcasts a day on local stations for the Oct. 15-Nov. 1 period. While time was bought at all hours of the day, the early evening hours received most of the business, cutting into the usual broadcasts of dance music from remote pickup points.

Much of the business was placed through agencies this year. Broadcasts of the Progressive Political Party were handled by Jay Lewis Associates; those of the American Labor Party by Halpern Adv. Agency. Business of the Citizens Committee for Mahoney, Taylor and Schneider was placed through Radio & Film Methods Corp., and that of the Democratic State Committee, which used eight Mutual stations for two broadcasts, by Fishler, Zealand & Co. Inc. Marschalk & Pratt Inc. was the agency for 17 broadcasts for the Thomas E. Dewey Citizens Committee. Scheck Adv. Agency, Newark, placed broadcasts of both the Republican State Committee of New Jersey, and the Democratic Committee of New Jersey, for their respective gubernatorial candidates, Senator A. Harry Moore and Lester H. Clee. Other agencies placing political business were J. Stirling Getchell Inc., Birmingham, Castleman & Pierce Inc. and Schillin Adv. Agency.

The local Communist campaign was to cost the party about $9,000, according to William E. Browder, state treasurer of the party, most of the money coming from shop collections.

Pursang Using 12

McKESSON & ROBBINS Inc., Bridgeport (Pursang), on Nov. 1 started one-minute WBS discs on the following stations, varying from 26 to 54 times: WHAM, WGAR, WWL, WJJD, WJIM, WFDF, CKLW, KWK, WLAA. Stations carrying the discs 10 times weekly are WTAD and WBZ-WBZA. H. W. Kastor & Sons Adv. Co., Inc., Chicago, is agency.

Carnation Spots

CARNATION Co., Milwaukee (Contented Milk), in addition to their NBC-Red *Contented Hour* on 58 stations Monday nights, is using Polish programs on three stations. Called the *Carnation Quarter-hour of Contentment*, the Polish programs are broadcast on WCBD, Chicago, daily except Sunday; WSBC, Chicago, Sunday only and WMBC, Detroit, daily except Saturday. Erwin, Wasey Co., Chicago, handles the account.

Doyle Supplements

DOYLE PACKING Co., Los Angeles, manufacturers and distributors of Strongheart dog food, is using a quarter-hour program titled *Strongheart Lost & Found Dog Column of the Air*, on KIEV, Glendale, Cal., six days a week and a similar broadcast on KALE, Portland, Ore., three times weekly. This is being supplemented by daily spot announcements on KEHE, Hollywood; KLX, Oakland, and KJBS, San Francisco. Agency is Beaumont & Hohman Inc., Los Angeles.

Vick Supplements

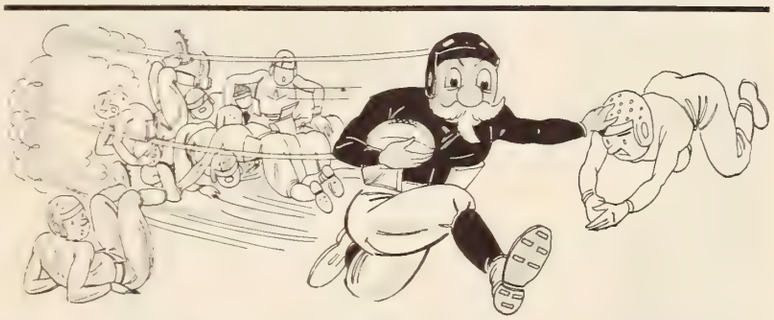
VICK CHEMICAL Co., Greensboro, N. C. (cough drops), is placing 25 and 100-word announcements on about 80 stations throughout the country. Frequency and duration of contracts vary with the stations, most of which carry the announcements three or four times a week. The agency is Morse International Inc., New York.

Ingersoll Angling

INGERSOLL-WATERBURY Co., Waterbury, Conn. (watches, clocks), may use chain breaks in New England around the first of the year. Federal Adv. Agency, New York, is in charge.

A fact re WBNS COLUMBUS

Every Client of This CBS Outlet Benefits From *Merchandised* Broadcasting



Touchdowns Count 12 Points —*In the Carolinas*

In the Carolinas, you can double your sales points with WIS-WPTF—the two-station team—for one low rate. . . . With favorable low frequencies, these twin stations intensely cover the two richest market areas of the Carolinas to change your sales score from 6 points to 12.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS, NBC

WPTF RALEIGH, N. C. 5000 WATTS, NBC

Represented by Free & Peters, Inc.



Sold at one low rate

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

• THE DAILY HABIT OF OVER ONE-HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.

JAMES A. WAGNER Managing-Director

FULL TIME CBS STATION

WTAQ GREEN BAY • WISCONSIN

Supreme Court Denies Appeal of 640 Decision

A PETITION for a writ of certiorari to review the so-called "640 case" in which the *Portland* (Me.) *Press-Herald*, was the only successful applicant for a new station, was denied Oct. 25 by the U. S. Supreme Court. The review had been sought by Eastland Co., Portland, after the U. S. Court of Appeals for the District of Columbia had sustained the FCC decision granting the newspaper application. The station, which has been designated WGAN, will operate with 500 watts limited time on the clear channel assigned to KFI, Los Angeles. There is pending before the FCC an application for assignment of license whereby 51% of the stock of the company to operate the station would be transferred to William Campbell and Lloyd Green, former radio editor of the *Boston Globe*, with the remainder to be held by the Gannett Publishing interests.

Cosmetic Prospect

A NEW women's program is being auditioned by Bachenheimer, Dundes & Frank Inc., New York, for an unnamed cosmetic account. The agency is requesting the presence of as many women as possible at the auditions, believing that the feminine element is the one best qualified to pass on the program. When set, the show will be placed on a test basis on 12 stations throughout the country. If well received, expansion will run to over 100 stations.

Music Pact Nearing Completion

(Continued from page 13)

ants which figured out the allocation plan on the basis of questionnaires filled out by the affiliates, is now checking the amount for each station with station management so that as copies of the agreement are sent to the stations each can include the amount that the station is required to spend for staff musicians. The few stations which have still not filled out the questionnaire are being urged to do so immediately so their quotas may be fairly determined. It is hoped that all contracts may be completed and returned to New York by Nov. 15, but if this is impossible the AFM board has expressed its willingness to extend the deadline another time for as long as is reasonably needed to assemble the complete set of contracts.

Negotiations will be commenced with the networks for their key stations sometime this week. An amount of $60,000 for each key station of NBC and CBS and a somewhat lesser sum for MBS, which does not sell sustaining programs, has already been agreed on, but the other terms of agreement, which will probably follow the same general line as those worked out with the affiliates, must be drawn up. After these contracts are signed the AFM will be ready to deal with the non-network stations, but when these negotiations will start it is still too early to say.

Representatives of the transcription and phonograph record companies met with the AFM board on Oct. 21, postponed from Oct. 18 until the conclusion of the IRNA negotiations, for a short session in which the union again presented its 16 demands. When the recorders asked to see the IRNA agreement before negotiating one of their own, they were told that their case was entirely different and would be settled on its own merits. That afternoon the recorders met alone and chose a committee to continue meetings with the union board but without power to negotiate an agreement for the group. The members are: C. Lloyd Egner, NBC transcription division, chairman; M. E. Tompkins, Associated Music Publishers Inc.; A. J. Kendrick, World Broadcasting System; Jack Capp, Decca Records Inc.; Stuart Sprague, attorney for E. V. Brinckerhoff & Co.; F. J. Quillan, attorney for WBS, and David Mackay, attorney for RCA-Victor.

It was subsequently decided that the interests of the transcription companies and the makers of phonograph records were so diverse as to be handled separately and a second committee was appointed to represent the latter group.

Members are Milton Diamond, attorney for Decca Records Inc., chairman; David Mackay, attorney for RCA-Victor; R. W. Altschuler, American Record Corp., and Theodore Black, attorney for American Record Corp.

Union Ultimatum

The transcription committee met with the AFM board on Oct. 26 in a stormy session which was terminated abruptly by the union's ultimatum that if they wished to continue to employ union musicians they would have to accept the licenses offered them. Previously the transcribers had objected to the union demands that they refuse to supply transcriptions to stations deemed "unfair" by the union on largely the same grounds as those on which IRNA had based its objections, violation of existing contracts and restraint of trade.

The musicians point of view, as expressed to BROADCASTING by Joseph N. Weber, president of AFM, is that the question to be settled with the transcription makers is purely one of union policy. The AFM, he said, is not asking the transcribers to employ more men or to increase wages, but is demanding that its members work only for those firms which are licensed by the union, the union having the right to devise its own rules and regulations as to the conditions under which its members will work.

He stated that the exact stipulations of the license have not been worked out as yet but that they will follow closely the 16 demands presented last summer. In addition to forbidding the sale of transcriptions to "unfair" stations, the chief demands were for the prohibition of dubbing and of making records by lines from broadcasting studios or off the air; the registration of all records with the AFM, to be cleared by both the AFM and the local before using; and the discontinuance of assignment of rights for use of master records to recording companies by musicians.

Although they are being dealt with separately, the record makers are considered in largely the same category as the transcription firms by the union which will offer them licenses instead of contracts. By presenting their own proposals, however, the recorders feel that they may be able to work out a more satisfactory arrangement than that offered previously. Their acceptance or rejection of the AFM license, like that of the transcribers, will depend on the terms of that document.

CFGP to Debut

CFGP, Grande Prairie, Alberta, takes the air Nov. 2. It is owned by Northern Broadcasting Corp. of Grande Prairie, with Cecil Berry, president, and George Alford, secretary-treasurer. The station will operate on 1200 kc. with 100 watts power. A number of sponsored programs are booked. CFGP is represented by United Broadcast Sales Ltd., Toronto.

Drene to Return

PROCTER & GAMBLE Co., Cincinnati, (Drene shampoo), using quarter-hour discs featuring Jack Randolph on 25 stations, will go off the air during November and December to return in January with the same talent and practically the same list. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

P. LORILLARD Co., New York, auditioned three quarter-hour programs for Muriel Cigars at WOR on Oct. 28—a *Man in the Street* program with Tom Slater, Jack Major's *One Man Variety Show* and a musical act. Account is placed through Lennen & Mitchell Inc., New York.



(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

WJBY

GADSDEN, ALA.

. . . intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

Advertisers Hold Autumn Gathering

RADIO played a smaller part than usual in proceedings of the Association of National Advertisers, which met Oct. 27-30 at the Homestead, Hot Springs, Va. Instead of the usual closed radio session, the ANA scheduled a meeting at which all media were discussed, this occurring on the afternoon of the first day.

Among speakers at the closed session held on the opening day were John Benson, president, American Association of Advertising Agencies; Donald S. Shaw, McCann-Erickson Inc.; Gordon E. Cole, Cannon Mills Inc.; M. H. Leister, Sun Oil Co.; B. C. Duffy, BBDO.

Speaking on the general topic "How to Win Stations and Influence Networks", Mr. Shaw, who is radio director, McCann - Erickson Inc., criticized the apathy of advertisers on questions of importance to the broadcasting industry the solution to which will be reflected in radio advertising rates. The musicians union demands, the chain-break announcement question and similar matters have been largely ignored by advertisers, Mr. Shaw told them, yet they are the ones who will be called on to make up any increased expenditures incurred by broadcasters. Other matters touched on by this speaker were the value of the CAB and other surveys and the question of how many stations make a network.

The session Oct. 29 was opened to invited guests, with speakers including Dr. Alexander Dye, chief of the Bureau of Foreign and Domestic Commerce; Dean Donham, of Harvard Graduate School of Business Administration; Arthur Kudner, head of Arthur Kudner Inc.; Lewis Brown, president, Johns-Manville Corp.; Mrs. W. D. Sporborg, chairman of the legislative committee, General Federation of Women's Clubs.

ASCAP Bucks Laws

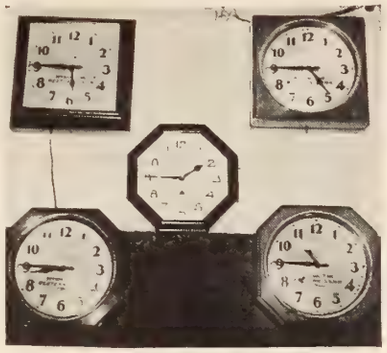
THAT ASCAP intends to combat vigorously state laws seeking to restrict its activity, was made known Oct. 28 by Gene Buck, president of the Society, in addressing its semi-annual meeting in New York. He declared that state groups affiliated with the NAB were responsible for the passage of laws restricting copyright groups such as ASCAP in Montana, Nebraska, Tennessee, Washington and Florida. ASCAP already has taken steps to appeal the actions in the Federal Courts in Montana, Washington and Nebraska, he said.

Local Flavor
Means Local Favor!

In Baltimore, it's

WFBR

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.



CLOCKS—Everywhere in the studios of KLZ, Denver, so news broadcasters can tell what time it is in other countries. The center clock is Denver time.

FCC Charts Plans

(*Continued from page 56*)

the question of whether it had jurisdiction, and by a 5 to 1 vote, Commissioner Walker dissenting, it concluded that it had. It then considered the motion.

"After such careful consideration," Mr. McNinch recited, "the Commission being under the rule of law as it understands it, obliged to accept the affidavit as true for the purpose of the motion, grants the motion to disqualify Commissioner Payne. I omitted to add, and I am sorry for the inadvertence for the moment, that upon that question, namely the sufficiency of the affidavit, Commissioner Walker's vote should be recorded that he did not vote as he did not believe he was under duty to vote, having first voted against taking jurisdiction—or such modification as Commissioner Walker may desire to make of that if I have inaccurately stated it."

This oral ruling was supplemented on Oct. 25 by a formal written order, predated to Oct. 19 setting forth the grounds on which the disqualification was based, which is published in full text in this issue.

In addition to General Counsel Gary and Assistant General Counsel Porter, Special Counsel Kaufman was assisted in his prosecution by Eugene M. Parter, an attorney in his New York office who handled most of the preparation and preliminary detail, and by Andrew G. Haley, FCC attorney.



"He Just Can't Resist Those Clothing Store Programs on WHB"

WHB • • • **Kansas City's Dominant Daytime Station** affiliated with Mutual, has the Audience, but no national representatives. —For time clearance, schedules, information, data, telephone Harrison 1161, collect, or wire collect to— **DON DAVIS, President, KANSAS CITY, MISSOURI**

Armco to Return

AMERICAN ROLLING MILL Co., Middletown, O., on Jan. 2 will return to the air with a program originating at WLW, Cincinnati, and broadcast on the NBC-Blue network. Heard Sundays from 3 to 3:30 p. m., program will feature Frank Simon's Armco band, presenting symphonic numbers. Agency is N. W. Ayer & Son Inc., New York.

Booth Using Spots

BOOTH FISHERIES Corp., Chicago, on Oct. 26 and 27 started WBS discs varying from four to 10 announcements weekly on the following stations: KSL, WFBM, WSPD, WOOD-WASH, WOWO, WJR KMBC. H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

P. & G. Prize Contest

PROCTER & GAMBLE Co., Cincinnati, will conduct a prize contest for best completions of sentence "*I like Chipso because ____*" in 25 additional words or less. Starting Nov. 8, the contest will be broadcast on Chipso's *Road of Life* program, heard five days a week on both NBC networks. For the 30 best sentences submitted, each accompanied by a Chipso box-top or the usual reasonable facsimile thereof, 30 gold Benrus men's or women's wrist watches, worth $49.50 each, will be given daily. Contest, which will run for 25 days, through Dec. 10, will be handled by Elsie M. Rushmore. Agency for Chipso is Compton Adv. Inc., for Benrus Watch Co., Brown & Tarcher Inc.

Sell it to Cohen

Thru—

WLTH Jewish Radio Station

Jewish Voices of the Street

3 times weekly

Sponsored by

BOND BREAD

WLTH

NEW YORK

OPEN FOR SPONSOR

"THIS WOMAN IN WHITE"

Mystery Serial

By

ADILA COMER

A thrilling new radio show set in Elite Residential Hollywoodland.

26 15-Minute Scripts.

Write

---wood---

RADIO PRODUCTIONS

Hollywood, Calif.

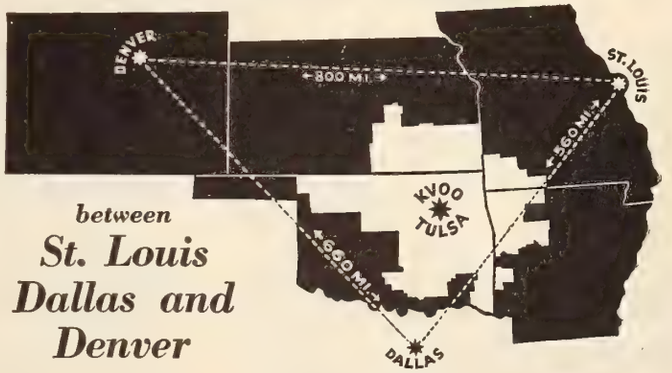
220 Markham Bldg.

. . . wood words sell . . .

THE MOST

POWERFUL

STATION



between

St. Louis

Dallas and

Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives

New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

Purely PROGRAMS

Hairpins One Dollar

DOLLAR for a safety pin is the price paid by WWSW, Pittsburgh, during its *Radio Swaps*, five weekly programs sponsored by the local Joseph De Roy & Sons, jewelers. Walt Framer and Terry McGrough pop up in different sections of Pittsburgh and offer dollars to their street audience in exchange for trivial items. If the person asked doesn't produce the article, back goes the dollar to the "swap pot" and at the end of the week the "swap pot" goes to the listener who names the most unique item for the coming week's swap. Five items are called for and five dollars offered on each broadcast.

* * *

The Country Press

COUNTRY editors of small town newspapers are interviewed in a Friday night series titled *Editors' Roundtable* on KSTP, St. Paul.

Kids on Street

KIDS-ON-THE-STREET is a new slant given to an old program idea by KMBC, Kansas City, during its weekly broadcast called *Young America Speaks*. Jack Starr and Neal Keehn, KMBC special events men, interview children on their way home from school and pass out samples of Baby Ruth candy (Curtiss Candy Co., Chicago) to those who participate. Besides telling what happens in school the kids tell about what goes on at home which makes for fun all around, says KMBC.

* * *

Fathers of the Funnies

COMIC-STRIP artists are featured on WINS, New York, in a Thursday series called *Fathers of the Funnies*. Problems encountered by the cartoonists in the development of their brain children will be discussed.



Old Razor Blades

THE IRRITATING problem of what to do with old razor blades was turned into a neat bit of social service by KFRO, Longview, Tex., the other day when it began a series of announcements and set up boxes on local street corners. The old blades are melted down and the steel fashioned into braces for donation to local crippled children. Swords into plough shares, says KFRO, and we're swamped with applause.

* * *

Don't Listen

MAKING use of the old truth that everyone wants to hear what he's not supposed to, a Friday evening program called *Don't Listen* has started on the WLW Line. The series presents unusual men and women in unusual jobs and four announcers preface each interview by shouting "Don't listen!" Pullman porters, chorus girls, jockeys —all sorts of people are featured and WLW says the listener response is terrific.

* * *

As Thousands Jammed

BANG-UP department store dedication was broadcast for an hour on WCKY, Cincinnati, Oct. 27 when thousands of local folk packed Shillito's new store to hear Alfred Segal and Paul Kennedy, staff member of the *Cincinnati Post*, interview the visitors. There were searchlights, a p.a. setup and a speech by the mayor with WCKY right in the middle of things.

A Song a Day

CHILDREN will be taught new songs during *Charlie's Singing School*, a daily 15-minute program on the WLW Line. The idea of this constructive program is to get away from the bang-up thriller programs during the children's hour.

For persons of all ages, the WLW Line has started a Sunday series called *Rural Roundup* which, as the title implies, is a roundup of variety entertainers with the slant on small town carrings-on.

* * *

The Break Is Given

TO GIVE professional entertainers a break and help them avoid the red tape of agency and network auditions, WCFL, Chicago, has started a Wednesday series called *The Talent Scout*. The show gives sponsors a chance to listen to potential talent without being involved and has already resulted in some good talent contracts, says WCFL.



SCAVENGER HUNT—Garry Morfit, "Head Huntsman" for the *Scavenger Hunt* of WBAL, Baltimore, registers some of the participants. A list of ten articles is requested at 7:45 p. m. Saturdays. Winners are interviewed over the air at 8:45. Nearly 500 persons stormed studios with the complete list of articles in a recent broadcast. Among requests last week were: A potted plant, a pickle, and an animal. Cats, canaries, dogs, squirrels, chickens, love-birds, snakes and one raccoon were presented to Morfit within the hour.

* * *

Stars Imported

IMPORTING guest stars from Chicago for personal appearances in the sponsor's store has put the SRO sign in front of the Nelson Bros.' Furniture Co. in Milwaukee, according to WTMJ. Once each week George Comte, WTMJ announcer, and Eddie Thompson, radio editor of the *Milwaukee Journal*, interview orchestra, radio, and movie stars for the delight of listeners and fans who crowd the store.

* * *

Flowers and Pep

FLOWERS for the sick are delivered every morning by KDB, Santa Barbara, Cal., during its program called *Pep Unlimited*. The local Alpha Florists foots the bill as a part of its sponsorship and the neatly engraved cards reading "Best Wishes For A Speedy Recovery, KDB" don't cost the station anything, for the printing company has its name on them. Listener interest is very favorable, according to KDB.

* * *

Dogs Are Heroes

EXPLOITS of heroic dogs are dramatized in a Sunday afternoon series on NBC-Blue network for Modern Process Co., makers of Thrivo dog food. An award is given for the bravest dog of the week in the series titled *Dog Heroes*.

* * *

You're a Liar!

LIE DETECTOR provides the interest and furnishes the amusement for a new program series on WJSV, Washington. Theatre goers are invited to the WJSV studios where they try to outwit the gadget.

BETTER HEALTH FOR OUR BOYS AND GIRLS... PROTECT THEM AGAINST TUBERCULOSIS, THE DISEASE THAT STILL LEADS AS A CAUSE OF DEATH BETWEEN 15 AND 25

BUY and USE
CHRISTMAS SEALS

The National, State, and Local Tuberculosis Associations in the United States



The MILWAUKEE JOURNAL STATION WTMJ

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

Information

PROGRAM information service has been started by WCCO, Minneapolis, to handle the telephone calls of listeners who want to know about program times, contest rules and the personal histories of its guest stars. Its incoming wires are swamped most of the time, says WCCO, in telling of its new service.

Listeners' Digest

HIGHLIGHTING the week's outstanding radio performances in comedy, song, drama and special events, CBS has started a program on its Pacific network called *Listeners' Digest*. The show was created by Charles Vanda, CBS West Coast program director and it will feature mimics of the radio artists whose programs are reviewed.

* * *

Forgotten Heroes

LISTENERS send in toasts to unsung heroes like cab drivers, janitors or telephone girls for a new Friday evening program titled *A Toast to the Town* on KSFO, San Francisco. Designed as a contest program, the Roma Wine Co. of California, its sponsor, gives a radio set each week for the best toast. The show is going great guns, says KSFO.

* * *

Hymnology

HYMNOLOGY is the name that WBNX, New York, has given to its new form of hymn presentation in a Friday afternoon series under the supervision of Miss Eloise R. Griffith. The idea is to give biographic briefs of the composers, the circumstances under which the hymns were written and the different methods of singing hymns up through the years.

* * *

Artists Wanted

FOR THOSE who aspire to a career in radio, WHK-WCLE, Cleveland, has started a weekly show called *New Names* under the supervision of Mendel Jones, WHK-WCLE program director. Artists must have appeared previously on the stage or radio and if liked by listeners, will get repeat engagements.

* * *

Smaller Grows the World

FOREIGN COUNTRIES are saluted in their own languages and music during *Around the World*, a Sunday night program on WHN, New York, featuring Joseph Ries and the orchestra of Virginio Marucci. The series is also carried by the Crosley International shortwave station, W8XAL.

* * *

For Little Tots

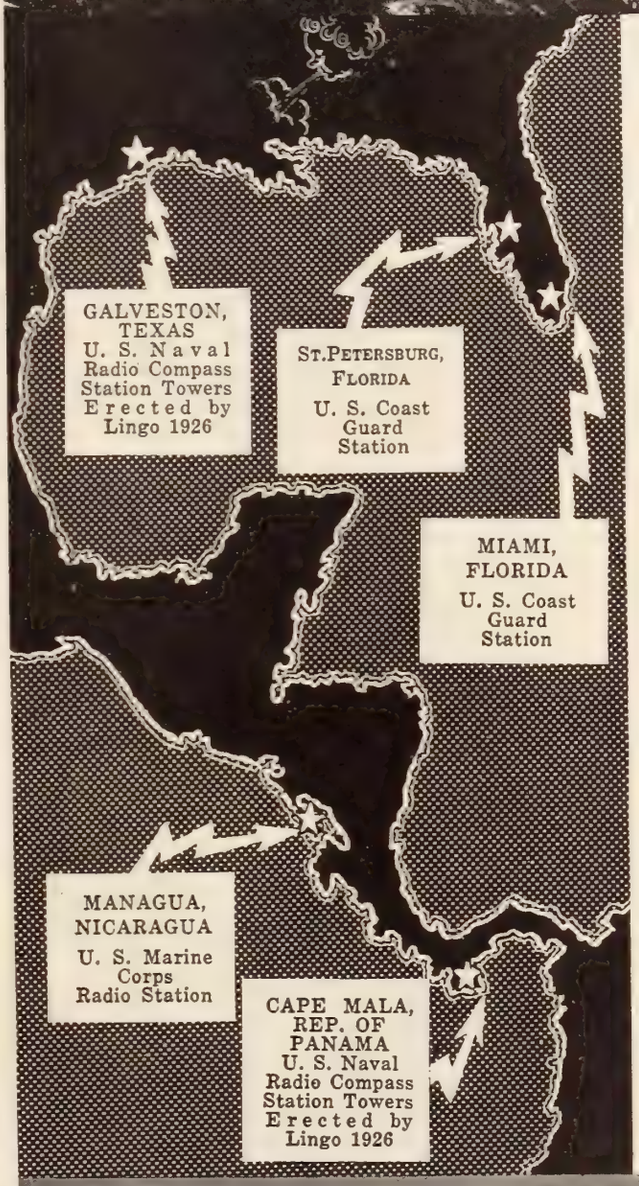
CHILDREN from two to six years old tell their own stories during a program called *Children's Story Hour* on KGVO, Missoula, Mont., sponsored by the local Dairy Farm. In between stories the kiddies sit around and drink milk provided by the sponsor.

* * *

Notes to You

NOTES instead of votes are given contestants who guess orchestra theme songs on WGN, Chicago, during its Monday midnight broadcasts of Kay Kyser from a local night club. A correct guess wins 100 notes and the most notes win the grand prize.





TROPICAL HURRICANES PROVE "STORMPROOF STABILITY" OF LINGO STRUCTURES

In the Florida hurricanes of 1926 and 1928 the many Lingo tubular structures safely withstood gales up to 125 miles per hour (practically highest ever recorded in U. S.) *without a single failure.* Lingo tubular radio structures erected for the Navy Department over 12 years ago are still giving *uninterrupted* service in tropical areas. Lingo vertical radiator installations at U. S. Coast Guard Stations in hurricane belt further attest to the stability of Lingo structures. In our 40 years of constructing and erecting vertical structures throughout the world THERE HAS NEVER BEEN A LINGO FAILURE.

This record is important to you. Perhaps your station is not in the hurricane zone, but you *are* interested in a vertical radiator that is constructed to withstand the onslaught of the elements. Lingo Vertical Tubular Steel Radiators made of seamless copper-bearing steel, withstand storms and resist rust.

NEARLY 100% EFFICIENCY

Lingo Tube Radiators give within 3% of 100% efficiency at heights as low as 0.15 wave length. Every detail affecting operating efficiency is tested and approved by Paul F. Godley and Dr. George H. Brown, our consulting engineers.

Write for Folder and Full Particulars Regarding Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

JOHN E. LINGO & SON, INC.

Established 1897

CAMDEN, NEW JERSEY

JOHN E. LINGO & SON, Inc., Manufacturers and Erectors of

VERTICAL TUBULAR STEEL RADIATORS

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

OCTOBER 16 TO OCTOBER 30, INCLUSIVE

Examiners' Reports . . .

NEW, Richard Field Lewis, Oakland, Cal.—Examiner Seward recommended (I-501) that applic. CP 1160 kc 1 kw D be denied.

NEW, Colonial Network, Providence—Examiner Berry recommended (I-505) that applic. CP 720 kc 1 kw ltd. be denied.

NEW, Geraldine Alberghane, Pawtucket, R. I. — Examiner Berry recommended (I-506) that applic. CP 720 kc 1 kw D be denied with prejudice.

KRE, Berkeley, Cal.—Examiner Dalberg recommended (I-507) that applic. change 1370 kc 100 w 250 w LS unl. to 1440 kc 500 w 1 kw LS unl. be granted contingent upon granting of KGGC applic. change 1420 to 1370 kc and denial of applic. Chase S. Osborne Jr. for new station at Fresno on 1440 kc.

NEW, Chickasha Daily Express, Chickasha, Okla.—Examiner Berry remommended (I-508) that applic. CP 1500 kc 250 w D be dismissed with prejudice.

NEW, Louisville Times Co., Louisville Brdcstg. Co., Louisville—Examiner Hyde recommended (I-509) that applic. new stations on 1210 kc be denied.

NEW, Southwest Brdcstg. Co., Prescott, Ariz.; W. P. Stuart, Prescott, Ariz.—Examiner Seward recommended that applic. Southwest Brdcstg. Co. CP (I-510) kc 100 w 250 w LS unl. be granted; that applic. W. P. Stuart, CP 1500 kc 100 w unl. be denied.

KXA, Seattle—Examiner Berry recommended (I-511) that applic. increase 250 w 500 w ltd. to 1 kw ltd. be granted.

NEW, Harry Schwartz, Tulsa—Examiner Irwin recommended (I-512) that applic. CP 1310 kc 250 w D be granted.

NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb.—Examiner Hyde recommended (I-513) that applic. CP 1370 kc 100 w unl. be denied.

KFJZ, Fort Worth—Examiner Hill recommended (I-514) that applic. transfer control of Fort Worth Broadcasters Inc. to Mrs. Ruth G. Roosevelt be granted.

NEW, Galesburg Brdcstg. Co., Galesburg, Ill.—Examiner Hyde recommended (I-515) that applic. CP 1500 kc 250 w D be granted.

NEW, Leon M. Eisfeld, Burlington, Ia.—Examiner Berry recommended (I-516) that applic. CP 1310 kc 100 w unl. be dismissed with prejudice.

NEW, Standard Life Ins. Co. of South, Jackson, Miss.—Examiner Seward recommended (I-517) that applic. CP 1420 kc 100 w 250 w LS unl. be granted.

NEW, Arthur Lucas, Savannah—Examiner Dalberg recommended (I-518) that applic. CP 1310 kc 100 w unl. be granted.

Applications . . .

OCTOBER 16

WNBX, Springfield, Vt.—Mod. license to Twin State Brdcstg. Corp.

WOMI, Owensboro, Ky. — Mod. CP as mod. increase D to 250 w.

WHEF, Kosciusko, Miss. — Auth. trans. control amended from J. E. Wharton to Roy L. Heidelberg.

KALE, Portland, Ore.—CP change equip., increase 500 w to 1 kw.

OCTOBER 19

WRDO, Augusta, Me.—Transfer control Henry P. Rines to Conrad E. Kennison.

NEW, Greater Greenwood Brdcstg. Sta., Greenwood, S. C.—CP 1420 kc 100 w 250 w D unl.

WTAW, College Station, Tex. — CP change antenna, hours, move trans., asks KTBC facilities.

NEW, L. B. McCormick, Greenville, N. C.—CP 1370 kc 250 w D.

WOW, Omaha — Mod. license to Woodmen of World Life Ins. Society.

KFBK, Sacramento — Exp. auth. facsimile.

KMJ, Fresno, Cal.—Exp. auth. facsimile.

OCTOBER 21

WCHV, Charlottesville, Va.—License for CP change equip., antenna, move trans.

KWNO, Winona, Minn.—Vol. assign. CP as mod. from Winona Radio Service to Winona Radio Service Inc.

NEW, Roberts-MacNab Co., Livingston, Mont.—CP 1210 kc 100 w 250 w D unl., amended to 1310 kc.

NEW, Chester Howarth & Clarence Berger, Wallace Id.—CP 1420 kc 100 w 250 w D unl.

KGCI, Couer D'Alene, Id.—Mod. CP studio site, antenna, trans.

KIEM, Eureka, Cal.—License for CP new equip., increase power.

KSRO, Santa Rosa, Cal.—Mod. license D to unl. 100 w 250 w D.

OCTOBER 25

WPRA, Mayaguez, P. R.—CP change 1370 to 630 kc, increase N to 250 w unl., amended to 780 kc 1 kw 2½ kw D unl., change equip.

WNYC, New York—License for CP new equip.

WJBW, New Orleans—Mod. license from Sh-WBNO to unl. (contingent new freq. for WBNO).

KXL, Portland, Ore.—CP new trans., antenna, change 1420 to 1110 kc, 5 kw N & D unl., move trans. to near Vancouver, Wash.

KTMS, Santa Barbara, Cal.—License for CP as mod.

OCTOBER 28

WTOL, Toledo—Mod. CP re studio, trans. sites, antenna, trans.

KPAC, Port Arthur, Tex. — CP change 1260 to 1230 kc, increase 500 w to 1 kw, change D to unl., amended to 1350 kc.

NEW, Piedmont Brdcstg. Corp., Salisbury, N. C.—CP 1500 kc 100 w D, amended to unl., 100 w 250 w D, change antenna, trans.

WJDX, Jackson, Miss.—License for CP as mod. change equip., increase power.

WLS, Chicago—CP new trans., change antenna, move trans.

NEW, Kathryn B. Gosselin, Aurora, Ill. —CP 1500 kc 100 w 250 w D unl.

KATE, Albert Lea, Minn.—License for CP as mod. new station.

KSD, St. Louis—Exp. auth. facsimile.

WPEN's New Operation

THE CALL letters WRAX will disappear from the Philadelphia radio lanes Nov. 2 when WPEN, which formerly shared the 920 kc channel with it, goes into full time operation with its new 1,000-watt transmitter. George Lasker, newly appointed manager for John Iraci, who recently purchased both stations, announces that WPEN will hereafter balance its programs as between English and foreign language schedules. WRAX formerly specialized exclusively in foreign language programs. Angelo Palange, who handled the Adams Hat sports broadcasts, has been appointed head of the sports department.

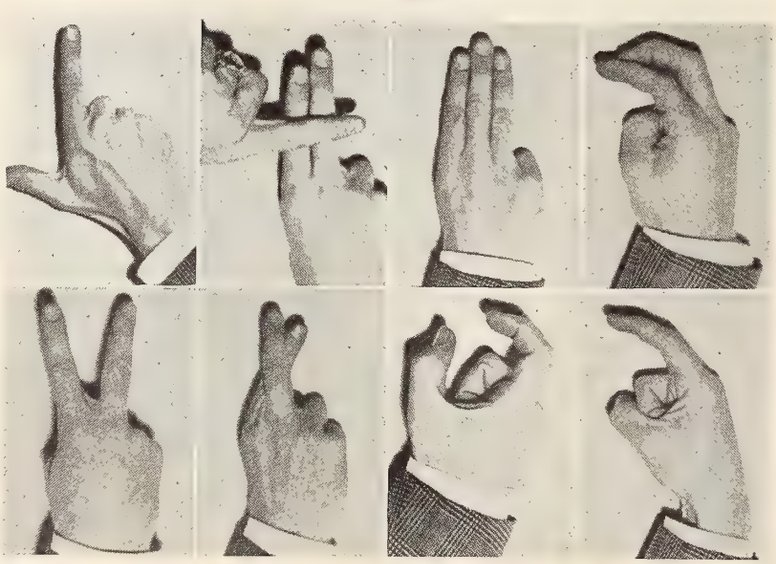
WMCA EQUIPMENT
New Features Are Included In RCA Assembly

EQUIPMENT for the new studios of WMCA, New York, is being assembled at the RCA plant at Camden, N. J. Entirely new in design and construction, the equipment is expected to reduce the risk of error to a minimum. The best features of both rack-mounted and consolette types are being combined, to allow the operator complete control with a minimum of effort. Mechanical equipment is enclosed in new metal desks, which are of modernistic design to harmonize with the decorative scheme of the studios.

The master control room will be simplified. It is furnished with new type RCA amplifiers, and has a special dial control system for remote broadcasts. This dial, in use only at WMCA, will make it possible for the operator to open any of 100 remote circuits simply by dialing for contact. A similar dial system will be installed in all executive offices for selecting any outgoing broadcast from other stations. Executive offices will also have high fidelity reproducing units.

Workshop Subsidiary

FIRST subsidiary of the Columbia Workshop has been formed in Baltimore, is known as Unit 1 and broadcast its first program Oct. 20. Under the general supervision of Irving Reis, director of CBS experimental drama programs, and directed locally by Sidney Paul, young actor and director, the unit is working on a 13-week experimental basis, with broadcasts each Wednesday on WCAO, CBS Baltimore affiliate.



FOOTBALL—At his fingertips is what Bill Stern, NBC Sportcaster, wanted when he devised these signals given to him by "spotters" while the ball is in play. On top, left to right: Backfield in motion; too many time out; unnecessary roughness; interference on pass. Bottom, left to right: Crawling; piling on; holding; roughing kicker.

Three Groups Ask Use of Shortwaves

A THREE-CORNERED contest between World Wide Broadcasting Corp., NBC, and General Electric Co., for the use of the four shortwave frequencies recently released for private use by the Navy Department, was staged in a hearing starting before the FCC Broadcast Division Oct. 29. Out of the plans of the three broadcasting concerns for the expansion of their international shortwave programs, considerable information of value to the American delegation at the Inter-American Radio Conference in Havana is expected to be produced because the four frequencies had been intended for use by the government or by the Pan American Union to send programs to South America.

Walter Lemmon, president of World Wide, occupied the stand most of the Oct. 29 session, describing the additional programs which his station, W1XAL at Boston, transmits over shortwaves four hours each day. A trio of leading officials representing NBC was slated to describe that network's new plans for international broadcasting which necessitate additional frequencies. The NBC witnesses were John Royal, vice-president in charge of programs; Dr. C. B. Jolliffe, chief frequency engineer for RCA, and C. W. Horn, NBC technical director.

NBC recently announced an 18-hour daily service to South America and Europe during which fourteen periods of news broadcasts in six different languages would be transmitted and many of the other programs would be devoted to the dissemination to foreign nations of the "policy making" addresses of high government officials such as speeches by President Roosevelt and Secretary Hull. NBC is asking for a construction permit for W9XF, at Downer's Grove, Ill., using the four frequencies 9,550, 11,730, 15,130 and 21,500 kc., together with 6,100 and 17,780 kc. with 50,000 watts.

A group of witnesses headed by Dr. E. F. W. Alexanderson was slated to present the plans of the General Electric Co. for the use of three of the former Navy frequencies by its station W2XAD in Schenectady with 100,000 watts.

Marconi Memorial

LEADERS in radio have already contributed substantial sums toward the creation of a monument to the late Guglielmo Marconi under auspices of the Veteran Wireless Operators Association. David Sarnoff, chairman of the committee in charge, announces the following subscriptions, although the drive has barely started: Veteran Wireless Operators Association, $100; A. J. McCosker, WOR, $100; Lenox Lohr, for NBC, $250; G. K. Throckmorton, for RCA Mfg. Co., $250; W. W. Winterbottom, for RCAC, $250; C. J. Pannill, for RMCA, $250; Mr. Sarnoff, $1,000.

Equipment

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in November will start to distribute its new transmitter-type microphone. The new instrument will be an airplane desk type for small transmitter stations, and in design is similar to a telephone. It is being produced with the switch at the top of the microphone, in the base as a press button, or in the side of the tube. From the base upward the center of the microphone will be 10 inches or the standard telephone height. The instrument will be furnished with aeroplane or police type of single button, high-sensitivity carbon microphone, or with Brush crystal unit, or as a dynamic.

A NEW medium frequency mobile transmitter has been completed by KFI-KECA, Los Angeles, and was used Oct. 27 on a special Navy Day program over the NBC-Blue West Coast network. Seymour Johnson, of the station engineering staff, designed the unit which can be carried in a sedan and operates from a gas-driven generator. It is of 100 watts power and is adaptable for four frequencies between 1,600 and 2,000 kilocycles.

ASSOCIATED BROADCASTING Co. Ltd., Toronto, has finished building its new studios on the top floor of the Hermant Bldg., using Presto equipment. The company will build similar studios in the near future in its Montreal office. It is now engaged in the production of several made-to-order transcription shows for local Toronto sponsors.

THORNE DONNELLEY, former owner of WDAP which he founded in Chicago in 1921, later selling the station to the *Chicago Tribune* which changed the name to WGN, has started a monitoring service for stations. New firm, which is called Donnelley Monitoring Service, is located at Donnelley & Sheridan Roads, Lake Bluff, Ill., 35 miles north of Chicago.

WEATHER conditions have retarded building on the Canadian Broadcasting Corp. new 50 kw. stations at Montreal and Toronto. Latest information gives the opening of CBF, Montreal, late in November, and CBL, Toronto, Dec. 1.

CHAB, Moose Jaw, is rebuilding its entire station from microphone to antenna. In addition to new RCA microphones, Collins speech input assembly and other control equipment, the station purchased a Canadian Marconi 100-250-watt transmitter, to take care of a raise in power from the present 100 watts.

CKMO, 100-watt station in Vancouver, has modernized its transmitter, remote control equipment and made other technical improvements. The studios have been acoustically treated and enlarged.

UNITED TRANSFORMER Corp., New York, has released a 48-page catalog of broadcast components completely describing its line of wide-range high-fidelity equipment. Printed in three colors, the catalog is thoroughly charted and illustrated.

Universal Microphones



Model "XX" Stretched diaphragm. Standard impedance. Gold spots. Low hiss level. Frequency response. 100 to 4,000 cycles. Furnished in 3 sensitivities. Output level -45 db., sensitive: -50 db., medium: or -55 db., damped. Also a single button model. Send for complete catalog.

LIST $15

Microphone Division

UNIVERSAL MICROPHONE CO. Ltd.
424 Warren Lane, Inglewood, Cal., U.S.A.



TALLEST — Structure in Western New York will be the new 450-foot self-supporting Blaw-Know antenna of WHAM, Rochester. E. A. Hanover, vice-president of Stromberg-Carlson Co., and John J. Long, WHAM chief engineer, are breaking ground for the tower, said to be first of a new type.

WGN, Chicago, has received FCC authority to move its transmitter from Elgin to a site about 24 miles northwest of Chicago. A tract of 101 acres has been purchased. On this site a complete new transmitter, including a 750-foot vertical radiator, will be built. According to Carl J. Meyers, chief engineer at WGN, no tower contracts have been let as yet.

KFWB, Hollywood, has augmented its equipment with a mobile unit mounted in a special truck for coverage of special events and remote broadcasts. In recognition of the efficiency of this equipment, the station has been designated a part of the Major Disaster Emergency Council of Los Angeles and will work in conjunction with city, county and state officials.

FAIRCHILD Aerial Camera Corp., manufacturer of broadcasting sound equipment, announces the removal of its general offices and manufacturing facilities from Woodside, Long Island, N. Y., to larger quarters at 88-06 Van Wyck Blvd., Jamaica, Long Island. The telephone is Jamaica 6-3800. R. H. Lasche is manager of the Sound Equipment Division.

in the CONTROL ROOM

ROBERT MOSS, Burt Capstaff and Carl Lorenz, NBC studio engineers in New York, have been transferred to Hollywood. At NBC, Chicago, four engineers have been added to the staff: Robert R. Jensen, from KLZ, Denver; J. W. Conn, formerly with RCA Mfg. Co. and KMA, Shenandoah, Ia.; M. J. Wilson from WCBS, Springfield, Ill.; and H. F. Abfalter, from WWJ, Detroit.

GRANVILLE KLINK, engineer of WJSV, Washington, and Miss Marian Black, children's hour director of WDAS, Philadelphia, were married Oct. 22.

JOHN SCHNELLER, control board supervisor of KOIN, Portland, Ore., on Oct. 11 married Miss Ella Kowolowski, of Tulelake, Cal., an actress at KSFO, San Francisco.

JACK TIERNEY, for the past six years a member of the technical staff of WXYZ, Detroit, has been appointed night studio supervisor. Karl Scheiren, formerly of WMBC, Detroit, and WJIM, Lansing, and J. D. Flewelling, formerly of WOOD, Grand Rapids, have joined the engineering staff of WXYZ.

ERNIE VOGEL, engineer of KWK, St. Louis, recently married Miss Ann Neise.

FORREST A. HOBBS has joined the technical staff of KDYL, Salt Lake City.

GEORGE LEWIS, assistant technical supervisor of WCAU, Philadelphia, is the father of a baby girl born in October.

DAVID CONLON, chief remote engineer of WLW-WSAI, Cincinnati, is the father of a baby girl born recently.

LEE BERRYHILL has joined the technical staff of the new KSRO, Santa Rosa, Cal.

JESSE MILLER, chief engineer of KUOA, Siloam Springs, Ark., is teaching a radio class at John Brown University.

FRED LIGGETT, chief engineer of WTMV, E. St. Louis, who suffered a relapse during his recoverey from pneumonia, has returned to Florida in an effort to regain his health. Thomas R. McLean is filling the vacancy.

STANLEY THOMPSON, formerly day operations manager at WBBM, Chicago, has been promoted as assistant to Bobby Brown, program director. Louis L. Thompson, no relation, formerly night engineering supervisor, succeeds Stan Thompson as day operations manager.

JOHN LARSON, of the NBC-Chicago engineering staff, has been transferred to the network's New York office, where he is currently helping conduct experimental submarine tests for the U. S. Navy. Wilbur Cummings has succeeded Larson in Chicago.

WCCO Awards Contract

WCCO, Minneapolis, has awarded the contract for construction of new studios to James Leck Co., that city. Work on the $100,000 project is to start at once. C. R. Jacobs, CBS construction manager, has placed Frank Moore of his department in charge. The project marks the fourth time in 10 years that WCCO has enlarged its facilities, according to Earl H. Gammons, manager. Plans were prepared by CBS in cooperation with Hugh S. McCartney, WCCO chief engineer.

LETTERS Patent No. 2,097,392 covering an electronic distributor were issued by the United States Patent Office Oct. 26 to William G. H. Finch, New York radio engineer and former assistant chief engineer of the FCC.

EXACT FREQUENCIES

Are easier to get with

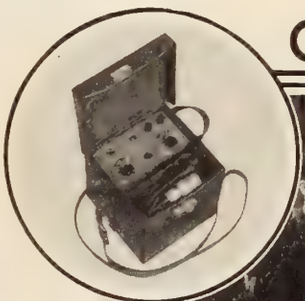
Scientific Radio Crystals

- Accuracy *BETTER* than .01%
- Frequency Drift Guaranteed "Less than 3 cycles" per million
- Low Temp. Co-eff. Crystals (complete with holder). Now $40.00. Appr. by F. C. C.

"The Crystal Specialists Since 1925"

Scientific
RADIO SERVICE
University Park
HYATTSVILLE, MD.

COLLINS 12Y REMOTE AMPLIFIER





The 12Y is the smallest and most compact single channel amplifier. It more than meets every exaction which can be placed upon it by modern broadcasting.

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Merchandising & Promotion

Almanac Again—Songs in Canada—Barn Folk—Hunt for Heirs—Show Is Born—Cooking Knacks

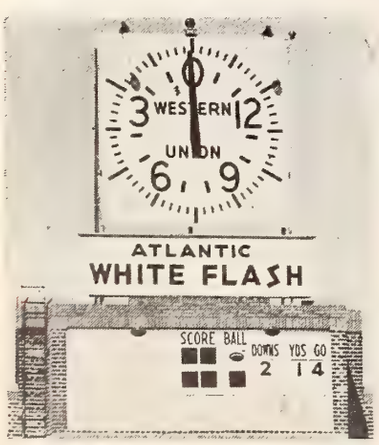
HORLICK'S MALTED MILK Corp., Racine, Wis., on Oct. 29 on their Lum and Abner program started offering listeners the new 1938 *Lum & Abner Family Almanac*. This is the third successive year the offer has been made. The almanac is sent in exchange for the outside wrapper of a 50-cent or larger size package of Horlick's Malted Milk. In addition to the traditional almanac contents, this year's illustrated book, 32 pages in length, features the Arkansas storekeepers' own full-length story of their adventures in Hollywood; Lum and Abner's special map of the movie capital; a Hollywood "dickshunary"; and their own birthday predictions for every day in the year. The offer will last until about Dec. 1. Lord & Thomas, Chicago, is agency.

* * *

MARSHALL FIELD & Co., Chicago (retail store), on Oct. 20 started a new type of toy merchandising by radio with the features of the merchandise dramatized as entertainment on their *Toy Center Tonight* program on WGN. Heretofore the merchandise or selling points of a sponsored program have been carried only in the brief commercial announcement during the program. In the Field's program, the merchandise has been especially chosen for its opportunities of radio dramatization. In the store's toy center the leading character of the program, Field's Night Watchman, appears in person every day. He works in conjunction with floor displays of the merchandise featured on the programs. A bronze pin, a Key to Toy Center, is given to every child visiting the Toy Center. Programs are broadcast over WGN, Wednesdays, Thursdays and Fridays at 6 p. m. (CST). Show is authorized by Les Weinrott.

* * *

WAAB, Boston, is broadcasting a dramatic series for the Whiting Milk Co., Charlestown, Mass., which offers the high school actors a scholarship to Emerson College, Boston dramatic school, as a grand prize. Boys' clubs attend the broadcasts in groups and the sponsor gives all studio guests a bottle of milk.



AIDS FANS—Atlantic Refining Co. has donated large electric 15-minute clocks like this one to several stadia in the East.

CKAC, Montreal French-speaking station, in conjunction with Woodhouse & Co., largest furniture dealers in Montreal, with stores in Quebec and New York, has conducted a survey of listener preference throughout French-speaking Quebec. CKAC carries a community sing-song sponsored by Woodhouse & Co. and last May distributed 70,000 song books, this fall 50,000 books. Of the first lot 25,000 had reply postal cards asking listeners preference questions. These were distributed half in greater Montreal, the remainder throughout the province, with 5,000 replies received by an independent research bureau. The findings are listed in a 30-page booklet, giving a comprehensive survey of French-speaking Quebec covering every possible item of radio data.

* * *

IN CONJUNCTION with its spot series on 34 stations, Oneida Community Ltd., Oneida, N. Y., sent its salesmen for Tudor silverware on a tour of the various stations to set up displays in the studios so that local dealers and merchandising managers might see the exhibit and hear the program. According to BBDO, the company's agency, the tie-in has been effective.

* * *

CJCJ, Calgary, one of the few Canadian newspaper-owned stations, recently put out an eight-page folder showing its coverage and listener preference based on an independent survey, mailing with a rate sheet to advertising agencies and local advertisers. The pamphlet has double-page spread showing studios and technical equipment.

* * *

CKAC, Montreal, Canada, has published a 32-page listener analysis titled *The Quebec Listener Writes His Own Survey*. Based on an anonymous postcard survey of 5,000 Quebec radio homes, the analysis contains detailed breakdown by counties and favorite stations. Included, also, is a complete CKAC rate card.

* * *

OVER 50,000 people attended the four day Pancake Jubilee held recently by KMA in Shenandoah, Ia. Free pancakes and ham, through the cooperation of KMA advertisers, including milling companies, syrup manufacturers and other food distributors, were given guests.

* * *

KGVO, Missoula, Mont., has issued a little folder attractively decorated with drawings of farm characters and animals, to promote its Tuesday evening *Barn Dance*. Piece was prepared by Adrian James Flanter & Associates, promotion counsel for KGVO.

* * *

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), sponsors of *Bachelor's Children* over Mutual and Columbia, received more than 100,000 requests for engraved wedding announcements announcing the marriage of two of the principal characters in the show. The announcements were given out as souvenirs. Roche, Williams and Cunnyngham Inc., Chicago, is the agency.

SKELLY OIL Co., Kansas City, is distributing 500,000 four-page bulletins weekly at all its service stations describing eight actual cases of unclaimed estates. Two cases are dramatized on the firm's *Skelly Court of Missing Heirs* show which started over a midwestern CBS network Oct. 11. Transcriptions of the program are also on seven other stations. The life of George H. Wilkins, assistant traffic manager and purchasing agent of WBBM, Chicago, who died Feb. 15 this year leaving an unclaimed estate valued at approximately $7,000, was one of the two dramatized on the first program. A potential heir has already been found for one of the cases. Blackett-Sample-Hummert Inc., Chicago, is agency.

* * *

STRIKING among recent promotion pieces is the sit-up-and-stay-put brochure, spiral bound, prepared by E. Katz Special Advertising Agency for Iowa Network. With pages printed sideways, the brochure includes a self-supporting gadget. A sweeping red and black color scheme is used to convey terse messages relating to the networks coverage and market, with other sections devoted to publicity, programs and merchandising services. It is shipped in a carton with cellophane window.

* * *

BURDINE'S *Bouquet for Today*, heard daily over WQAM, Miami, is merchandised by the department store through newspaper advertising and special store and window displays. An actual floral gift is presented to some deserving woman at the hour of broadcast each day. Women are nominated for the award and radio tribute by the radio audience writing to Burdine's general manager.

* * *

GROCERY bargains are announced six days a week on KFRO, Longview, Tex., in a program called *Bargains of the Day* featuring last-minute quotations on vegetables and meats. The grocer's price tags read "As Advertised on KFRO" and printed circulars are placed in customers' sacks telling the public to stay tuned to KFRO.

* * *

STANDARD BRANDS Inc., New York, is wrapping bags of Chase & Sanborn coffee in folders carrying pictures of its radio stars, Charlie McCarthy, W. C. Fields, Don Ameche, Herbert Marshall, Nelson Eddy and others appearing on the firm's Sunday evening series on NBC-Red.

* * *

CBS is distributing a folder titled *A Show Is Born* which illustrates the speed with which its West Coast program department worked in producing a recent network show. Done in black and yellow, the folder contains favorable comments of various agency executives on CBS programming.

* * *

KWK, St. Louis, is sending out a folder called "Vital Statistics for Time Buyers" which includes a succinct summary of local business conditions, a coverage map done in red and white and three cuts showing the effectiveness of KWK showmanship.

* * *

THE Sears Roebuck store in St. Louis sponsors *Wake Up & Live* on WTMV, E. St. Louis, with listeners whose names are announced receiving merchandise orders if they phone within 30 minutes. Names are picked from the telephone book.



ON THE FLY—To the tune of Lohengrin, this couple took marital vows in an airplane, with WOR, Newark, providing music and putting the ceremony on the air. Left to right are Dr. Henry Merle Mellen, of the First Presbyterian Church, Atlantic City; Jerry Danzig, WOR announcer; Lylburn Albertson and Sara Brittingham, the marital duo.

HONOLULU Broadcasting Co. Ltd. (KGMB-KHBC), is mailing a 32-page brochure the text of which begins, "Setting aside the glamorous (and very much over-sold) hula-hula dancers and getting right down to business . . ." and proceeds to give a concise summary of business and radio in the Hawaiian Islands. Filled with scenic views, the brochure makes its facts graphic by comparing the islands' business conditions with areas in the United States of comparable population. An important feature of the booklet is the constant attempt to replace with facts the illusions that people living on the mainland may have about the islands.

* * *

MERTENS & PRICE Inc., Los Angeles production concern, is producing 26 quarter-hour episodes of *Dining With Dad*, new transcribed musical serial featuring Wade Lane and Leone le Doux, former musical comedy troupers. Series, being cut by Recordings Inc., Hollywood transcription firm, has already been reserved for Canada by the All-Canada Broadcasting System, Winnipeg. An extensive merchandising program is being worked out for the feature.

* * *

KGIR, Butte, is sending *Little Knacks of Cookery*, a booklet containing 186 hints on cooking, to homemakers in its area. Included in the 24-page booklet are such hints as "How to get more juice out of a lemon" and "How to peel and slice an onion without weeping." The booklet is published by Anton Peterson, Chicago radio premium manufacturer.

* * *

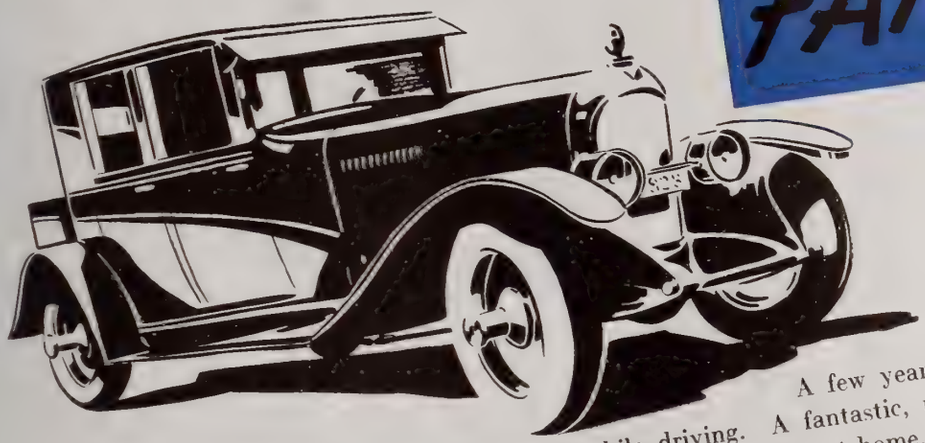
WSM, Nashville, has published a 16-page roto booklet called *WSM Radio News* which pictorially describes programming and staff functions in addition to relating the part played by WSM during the January floods. The booklet is being distributed by salesmen of the National Life & Accident Insurance Co., owner and operator of WSM.

* * *

SELLING used cars by radio is not a new sales method, but a different slant is produced when the demonstration is broadcast while the car is on a trial run so that customers can hear the motor and listen to the springs. WATL, Atlanta, figured out this novel sales scheme and reports that it's working well.

A RADIO for my Car?

FANTASTIC!



A few years ago no one dreamed that he could listen to radio while driving. A fantastic, unbelievable thought! If he wanted to listen to the radio he must stay at home.

and yet— 4,500,000 automobile radios are now in use TODAY!

TODAY, radio programs are so interesting, so compelling that the listener must take them with him as he drives in the country, goes to the office, or takes a run around the block. Automobile and radio go hand in hand. Both have grown and are growing mightily.

Countless motorists enjoy and appreciate WLW programs. Travelers on trains, airplanes are included in the WLW audience. WLW's influence has helped to promote radio listening when circumstances might have prevented fans from hearing their favorite program.



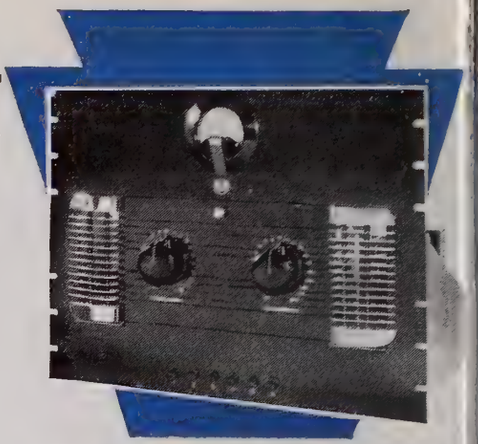
RADIO and WLW

THE NATION'S STATION

DEDICATED TO THE SERVICE OF MILLIONS

Keystone of Your Speech Input Equipment

...THE STUDIO AMPLIFIER



RCA 40-D is a high fidelity, AC operated, de luxe amplifier providing many features . . . yet available at moderate cost!

BROADCASTING quality depends upon the studio amplifier. Since all programs, whether remote, transcription or studio, usually pass through this unit, it is of fundamental importance to have an amplifier which will assure high fidelity performance at all times.

The RCA 40-D does even more than this. It is a combined high fidelity, AC operated amplifier having uniform frequency response, low distortion and low hum level plus a volume indicator capable of reading either average or peaks. When set for the latter position, its characteristics are similar to those of the modulation monitors required in every station. Thus the operator in the studio control room can adjust gain settings to obtain more nearly the actual desired modulation percentage than was ever before possible. This "slow return" setting is made possible by the use of a tube type V.I. which also introduces less distortion than the conventional copper oxide type rectifier.

The 40-D offers the maximum in convenience, too. Having a hinged chassis, it is possible to reach every part for inspection without removing the amplifier from the rack. Tubes are accessible from the front. The Volume Indicator uses the latest illuminated type meter. Components are heavily chromium plated for pleasing appearance and permanence. With all of this, the 40-D is not expensive and will assure you of trouble-free, high fidelity operation.

The nearest district office will be glad to furnish you with full details. Ask for data on the RCA 41-C triple preamplifier, too. It's a matching unit.

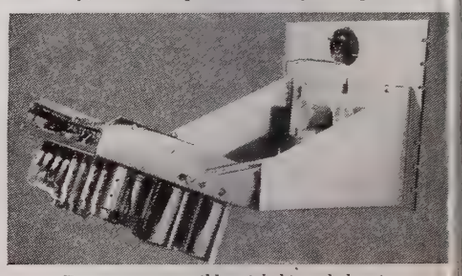
Replace weak transmitting and receiving tubes with the tubes preferred by network stations — RCA



Tubes accessible from front



Heavy, chromium plated shields for components

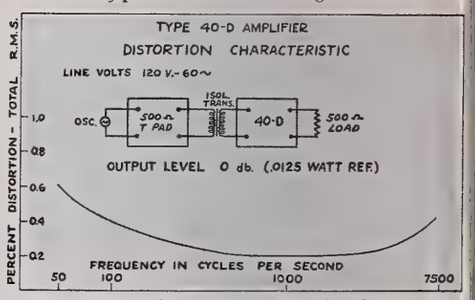


Every part accessible with hinged chassis

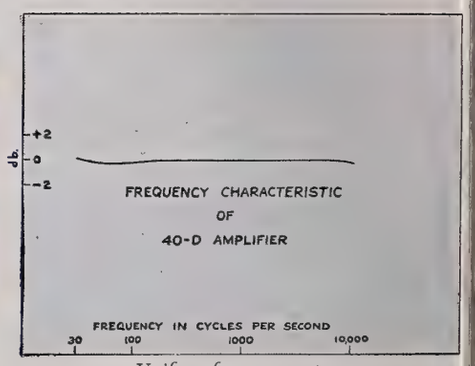
SPECIFICATIONS OF THE 40-D AMPLIFIER

Input and output imps.	250/500 ohms
Overall gain	75 db
Normal output level	0 db*
Max. usable output	+18 db*
V. I. range	−20 db to +18 db
Output noise level at normal output (55 db gain)	−70 db
Output noise level at normal output (full gain)	−60 db
RMS Distortion (400 cycles) at normal output	0.3%
Frequency response	30 − 17,000 cycles ±1 db
Tubes used	Two RCA-1603's, Two RCA-89's, One RCA-25Z5, One RCA-6A6, One RCA-76, One RCA-84
Power input	85 watts
Panel height	13-31/32 in.

*12-1/2 MW. Zero level



Low distortion over entire band



Uniform frequency response

RCA

Broadcast Equipment

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J.
A SERVICE OF THE RADIO CORPORATION OF AMERICA

NEW YORK: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 490 Peachtree St., N. E.
Dallas: 2211 Commerce St. • San Francisco: 170 Ninth St. • Hollywood: 1016 North Sycamore St.

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 10

WASHINGTON, D. C.
NOVEMBER 15, 1937

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$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BIG, YES! —BUT NOT STUFFED!



One of the things we're proudest about, here at WHO, is the fact that there's not even one stuffed shirt on our staff . . . not even one man who feels, for instance, that a single-shot, 50-word announcement is too small to warrant the best time and the most "zip" we can give it . . . not one piece of business so unimportant that we won't move mountains to get it, and then work like the dickens to make it *productive*.

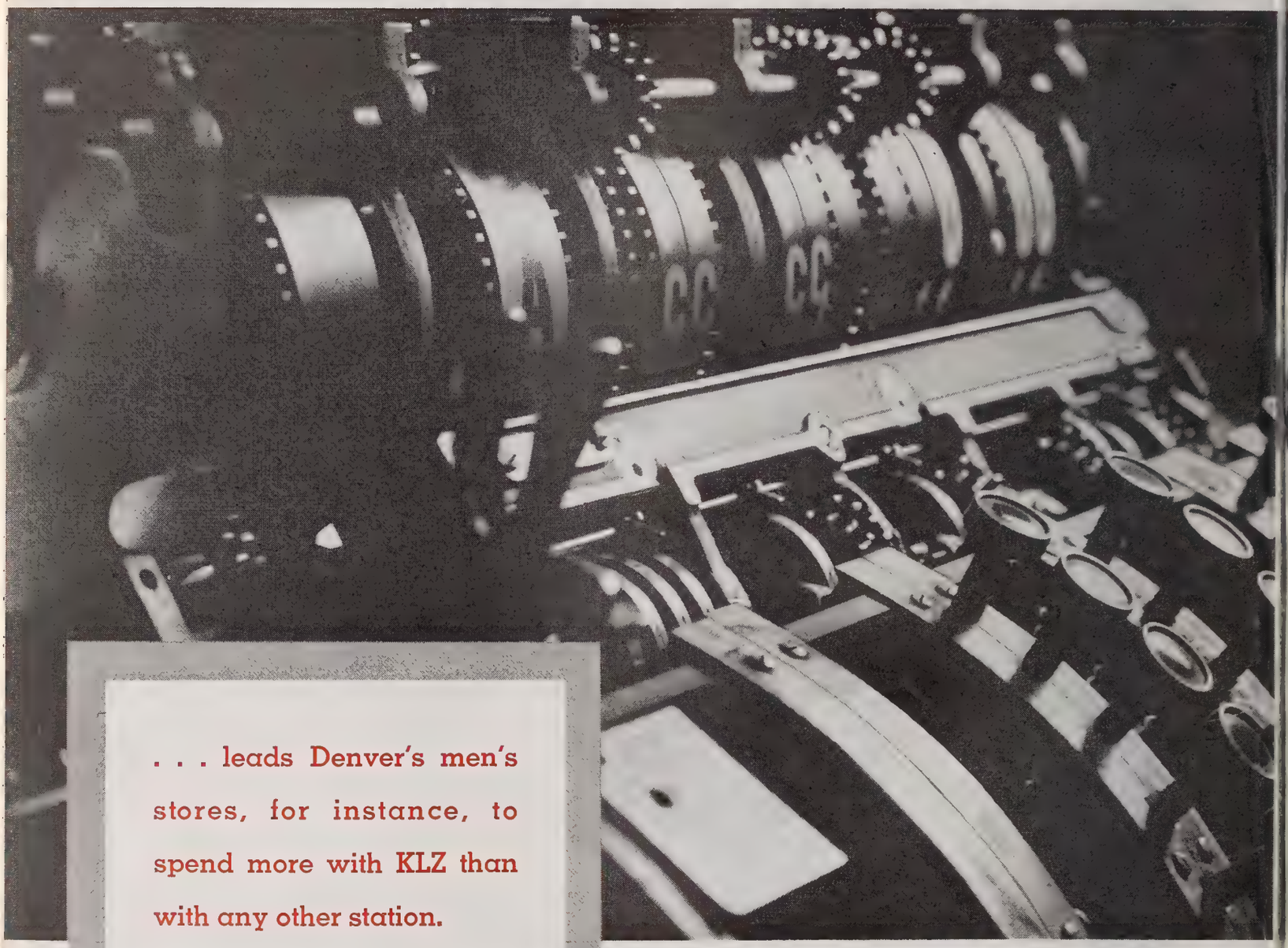
Our advertisers often tell us that this attitude alone would make WHO "the favorite station on the list." But when you add the fact that WHO has *nine times the night-time power of all other Iowa stations rolled together*, the combination is irresistible . . . At least it is to *most* of the advertisers who want to cover IOWA PLUS . . . How about *you?*

WHO for IOWA + PLUS

Des Moines . . . 50,000 Watts J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

RADIO COMPASS

STEERS LOCAL ADVERTISERS TO DENVER'S MOST SALES-PRODUCTIVE STATION



. . . leads Denver's men's stores, for instance, to spend more with KLZ than with any other station.

UNDER-THE-SURFACE VIEW OF NATIONAL CASH REGISTER.

● Denver merchants have only one destination . . . Profit. Only one means of getting there . . . Sales. With the cash drawer as their compass, they choose the sales-quickening media which will take them to this destination by the quickest, most direct route.

The cash-drawer compass is what guides men's clothing stores in Denver to spend more of their radio money with KLZ than with any other station . . . leads Denver's department stores, furniture stores, ladies ready-to-wear stores and jewelry stores to do likewise.

The cash-drawer compass is pointing to KLZ as the Denver station which is most effectively meeting the exacting requirements of result-demanding advertisers.

KLZ *Denver*

CBS

Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company
Representative - E. Katz Special Advertising Agency



Your Dependable Caravan to New England's Markets

WAAB	Boston
WEAN	Providence
WICC	Bridgeport, New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

MARKETS far richer than those of the Orient may be reached and sold through the facilities of this sales-producing network of fourteen stations.

Each station has a popular following; each is located in the urban center of a major shopping area.

Linked New England-wide, they provide more complete and effective coverage than can be obtained through any other combination of stations at a cost that is comparable.

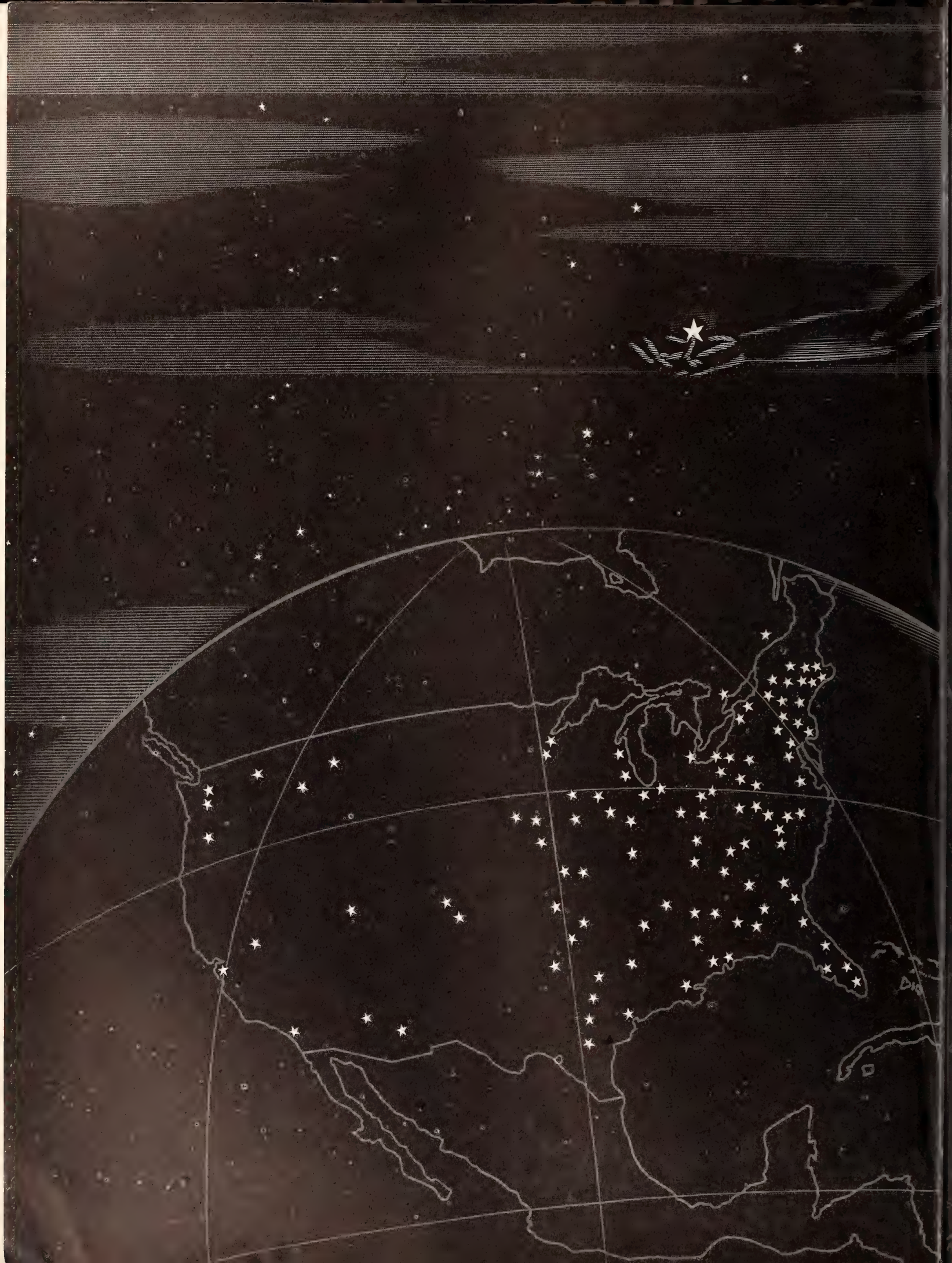
Put network strength behind your program. Make direct contact with each of New England's important market centers.

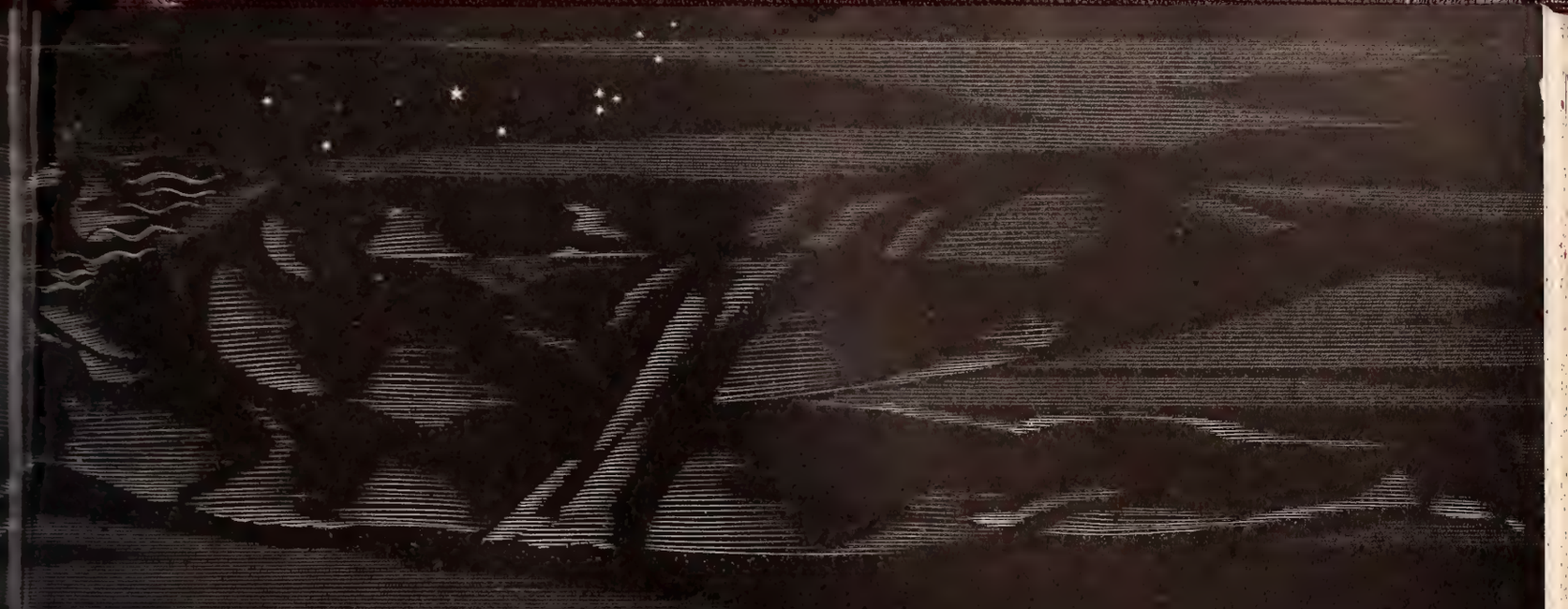
The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.





108 NORTH STARS

Each is a guide for those who listen—each is a guide *to* those who listen. They are the pole-stars of their communities—magnetic with the world's voice, its drama, music, and wit. Together, they pull irresistibly on the lives within their reach. They are the 108 stations of the Columbia Broadcasting System, the world's largest radio network.





PERHAPS we are a bit early, but BBC has the habit of being first. BBC has the habit of being first in the number of local advertisers, and that's important to any "spot" advertiser, because the local buyers are on the ground. They *know* the best buy, and they insist on getting it.

BBC happens to be first in the number of local advertisers because it has always been first in results. The two go together, of course.

You will note the headline says "Happy New Year for 1938, 1939 and 1940". That's an old Scotch joke, but it has a double meaning when you apply it to your advertising schedule. It means that you pay less for each listener when you specify the stations at the ends of the dial, and we have surveys to prove it. It also means that once you have become acquainted with BBC results in 1938 you'll have us up at the top of your schedule for a good many years to come. We base that statement on the extremely low mortality rate among present BBC advertisers.

Make 1938 a happy New Year and a prosperous one. You can do it if you will give us or our representatives a few moments to tell you about BBC's guaranteed available time at peak times during the day and evening. You can make 1938 a profitable one in the Buffalo and Western New York market with BBC on your schedule. It isn't too early to get the information now.

WGR-WKBW

"The ends of the dial"

OWNED AND OPERATED BY THE BUFFALO BROADCASTING COMPANY, *Represented by FREE & PETERS, Inc.*

KNX fills Southern California pantry shelves

with these fine foods



advertised now on KNX



Leading American manufacturers of food products have chosen KNX to help sell their wares in the rich Southern California market. Shown here are only those foods and beverages which are currently advertised on KNX. And when they are advertised on KNX it means they are also being *featured* in hundreds of grocery stores and super-markets throughout Southern California, for wise storekeepers in this territory like to push KNX-advertised items. They *know* these products move quickly.

and these fine foods



also currently on KNX



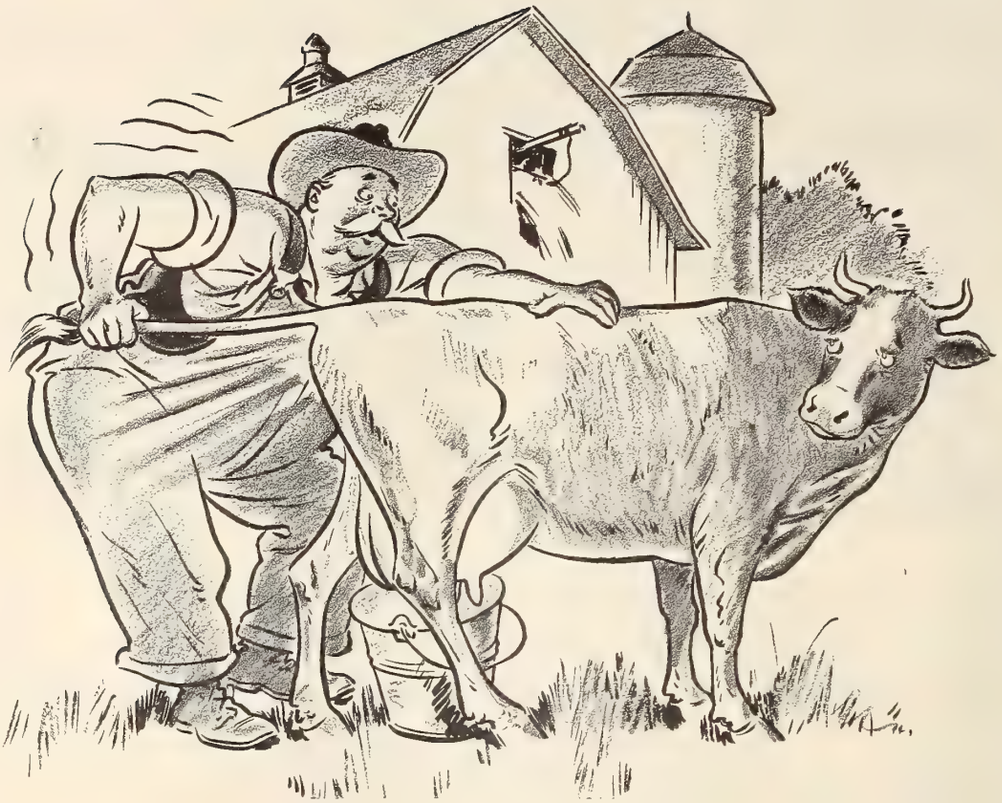
In KNX's primary *daytime* listening area live 3,322,600 people. Annually they buy $303,617,000 worth of food products from 14,461 food stores . . . In KNX's primary *evening* listening area are many more people; 7,069,700 in all. The U.S. Census figures say their annual food purchases amount to $571,231,000 . . . That's a whale of an appetite, and it's growing every year. May we explain how to get your product on more Southern California pantry shelves?

● Equally impressive is the array of soaps and cleansers, drugs and cosmetics, tobacco products and confections, advertised on KNX. Revised lists of all advertised items are sent regularly by KNX to the drug and grocery trade. Would you care to have a copy?

Owned and operated by the
Columbia Broadcasting System
5939 Sunset Blvd., Los Angeles

K · N · X
50,000 WATTS

Represented nationally by
RADIO SALES: New York, Chicago,
Detroit, Los Angeles, San Francisco



"Give, Bossy, give!"

TO get results out of radio you've got to know how to *make it work!*

All rolled together, the radio and advertising experience of our staff totals 140 years. We know the whys and wherefores of almost every big success and every big flop in the industry. We'd like to share this information with *you.*

No, the word "Consultants" isn't written across our doors.

But we like nothing better than to do just that kind of work, with anybody who's trying to go places in radio. Whether you are an advertiser or an agency man, please don't hesitate to ask us for any dope that will help you in any way whatsoever.

And please be assured that your inquiry will *not* bring a swarm of us buzzing around your ears!

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WNOX	Knoxville
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KMED	Medford, Ore.
KOIN-KALE	Portland
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	110 E. 42nd St.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Lexington 2-8660	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 10 WASHINGTON, D. C., NOVEMBER 15, 1937 $3.00 A YEAR—15c A COPY

McNinch Places FCC in a Glass House

By SOL TAISHOFF

Chairman Revises Regulations to Guarantee Impartial, Non-Political Handling of All Commission Affairs

ELIMINATION of the last semblance of "politics" in the conduct of the FCC was decreed by the Commission Nov. 10 in adopting orders proposed by its emergency chairman Frank R. McNinch, radically changing the procedure in handling of affairs of that agency.

Announced at a press conference Nov. 11, the new orders take effect with the abolition of the division form of FCC operation, effective Nov. 15. Revision of general rules and the promulgation of new regulatory policies were left for the future. The FCC henceforth will be a "glass house" operation, Mr. McNinch promised.

Under the orders [published in full text on page 57] any communications from public officials, whether they be Cabinet members, Senators, Representatives or others in public life, will be disregarded in the consideration of applications for new or improved facilities, Chairman McNinch announced. Weekly notices to public officials on all pending matters will be sent out, showing the status of each application, and such officials will be invited to present any relevant testimony they desire at the time of hearing.

Modification of Rules

The second order specifies that the FCC secretary make a record of all communications received by the Commission or members of its staff relating to the merits of any application pending before it, showing the name and address of the person making the statement together with substance of the communication. This record will be public and the parties so contacting the Commission will be invited to the hearing to testify.

The first step toward the impending full-scale reorganization was effected by the simple expedient of modifying existing rules so as to eliminate any provision for "division" operation. Thus, the Broadcast, Telephone and Telegraph Divisions of the Commission pass out of existence as of midnight Nov. 15, with all business thereafter to be handled by the full Commission.

Chairman McNinch stated that all unfinished business of the divisions will be considered by the full Commission as if originally commenced before it. Oral arguments heretofore set for hearing before any of the divisions will be heard by the full membership. Reargument of cases which may have been argued before individual divisions, but which have not yet been decided, also will be allowed and fitted into the new oral argument schedule.

Just how the newly-constituted Commission will function in handling individual cases has not yet been determined but probably will be decided within a week or so. Chairman McNinch indicated there might be two regular meetings a week for the consideration of pending applications—one for broadcasting and the second to cover telephone and telegraph matters combined, instead of three separate meetings as heretofore. Because the work entailed by broadcasting is much heavier than that of either telephone or telegraph, which fall in the public utility category, it might be necessary to hold the broadcast sessions for one full day or possibly two days.

Whether the chairman will assign cases to individual commissioners has not been decided. The law specifies that the Commission shall delegate its functions as it sees fit and is not entirely clear as to the authority of the chairman in such matters. The effort will be made, however, the chairman asserted, to delegate miscellaneous matters in the best practical way so that the Commission itself will be relieved of detail and be in a position to "get down to constructive thinking and policy making" and to the consideration of more important cases.

He asserted there would be no recommendations sent to the special session of Congress for amendment of the law or for delegation of additional powers to the Commission. Whatever recommendations the Commission may have in mind will be submitted to the regular session of Congress which convenes in January.

Discussing the orders designed to end political suasion, Chairman McNinch declared that from various sources he had gathered the impression that there had developed the practice of "making suggestions, requests or recommendations to members of the Commission or its staff as to matters pending by those not of record as parties in interest, and also by parties in interest, or their attorneys."

"This has been the basis for a part of the criticism as to political or outside influence aimed at the Commission, and I think it should be said, in all fairness, that whatever may have been the responsibility of the Commission and staff in this respect, such responsibility also rests in part upon any who may have made such suggestions to or requests of any commissioner or staff member," he said.

Frontal Attack on Politics

The new procedural orders obviously are in the nature of a frontal attack on politics in FCC actions. Throwing open of hearings to all parties, including plain citizens who can make a proper showing of interest, similarly must be regarded as a move to deflate reports which have been current that a lawyer, and more specifically the "right lawyer" is necessary to get even routine things accomplished at the FCC.

A recent instance, in which a CIO official protested the action of an examiner in precluding testimony regarding an applicant under CIO attack because of a situation involving ship operators, also appears to take on a significant aspect under the new orders. Such an organization, for example, unquestionably will be in a position to offer testimony, whether or not it proves relevant or competent in the final analysis, under the re-

(Continued on page 52)

Special Congress Faces Group Of 50 Bills Affecting Industry

SOME 50 legislative proposals affecting radio await the special session of Congress which convenes Nov. 15 after a three-month adjournment, but probably will not receive consideration until the regular session convenes in January.

Called by President Roosevelt to consider legislation he regards of an emergency nature, the new Congress is expected to plunge into such matters as wages and hours, farm legislation and government reorganization. At this writing it probably will have little time to devote to legislations considered in the routine category, and all of the radio proposals appear to fall in that classification.

The special session may run beyond the end of the year and into the second session of the 75th Congress. All of the bills introduced in the last session hold over for both the special and the new session, and can be considered at the will of the Houses before which they pend.

Recommendations for amendment of the Communications Act of 1934 and for other legislation probably will be made by the FCC to Congress. They will not be forthcoming, however, until January when the new Congress convenes. At this time it is problematical as to what these recommendations will encompass.

During the eight months of the last Congress there was more oratory on the subject of radio than in any past Congress. The loudest note was for an investigation of all things radio, including the FCC, alleged monopoly, so-called "trafficking" in station licenses, newspaper ownership of stations, reverberations about radio "lobbies", and a host of other allegations which have gone unanswered. There were speeches upbraiding radio and its proprietors and its regulators. There was not a single speech in its defense.

Things Have Happened

Most substantial of a dozen or some resolutions seeking an investigation was the White Resolution, offered by the Republican Senator from Maine with the endorsement of Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, charged with radio legislation. All-inclusive in its scope, this measure was reported favorably by the Senate Committee, but was stopped when the Senate Committee on Audit & Control failed to approve a proposed $25,000 appropriation to defray the initial cost.

When the last session ended, both Senators White and Wheeler stated they would pursue their re-

(Continued on page 62)

Bank Association Offers Disc Series to Members

ABOUT 200 stations may be used for a series of 52 WBS transcriptions being offered to members of the American Bankers Association, New York, for local placement. The series, to start around Jan. 1, is titled *Money Matters* and the quarter-hour programs consist of light classical music and dramatizations of financial problems, with Howard Claney as m.c. The association is urging cooperative use of the programs by clearing house associations and other banking groups, regardless of membership in the ABA.

Before starting work on the plan, the association made a two-year study, sending questionnaires to banks in every city where a radio station is located. Use of radio was eventually decided upon because the survey revealed a belief among the bankers that it is best fitted to dramatize and humanize banking services and reaches groups not accessible through other media.

Air Conditioning Spots

CHICAGO ENGINEERING Works, Chicago (air conditioning courses), started two 15-minute programs weekly on KMOX, St. Louis, Nov. 15 and a weekly quarter-hour program on 24 stations of the Don Lee network on Nov. 10. Five-minute programs are being used on WESG WGY WFBL WGR WHO WOW KMA KOA WMCA KFRC KTFI KLO KDYL. Weekly quarter-hour programs are being used on WJR WTAM KSD WLW WMAQ WDAF WOR WBZ-WBZA WCAU. In Canada weekly five-minute programs are being used on CFCN CFRN CKY CJCX CHNX CKCL CKCF CFNB CFCY. The transcribed show *Modern Miracles* is incorporated in all programs. James R. L. Lunke & Associates, Chicago, is the agency.

Sun-Kist in East

CALIFORNIA Fruit Growers Exchange, Los Angeles, which has used spot radio on occasion, on Nov. 22 starts a 26-week early morning campaign using a half-hour transcription serial on 11 eastern stations to call consumer attention to its Sun-Kist oranges and lemons. Series, to be heard Monday through Saturday, is titled *Sun-Kist Time*, and is basically a musical show, with Ken Carpenter and Bill Goodwin as commentators. Stations are WFBR, WEEI, WOR, WCAU, WKBW, WGN, WCKY, WHK, CKLW, WCAE and KWK. Agency is Lord & Thomas, Los Angeles. Don Belding is agency executive in charge of the account. James Fonda supervised production.

Zanol in Two Cities

ZANOL PRODUCTS Co., Cincinnati (Zanol products), which recently placed its business with Presba, Fellers & Presba Inc., Chicago, started early morning programs on WLW and WLS Nov. 2. *Prairie Ramblers & Curly* is being sponsored over WLS at 6:30-6:45 a. m. (CT) daily except Sunday with the *Top of the Morning Gang* sponsored on WLW at 6:15-6:30 a. m. (ET) Tuesday, Thursday and Saturday.

THREE YOUNGEST ANNOUNCERS



FROM KNX, Hollywood, the land of the "unusual", comes claim for the youngest news commentator honors. This station submits not one, but three, everyone of whom admits to only 21 years of age and can prove it. They are (left to right), Richard Joy, Maurie Webster and Ken Craig. Webster is the veteran of the trio, having started seven years ago as announcer on KVI, Tacoma. The trio conducts the KNX *Sun-Up News*, sponsored daily at 7:45 a. m., by Goodyear Tire & Rubber Co., and also the 1:30 p. m. edition of the KNX *Newspaper of the Air* program.

KNX predicts that one or more of its contemporaries will submit photographs of commentators clothed in rompers or diapers in an effort to wrest the title from Hollywood, but assures BROADCASTING that all three commentators are regular members of the station's staff, assigned to the programs named. [For other entries in what seems to have developed into a "Youngest announcer contest" see page 28].

440 For Students

SIX days a week WJAS, Pittsburgh, broadcasts the standard A tone of 440 cycles per second for the benefit of music students wishing to tune their instruments. The tone is broadcast at 4 p. m. Mondays through Fridays and at 11 a. m. Saturdays. It has less than 3% content of harmonics or overtones, to aid in exact tuning.

Bulova Increases

BULOVA WATCH Co., New York, has set its schedule of time signals for 1938, increasing its expenditures about 50% over last year and adding many more stations. Stations to be used total about 140. On the nine CBS-owned stations Bulova announcements will be heard at a rate of 10 a day, or 3,650 in a year. All contracts are effective Jan. 1. Agency is the Biow Co., New York, Miss Reggie Schuebel, account executive.

Magazine Series

AMERICAN Poultry Journal, Chicago, is using daily spot announcements on WNEW, New York; WAAB, Boston; WIP, Philadelphia; WAAF, Chicago. Campaign, which is part of a circulation drive, started in October for 39 weeks through Schillin Adv. Corp., N. Y.

NBC Adds 2 in Canada

TWO Canadian stations, CBM and CBF, became affiliated with NBC Nov. 14, according to an announcement by Lenox R. Lohr, president of NBC, to make available NBC service for both French and English speaking Canadians of Quebec. CBM is owned by the Canadian Broadcasting Corporation and operates on a frequency of 1050 kc. with 5,000 watts. CBF is a new station and is operated by CBC on 910 kc. with 50,000 watts. It will be exclusively a French-language station and its programs will be available to either the NBC-Red or NBC-Blue networks. It was also announced that CRCT, the NBC affiliate in Toronto, will change its call letters during the next few weeks to CBL and that its power will be increased from 5,000 to 50,000 watts.

CBS in Minnesota

TWO Minnesota stations—WMFG, Hibbing, and WHLB, Virginia—joined CBS on Oct. 31. They are sold only in conjunction with KDAL, CBS outlet in Duluth, at a combination rate of $150. KDAL's rate is $125. Both WMFG and WHLB operate with 250 watts daytime and 100 watts night, WMFG on 1210 kc. and WHLB on 1370 kc. Both stations are owned by Head of the Lakes Broadcasting Co., which also owns WEBC, NBC outlet in Duluth, and are hooked up as a regional network known as the Arrowhead Network.

Roosevelt on Discs

THE current affairs and international events series titled *As I See It* by Elliott Roosevelt, vice-president of Hearst Radio Inc. and son of the President, slated for national release soon by an unnamed sponsor, will also be transcribed and made available for sponsorship in Canada, Australia and other English speaking countries, according to Irving Fogel, head of Irving Fogel Radio Productions, Hollywood, handling arrangements. Concern has sold the Australian and New Zealand right to 130 transcribed quarter-hour episodes of *Charlie Chan*, adventure serial, to Broadcasting Service Assn. Ltd., Sydney. Sale was made through its American representative, Ralph L. Power, Los Angeles. The series is currently on United States stations under sponsorship of Stokeley Bros. & Co. (Van Camp food products).

RCA Buying Locals

CONTINUING its policy of buying local shows, RCA Mfg. Co., Camden, N. J. (RCA-Victor radios, tubes, etc.) has added two new shows to its schedule. On Nov. 11, a program featuring Larry Clinton's orchestra started on WEAF, heard each Thursday, 11-11:30 p. m. The same orchestra was presented in a new program on WJZ, New York, which started Nov. 13, 8-8:30 p. m. Guest bands will be heard on future broadcasts. Both programs may be expanded to NBC networks. Other stations being used on a spot basis for similar programs are KOA, Denver; WBZ, Boston; KGO, San Francisco; WGY, Schenectady; WRC, Washington; WMAL, Washington; KYW, Philadelphia; KDKA, Pittsburgh, and WTAM, Cleveland. All spot business is being financed equally by RCA and its local dealers, it is understood. It is being placed direct by RCA, Camden.

B-S-H Disc Studios

TWO COMPLETE transcription studios and control rooms reported to cost $25,000 will be ready by the first of the year, according to a spokesman for Blackett-Sample-Hummert Inc., Chicago. The layout will be located on the second floor at 221 N. LaSalle St., with the agency abandoning its studios on the 39th floor. New studios will be used for auditions. Whether the agency will actually make transcriptions could not be learned.

Corn-Kix Testing

GENERAL MILLS Inc., Minneapolis, has started a test campaign on WTMJ, Milwaukee, for its new dry cereal, Corn-Mix, using five quarter-hour transcriptions, titled *Love for a Day*, starring Helen Gahagan. Radio advertising in other markets is expected to get under way as soon as adequate distribution has been secured. Blackett-Sample-Hummert Inc., Chicago, is agency.

Digest to Use Spots

PROMOTIONAL campaign for the *Literary Digest* is being planned by Prins & Keifer, New York agency. Stations and program schedules will be announced shortly.

Don Higgins Quits CBS To Form Publicity Firm

DONALD A. HIGGINS, acting director of publicity for CBS, has resigned to start his own public relations service. Until a successor is appointed Luther Reid, news editor, will act as temporary head of the Department. Mr. Higgins, who was named publicity director last spring when John S. Gude was transferred to the network's station relations department as assistant to Herbert V. Akerberg, is a graduate of Kansas University. His first newspaper job was with the *Kansas City Star*, followed by six years with UP before he entered radio in the press department of NBC. Transfering to CBS, he served as news editor for more than three years before his promotion.



Mr. Higgins

Luther Reid, who succeeded Higgins as news editor last spring, began his career as a reporter for the *Washington Daily News*, later becoming city editor and news editor of that paper. After several years with AP in Washington, Reid returned to his native state of Oklahoma to serve as managing editor of several papers, returning East in 1935 as special adviser to Gen. Hugh S. Johnson. He joined CBS in the fall of 1936.

First Dividend Declared On Its Common by RCA

DECLARING its first dividend in history on its outstanding common stock, amounting to 20 cents per share payable Dec. 21, together with a dividend of $31.25 a share on old preferred B stock and the regular quarterly of 87½ cents a share on new convertible preferred, RCA on Nov. 6 disclosed its earning statement for the third quarter of 1937 and for the first nine months of this year.

Gross operating revenues of RCA and its subsidiaries, including NBC, aggregated $30,279,802 for the third quarter compared to $25,345,735 for the same period of last year, an increase of $4,934,067. Net income after all charges was $1,951,726.

Gross operating revenues for the first nine months of this year totaled $83,447,424, compared to $69,727,836 in the corresponding nine months of last year, an increase of $13,719,588. Net income for the first nine months after all expenses and charges was $6,599,111.

Pate Heads KNOW

JAMES W. PATE has been appointed manager of KNOW, Austin, in addition to his duties as manager of WACO, Waco, and will divide his time between these two Hearst stations. R. E. Glasgow, of the WACO staff, has been appointed assistant manager of that station. On Nov. 9 KNOW was granted a construction permit to install new equipment and to change its vertical radiator and was also given the right to increase its daytime power from 100 to 250 watts. The WACO application for a similar power increase will be heard by the FCC on Nov. 30.

Less Political Time on Air This Fall Causes Dip in Revenues of Networks

POLITICAL business last year is cited as the reason national networks reported lower billings for the month of October, 1937, than for the same month last year. Total time sales of NBC, CBS and MBS for October, 1937, were $6,110,192, a loss of 9.1% from billings for the same month a year ago. For the year to date, however, these nationwide radio networks still show incomes well ahead of those for the first ten months of last year, with a 1937 cumulative total of $56,475,997 as compared with last year's $47,362,200, an increase of 19.2%.

Considered individually, NBC-Red had an October income of $2,222,803, a loss of 8.1% from the month a year ago. NBC-Blue reported $1,116,936, a loss of 12.7%. CBS showed the highest income for the month, $2,564,259, but even that was less than last year's by 6.9%. Mutual's $206,194 was 14.7% less than October, 1936.

Individual cumulative figures for the year, January through October, show NBC's combined networks totaling $31,630,854, an increase of 15.4% over the $27,496,632 for the ten months' period in 1936. CBS total of $23,339,801 beats last year's figure of $18,304,878 by 27.5%. MBS shows a slight loss for the year to date, its 1937 billings of $1,505,342 being 3.5% below those for the same period of last year.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,920	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
Oct.	2,222,803	—8.1	2,417,743
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug.	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
Oct.	1,116,936	—12.7	1,278,746
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,755
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
Oct.	2,564,259	—6.9	2,754,808
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	220,256	15.0	191,483
April	173,746	24.3	139,834
May	133,432	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919
Oct.	206,194	—14.7	271,629

CBS Income Report

GROSS income of CBS and its subsidiary companies from sales during the 39 weeks ending last Oct. 2 amounted to $24,926,420 compared to $18,898,721 for the same period of 1936, according to the consolidated income statement of the network sent to stockholders early in November. Net profit after taxes and all charges amounted to $3,053,416 during the nine-month period of 1937, compared to $2,451,740 for the same period of 1936.

CLEVELAND STUNT
WHK-WCLE Start Celebrity Picking Contest

WHK and WCLE, Cleveland, have started a promotion campaign using advertisements in all three local newspapers and spots on both stations to promote a secret celebrities contest, with $1,000 in cash to be awarded Christmas to listeners who identify 61 prominent Clevelanders who broadcast anonymously.

Two daily broadcasts are carried, with newspaper copy listing names of 12 of the celebrities to aid contestants. Radio editors of local papers are judges, and are selecting celebrities as well. Listeners will submit letters not over 200 words long with entries, telling what broadcasting can do for Cleveland.



REAL DRAMA—Irving Reis, noted director of the CBS Drama Workshop, enjoyed some nice thrills landing a tuna. W. B. Lewis, CBS vice-president in charge of programs, snapped these shots showing Reis hooking and landing the tuna, and his final smile of victory. Reis on Jan. 2 will become a writer-director for Paramount. He is under a five-year contract to CBS, only six months of which have been completed and negotiations are under way to allow him to continue the Workshop program from Hollywood. He sails from New York Dec. 18 for Hollywood. Paramount contract, set by CBS Artists' Bureau, guarantees Mr. Reis the title of director after one year.

ASCAP Mailing Index of Numbers

Preliminary Compilation Now Covers 25,000 Numbers

THE ASCAP index of some 25,000 of the most used musical compositions currently is being distributed to broadcasting stations who have requested it, E. C. Mills, chairman of the ASCAP administrative committee, announced Nov. 10. The index shows the title of the work, names of the composer, author and publisher and the name of the society, if any, having jurisdiction over the performing rights.

It is designed for use as an aid to stations in checking copyright ownership. It also covers restricted compositions and the ASCAP plan is to keep it up-to-date by deletions and additions as they are made by members covering such restricted works.

"It is the intention of ASCAP to supplement this preliminary index as rapidly as possible with additional titles as soon as the same can be prepared, until it shall cover practically the entire field of used or usable music," Mr. Mills informed BROADCASTING. ASCAP also planned to add the names and addresses of all musical copyright owners as far as they can be ascertained.

A large production job was entailed in devising the index, Mr. Mills pointed out. More than 2,000,000 gummed sheets, containing 10 titles to the sheet and perforated so that each title may be detached and affixed to a 3 x 5 filing card have been produced. This represents the first effort ever made to assemble a complete card index of musical compositions of the type used in public performances, Mr. Mills stated. The index is being furnished gratis by ASCAP to licensed stations, and constitutes a voluntary "good will gesture upon its part toward the broadcasting industry," he said.

* * *

FINAL ratification of the new contract of the Songwriters Protective Assn., is being held up for minor changes in language, which will probably be clarified within another week. The contract has been returned from the West Coast, where it received 100% approval by SPA members there.

Rev. Smith for Fr. Coughlin

REV. GERALD L. K. SMITH, national chairman of the Committee of One Million, and former disciple of Huey Long, started Nov. 14 a series of 26 weekly broadcasts over an independent network of from 60 to 75 stations. This is practically the same network previously contracted for but dropped by Father Coughlin. The series is handled by the same agency, Albert M. Ross Inc., New York. New York outlets are WHN and WMCA. The broadcasts are officially claimed to be non-religious and non-political, but Rev. Smith, in his capacity as chairman of the committee, is definitely anti-Communist and anti-New Deal in his views.

HAVING recently secured authorization for a new 100-watt local in Couer d'Alene, Ida., to be known as KGCI, Clarence Berger and Chester Howarth have applied to the FCC for another local on 1420 kc. in Wallace, Ida.

Gen. Johnson Cut; NBC States Views

Would Have Reached Pacific Audience at Dinner Hour

BECAUSE of NBC's policy against broadcasting discussions of venereal diseases, listeners who had tuned in the Blue network at 10 p. m. on Nov. 10 to hear the regular broadcast of Gen. Hugh S. Johnson heard instead an announcement that Gen. Johnson would not be on the air that evening, followed by piano music from a standby studio. A few minutes later Gen. Johnson came to the microphone and made the following statement:

"I came to the studio tonight prepared with a speech in support of Surgeon Gen. Parran's, of the United States Public Health Service, crusade against social diseases. A few minutes before I was to go on the air, I was informed that that discussion was not in accord with the policies of the National Broadcasting Co. Thank you and good night."

NBC Explains Position

Shortly afterwards NBC issued to the press its explanation, which reads:

"Gen. Hugh S. Johnson came to the New York studios of NBC tonight prepared to present his regular sponsored program. The script he had prepared discussed in detail the ravages of social disease. It was impossible for NBC officials to reach Gen. Johnson before his arrival in the studios just before his broadcast, when he was informed that his subject was not acceptable under its policies, leaving him no time to prepare another subject.

"The policy of NBC has been established after consultation with reputable physicians, who have admitted themselves at a loss as to how to discuss the topic of social diseases before an audience composed of children, adolescents and adults. NBC is in entire sympathy with the war on social diseases, but has not yet found a way for radio to contribute to this campaign without seriously embarrassing the family group."

Gen. Johnson, who broadcasts four evenings weekly under the sponsorship of Grove Laboratories Inc., St. Louis, maker of Bromo-Quinine, said that his script was sent to the studio at 8 p. m. and that if he had been notified of the ban promptly he might have prepared a substitute script. NBC's night program department said that the script was not received until 9:20, too late to reach the General at his hotel. Lenox R. Lohr, president of NBC, was summoned from the Cornell Club, where he was making a speech, and he concurred in the decision that the script was contrary to network policy. After an amicable discussion of the situation by Mr. Lohr, Gen. Johnson and Richard A. Porter of Stack-Goble Adv. Agency, which handles the Bromo-Quinine advertising, the General made his brief statement on the air.

Pointing out that it had shown its willingness to cooperate in the fight against social disease by broadcasting a discussion of the subject by Surgeon General Parran from the *Herald-Tribune Forum* on Current Affairs, NBC said that its sole reason for prohibiting Johnson's talk was to protect its audience. The program reaches the West Coast at 7 p. m. during the dinner hour and the mountain states in early evening before the children have gone to bed and to have an unexpected discussion of syphilis and gonorrhea come booming into the family circle might have caused untold embarrassment to many listening groups, it was said. By announcing the topic in advance and by choosing an hour when the audience is chiefly adult, local stations may be able to broadcast discussions of this topic for the general good, network spokesman stated, but for a nationwide network the task is far more difficult.

In his prepared speech the General referred to syphilis and gonorrhea as Public Enemies Nos. 1 and 2, and continued, ironically enough, to list as their chief ally "the conspiracy to conceal and protect not only them but all their deadly methods."



HAVANA DELEGATES—Caught in candid poses by our photographer. At left, Andrew D. Ring, FCC assistant chief engineer for broadcasting, improves his spare time testing Cuban reception of U. S. stations. In center photo, the chief of American delegation, Commissioner T. A. M. Craven, is snapped blinking in the Hotel Sevilla-Biltmore dining room as cigarette smoke blinds his eyes. At his right are Paul Goldsborough, Aeronautical Radio Inc., and E. K. Jett, FCC acting chief engineer. Right photograph shows "action" at hotel conference; left to right: Fritz Leydorf, WLW, crystal gazing on the possibility of 5 megawatts; Louis G. Caldwell, concentrating on clear channels; Gerald C. Gross, FCC engineer; Harvey B. Otterman, State Department treaty division; Paul D. P. Spearman, registering only regional channel interest in discussion. Behind Mr. Spearman is L. F. Bockover, Western Electric Co.

Opening of Long Waves Sought By Canada at Havana Parley

Move Is Resisted as Conference Finally Goes to Work; Craven Drafted for Key Projects

Special Correspondent of BROADCASTING

HAVANA, Nov. 12—After a series of unexpected delays during the first ten days, the Inter-American Radio Conference finally has settled down to consideration of the important allocation and policy problems confronting it, with the hope of reaching an amicable settlement by the end of this month.

Having formally convened Nov. 1, the conference suffered a succession of annoying delays, some unavoidable, others not, which combined to prevent it from emerging from the mass of preliminary detail in the time expected.

A fight for opening of the long-waves, from 160 to 240 kc., for regular broadcasting instead of aviation and safety of life services, already has been precipitated by the Canadian delegation and had the tendency of delaying consideration of the regular agenda. This move was opposed by the United States and by other delegations because it runs counter to recognized allocations.

Such progress as has been made to date, it was generally agreed, has been due largely to the untiring efforts of Commissioner T. A. M. Craven, chairman of the American delegation, to persuade delegates to devote themselves to the mass of work embraced in the agenda. He is chairman of the important Technical Committee and the United States representative on the Steering Committee of the conference, composed of the heads of the 15 countries represented.

Accomplishments Thus Far

As BROADCASTING went to press, the only decisions reached, even of a tentative character, have been more or less foregone conclusions. Reached in meetings of the conference committees and subject to approval at later plenary sessions, these actions were: (1) That no changes should be made in existing allocations to services in the band 10-160 kc; (2) that the 1500-1600 kc. band should be allocated definitely to broadcasting and that the 550-1500 band should be allocated exclusively to broadcasting [it is now, theoretically, subject to limited use by mobile services under the Madrid treaty]; and (3) that certain of the resolutions, not having to do with allocations, adopted at the Inter-American Technical Aviation Conference at Lima, Peru, last September, be approved.

Except in a general way, the proposals and claims that will be made to the conference by the various countries are not yet known. Prior to the opening, Canada had informally proposed that the 160-240 kc. band and the frequency 540 kc., just below the regular broadcast band, be allocated to broadcasting. It is obvious from statements made by representatives at committee meetings that Canada will advocate those proposals vigorously, but it unquestionably will encounter stiff opposition from the United States government departments because the Lima Conference definitely agreed that these frequencies should be used for aids to air navigation.

Whether Canada seriously desires the allocation of 160-240 kc. to broadcasting, or is merely making the proposal for strategic purposes in order to lay a basis for more extensive claims in the standard broadcast band is of course conjectural. There was prevalent rumor, however, that Canada's demands will be for 10 frequencies—eight in class A, which would mean use of unlimited power and entirely clear in the Continent; two in Class B, which would be in the nature of continentally duplicated clears; and enough in Class C, or 50 kw. duplicated channels, so as to accommodate a total of 15 high power stations. This would mean an increase of one clear channel for Canada over what she now claims on the basis of her existing assignments. She is already using 540 kc. and is duplicating on 1050 and 1100 kc., both of which are otherwise clear channels assigned to this country.

Bands Above 6000 Kc.

Very few other proposals having directly to do with broadcasting are yet formally before the conference, and those that have been circulated to date have to do with the allocation of bands above 1600 kc., either for use in the tropical countries or for international broadcasting. Brazil, for example, has made elaborate proposals calling for allocations of bands ranging from 2,000 to 9,000 kc. to broadcasting.

On the really knotty controversies affecting the standard broadcast band in North America, no specific suggestions have been made by any of the countries involved — United States, Canada, Newfoundland, Mexico, Cuba, and possibly also Haiti and Santo Domingo. Resolutions adopted at the preliminary engineering conference in March were to serve as the basis

(*Continued on page 60*)

AFM and Network Affiliates in Accord

By BRUCE ROBERTSON

All But Minor Changes Approved, With Boycott Clause Eliminated; AFM Completes Proposed Disc License

PROGRESS on all fronts is the latest report of negotiations between the American Federation of Musicians and the various groups involved in the situation created by the union's demands on the industry for employment of a considerable number of additional musicians.

Restraint of trade objections of all interests affected by the proposed agreement of AFM and Independent Network Radio Affiliates have been eliminated, it was learned Nov. 12 as BROADCASTING went to press. The action followed several weeks discussion by IRNA attornews with counsel for networks and transcription companies. AFM cooperated in permitting the changes and IRNA lawyers are now preparing an opinion along with letter of advice for submission about Nov. 17 to affiliate stations.

The networks are continuing their negotiations with AFM and also, for the key stations in New York, with Local 802 of the union, but have not yet come to final agreement although it is understood that the major issues have been settled. The transcription and phonograph record companies are awaiting the licenses which the union had expected to send them by the end of last week and are making no comment until they can study the AFM demands. The non-network stations are sitting tight, waiting for the union to approach them, and are gathering data for use in their negotiations.

Some Ambiguous Clauses

The Independent Radio Network Affiliates and the AFM were thought to be in complete accord on the terms of their trade agreement following a final meeting of their subcommittees on Nov. 6. Further study, however, convinced the IRNA group that the agreement still contained a few phrases which might be ambiguous to the broadcasters, so the mailing of these contracts to individual stations was held up until the requisite changes could be made and approved by the AFM. Each day it was expected that the forms would be sent out with explanatory letters to the affiliate stations, but each day saw another postponement.

Meanwhile, spokesmen for both the union and IRNA insisted there was complete agreement and that only a couple of changes in wording were necessary to complete their lengthy negotiations, but neither side would comment on the provisions of the final agreement until it had been officially released.

It is understood, however, that the union had capitulated on the most argued point and that the boycott clause had been completely removed from the agreement. This clause, which would have required the stations to agree not to supply music to any station which had not signed the AFM agreement regardless of existing contracts, was vigorously fought by the IRNA committee throughout the whole series of meetings with the AFM. They pointed out that to sign such an agreement would be placing the station in jeopardy, with the possibility of losing its license, and that even if the committee were to accept the clause few attorneys would permit the stations they represented to sign it. The elimination of this part of the agreement leaves the enforcement of the employment of musicians up to the union. However, unless the number of musicians employed and their allocation throughout the country is satisfactory, the union has the right to reject all contracts and to proceed with its threatened strike.

It was also learned that the job of allocating the $3,000,000 which the affiliate stations have agreed to spend annually for staff musicians is just about completed, with the union's approval. As soon as the form is approved each station will be notified of its allocated amount at the time it receives its copy of the standard form. The IRNA committee will also at that time send an explanatory letter to each affiliate and another letter to every broadcasting station in the country to keep the industry informed as to exactly what the affiliate group has done in its dealings with the musicians union.

At AFM headquarters it was stated that work on the licenses to be presented to the transcription and phonograph record companies was virtually completed and that the licenses would soon be in the hands of these firms. No details were divulged, except that the license forms would follow closely the 16 demands laid down by the union last summer [BROADCASTING, Aug. 15]. While the transcription committee held several meetings, no official statement was forthcoming. It was learned, however, that the transcribers were agreed that none would accept a license unless it met with the committee's approval, and that the committee would follow the example of the IRNA group and refuse to sign until the boycott clause had been eliminated.

The union position was that any worker has the right to refuse to work unless conditions of employment satisfy him, and that AFM musicians would refuse to work for recording firms which do not accept the licenses. Furthermore, the union intimated that it would not be distressed if its licenses were rejected, as without mechanical reproductions of music all stations would be much more dependent on live musicians. The union also said that the same license would be presented to both transcription companies and makers of phonograph records, although the latter group had asked to be permitted to submit it own proposals for consideration before the license is drawn up. Spokesman for the record companies said that this group is taking no action until it hears from the union.

Negotiations of AFM with the networks for a contract covering all key stations have reached the point of submission of a national agreement by the union. While the networks objected to many of its clauses they still considered it a satisfactory starting point and said they expected to reach a satisfactory agreement without much difficulty, feeling the AFM was making every effort to treat them fairly. The networks have also commenced dealings for their New York key stations with AFM Local 802 and again they report satisfac-

(*Continued on page 65*)

Petrillo Threatens Strike at NBC-Chicago

Network Seeking Removal Of Boycott Clause From Contract

By HAL TATE

IN AN INTERVIEW with BROADCASTING Nov. 10, James C. Petrillo, president of the Chicago Federation of Musicians, emphatically declared that if NBC does not sign a contract with the musician's union by Jan. 15, 1938, at which time the current contract expires, the musicians union will definitely go on strike. Although CBS in Chicago and WGN, Mutual outlet, have already signed contracts, NBC is said to have refused to do so until a boycott clause is deleted that states the network agrees not to broadcast to any station which the union declares unfair. If the clause remains, it means that any NBC network affiliate on the AFM unfair list will not be able to receive any NBC programs emanating from Chicago—either commercial or sustaining.

By signing the agreement with the Chicago Federation, both CBS and Mutual have agreed not to broadcast any programs from Chicago to any of their respective network affiliates that are "unfair". The CBS and Mutual pacts with the union were the first to be signed. Negotiations are now going on for similar network agreements in the other three key cities—New York, Los Angeles and San Francisco.

The clause in the contract over which NBC is in disagreement reads: "In case any station or stations should be declared unfair, forbidden territory, or defaulters to members of the AFM, other stations which remain fair agree not to furnish any music, either directly or indirectly, or by remote control during the period that any station or stations so declared unfair, forbidden territory, or defaulters."

Concerning the clause Petrillo said: "It has been a part of our radi agreement since the inception of radio and it was put in for the reason that if a local, large or small, should complain that Chicago orchestras were feeding programs into a station declared unfair, then the Chicago Local would be within its rights in withdrawing its services until such time as the station in question had again become fair to the Local in whose jurisdiction the dispute had arisen. We will not consent to eliminate this rule. Instead, we will continue to protect all Locals of the Federation at all times whenever it is within our power to do so."

Heart of the Agreement

Petrillo was confident that NBC would sign the agreement. As his trump card he declared he would order all remote pickups from Chicago night clubs and hotels discontinued.

Regarding the making of musical transcriptions in Chicago, at a virtual standstill all summer, Petrillo said that as soon as the transcription firms are licensed and agree not to send discs to "unfair stations", Chicago transcription firms can resume production.

In the CBS and Mutual pacts, effective for three years, union musicians will receive the highest salary and work fewer hours than any other musicians in the country. Musicians on sustaining programs currently receiving $110 weekly for six days work (five hours per day) starting Jan. 16, 1938, will receive the same amount for five days work (or 25 hours per week). Musicians on commercial programs will receive $140 for the five-day, 25-hour week. Starting Jan. 16, 1940, for a one-year period until the termination of the current agreement, musicians will receive a $10 weekly boost in salary. The minimum number of musicians required was raised from 15 to 20 but both WGN and WBBM have long since exceeded that number.

Solo engagements or accompaniments for two hours or less were increased from $18 to $25 with single engagements of two hours or less raised from $16 to $24. Six weeks' notice must be given musicians instead of four weeks as heretofore and men engaged for less than six weeks (instead of the present four) are now considered extra men and will be paid $4 extra per day in addition to the basic scale.

Petrillo has inserted a television clause, reading: stations agreeing to the following: "Whenever members play for television where they appear in sight of audience, an extra charge of $4 per day, per man, shall be made in addition to all other extra charges called in for the rules."

On Nov. 9 the Chicago Federation nominated Petrillo to head its organization for another five years starting next January.

CAMPBELL SOUP Co., Camden, will cancel its Dec. 24 program on CBS for a 105-minute show Christmas afternoon, in which *Hollywood Hotel* will be accompanied by Lionel Barrymore's annual rendition of Dickens' *Scrooge*.

Two New Stations Approved by FCC

KABR and WBNS Permitted To Boost Operating Power

TWO NEW local stations were authorized, one was raised from local to regional status and another won a power increase in grants made by the FCC Broadcast Division at its Nov. 9 session, the last regular meeting before abolition of the divisions on Nov. 15. At the same time the Division denied applications for four other new local stations in as many communities.

John W. Haigis, Republican candidate for governor of Massachusetts in 1936 and now president of the Franklin County Trust Co., Greenfield, Mass., was authorized to construct a new 250-watt daytime station on 1210 kc. in that community, Examiner Irwin being sustained. Mr. Haigis, former newspaper publisher, has long been active in local and state affairs and has been a member of both the State House of Representatives and State Senate.

Don M. Lidenton, licensed operator and radio repair man, and A. L. McCarthy, his employer, a radio and electrical dealer of Poplar Bluff, Mo., were authorized to erect a new 100-watt daytime station on 1310 kc. in that community, Examiner Tyler Berry being sustained.

KABR, Aberdeen, S. D., operating with 100 watts on 1420 kc., was authorized to shift its frequency to 1390 kc. and increase its power to 500 watts night and 1,000 day, effective Dec. 7. Examiner Hyde's recommendation was sustained.

WBNS, Columbus, O., was authorized to increase its power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 day on 1430 kc., effective Dec. 14. Examiner Irwin being sustained. It was also authorized to install new equipment, including a directional antenna.

The Broadcast Division denied the applications of Arthur H. Croghan, former manager of WDGY, Minneapolis, for a new 100-watt daytime station there on 1310 kc., sustaining Examiner Dahlberg; of Charles Porter and Edward T. Eversole, seeking 100 watts daytime on 1420 kc. in Festus, Mo., reversing Examiner Seward; of Kenneth Baker, Hartwell Gaus and V. A. Bernier for 100 watts on 1500 kc. in Kankakee, Ill., sustaining Examiner Berry; of Robert Raymond McCulla for 100 watts daytime on 1500 kc. in Oak Park, Ill., sustaining Examiner Berry.

WHOM, Jersey City, was denied authority to increase its day power to 1,000 watts, and General Electric Co. was authorized to construct a new international broadcasting station, using 20,000 watts on 9530 and 15530 kc., near Belmont, Cal.

WOMI Getting Ready

WITH Lyell L. Ludwig as manager, the new WOMI, Owensboro, Ky., 100-watter on 1500 kc. authorized by the FCC last June, is scheduled to get into operation the first week in December, according to Lawrence W. Hager, president of Owensboro Broadcasting Co. Inc. and publisher of the *Owensboro Messenger* and *Inquirer*. RCA equipment with a 180-foot Truscon tower are now being installed, and NBC Thesaurus has been ordered.



WLW-WSAI CHIEF — James D. Shouse, who on Nov. 15 becomes vice president of the Crosley Radio Corp., in charge of its stations WLW, WSAI and W8XAL, succeeding William S. Hedges, now NBC director of station relations. Mr. Shouse relinquished general management of KMOX, St. Louis, to accept the new post.

Crosley Improving Present Facilities

MODERNIZATION of the plant studio and office facilities of WLW and WSAI, Cincinnati, was announced Nov. 5, pending construction of the new Crosley broadcasting building, which has been delayed temporarily.

Already in progress, the work probably will be completed by Dec. 1 or shortly thereafter, it was announced. Engineering difficulties, the announcement stated, have made necessary the temporary delay in the construction of the new Crosley broadcasting building, plans for which were announced several months ago. Because of this interruption, it was stated, immediate improvements are being made in the present broadcasting department.

Three New Studios

The improvements are being carried out under the direction of Powel Crosley Jr., president of Crosley Radio Corp. The changes include three new studios and a number of offices to be constructed in the main Crosley building, along with a new artists' lounge. Technical equipment of present studios is being replaced with the most modern available, it was stated.

The first step was the modernization of the WLW 500,000-watt transmitter at Mason, O. Work there already has progressed to the point where visitors are again being conducted on sightseeing trips. For several months, during the installation of new equipment, it was closed to the public as a safety measure.

Auxiliary studios and offices of the two stations maintained in the Union Central Annex in downtown Cincinnati during the last two years will be dispensed with when the expansion at the main plant is completed. Several new buildings for the Crosley manufacturing division have been completed, and sufficient space has been made available there to accommodate the broadcasting division.

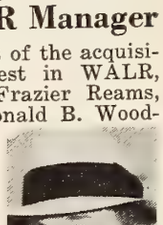
RADIO AVAILABLE
To Wilkes-Barre Reporters In Guild Strike

WHEN the Newspaper Guild, CIO affiliate, declared a strike for closed shop, higher wages and better working conditions Nov. 2, forcing a shutdown of the *Wilkes-Barre* (Pa.) *Record* for six days, members of the Guild immediately bought time to tell their story to the people of their community. Joe Walsh, of the *Record* city staff, became "Voice of the Guild" over WBAX and WBRE, which on Nov. 7 tied together to carry his broadcast.

More than that, the *Record* reporters during the six-day strike proffered their services to WBAX as local reporters since the station had been shut off from its source of local news, which was the *Record*. They cooperated fully with radio not only because it made time available to them but because the local newspapers refused to carry paid advertisements telling their side of the story. The strike ended with the publisher's capitulation Nov. 8.

Woodyard Buys Interest, Will Be WALR Manager

CLOSE on the heels of the acquisition of 50% interest in WALR, Zanesville, O., by Frazier Reams, Toledo attorney, Ronald B. Woodyard, assistant to James C. Hanrahan, vice-president of Scripps-Howard Radio Inc., announced on Nov. 5 that he had purchased a substantial interest in that station from Mr. Reams, subject to FCC approval. Mr. Woodyard plans to leave Scripps-Howard Nov. 15 to take over active management of the station, leaving WCPO, Cincinnati, where he has been employed. Previously he was assistant general manager of KSOO, Sioux Falls, S. D., and before that he was sales representative for the Iowa Broadcasting System.



Mr. Woodyard

Mr. Reams was disclosed as 50% owner of WALR, a 100-watter on 1210 kc., with the filing of an application for a license renewal with the FCC. He also holds a construction permit for a new 100-watt daytime station on 1200 kc. in Toledo. Owner of the other half of WALR is E. B. Graham, an attorney. Formerly Mr. Graham owned 30.4% of the stock, with Gladys Weimer of Akron owning 22%. S. W. Townsend of Akron 22.4% and J. E. Henry of Detroit 22.4%.

WLAW Starts Dec. 12

THE new WLAW, 1,000-watt daytime station on 680 kc. at Lawrence, Mass., which the FCC authorized for construction last July, will go on the air on or about Dec. 12, according to A. H. Rogers, president of Hildreth & Rogers Co., publisher of the *Lawrence Eagle* and *Tribune*, which holds the construction permit. Its manager will be Irving E. Rogers, with David M. Kimel as commercial manager. Stanley N. Schultz as program director and George R. Luckey as chief engineer. RCA transmitter equipment and a 300-foot Lehigh tower are being installed.

Continental Drops Suit, Clearing Way for WOL To Take Regional Status

CULMINATING a two-year battle for regional status, WOL, Washington 100-watter, is proceeding with plans to install a 1,000-watt transmitter for full-time operation on 1230 kc. An appeal from the last FCC decision granting it the improved facilities filed by Continental Radio Corp., Scripps-Howard radio subsidiary, was withdrawn from the U. S. Court of Appeals for the District of Columbia on Nov. 5, thus clearing the way for the construction.

William B. Dolph, WOL manager, asserted Nov. 8 that WOL planned to install the new transmitter as soon as possible, and hoped to be on the air as a regional within three months. A Western Electric transmitter and two 230-foot Blaw-Knox self-supporting radiators will be installed at a location adjacent to Washington, the site for which already has been approved. The station recently removed to new studios.

The WOL application was filed in January, 1936, and granted in September of the same year. Motions for reconsideration and rehearing resulted in successive postponements until the Continental appeal was filed in February of this year. Continental is an applicant for a local station in Washington, and claimed that it had not been accorded a hearing competitive with that of WOL's.

An outlet of Mutual, WOL now operates on 1310 kc. It is owned by American Broadcasting Co., of which LeRoy Mark is president and principal owner. Mr. Dolph has been manager of the station for the last two years.

Kandi-Bone Discs

KANDI-BONE Inc., New York (dog confection), plans sponsorship of a women's program, to start early in December. Quarter-hour transcriptions will be placed on a number of stations in the East with expansion through the Midwest and West to follow as distribution is completed. According to Erwin M. Frey, publicity counsel for the company, national distribution and subsequent national radio coverage will be completed by February. Advertising is placed direct.

Tex-Sun Recordings

TEX-SUN GRAPEFRUIT Co., in the Rio Grande Valley of Texas, has recently contracted with the Butler Recording Studios, Dallas, for 117 transcribed spot dramatizations, advertising "America's Sweetest Grapefruit". Spots will be placed on key radio stations in the North and Midwest around Nov. 20, Gordon Butler, manager of Butler Recording Studios, has announced. Agency is Leche & Leche Adv. Inc., Dallas.

Tetley Tea Places

JOS. TETLEY & Co., New York (tea), has inaugurated a quarter-hour series, *Stella Dallas*, on WEAF, New York, Mondays through Fridays. Other stations may be added. Blackett-Sample-Hummert Inc., New York, is agency.

Nelson's Tidal Wave of Air Waves

Business of Furniture House Skyrockets Through Radio

By IRVING ROCKLIN and ARTHUR A. KOHN
Selviair Broadcasting System, Chicago



Mr. Kohn



Mr. Rocklin

WHEN speaking of radio success in the retail field there are probably few stores that can surpass the record of Nelson Bros. Furniture Warehouse Inc. in Chicago. It was in May 1932, when Nelson Bros. was just a small 25-foot-front store located on the far south side of Chicago, that the co-owners, Herman and Abe Blender, decided to take a chance and spend a little money on radio advertising. A budget of $50 per week was set aside for radio and a quarter-hour recorded morning program, seven days a week, was begun on WEDC.

Today Nelson Bros. spends over $150,000 annually on radio on 12 Chicago metropolitan stations. Instead of the little single small store of 1932, Nelson Bros. today has two giant warehouses in Chicago, on May 1 opened a third store in Milwaukee and now has a fourth in Peoria. And just to show the tremendous power of radio advertising one of the south side stores is located accross the street from a cemetery, there are no retail stores around for blocks, and yet the crowds continue to flock in day after day!

All this has been accomplished without the use of any premiums or free gifts. The secret of Nelson Bros. success, if it may be called a secret, is simply due to the firm's policy of offering good merchandise at reasonable prices and telling the radio listeners about it.

They Learned About Radio

During the five years the furniture firm has been on the air it has naturally found out many interesting facts concerning radio advertising for retailers. For instance, finding that evening time is not as good a "buy" as day time programs for their particular needs, Nelson Bros. today does no advertising after 6:30 p. m. The firm begins as early as 7:15 in the morning and continues on various stations throughout the day.

The firm has also learned that commercial copy is most effective when impressed on the listeners over a long period of time. As a result copy is changed very infrequently, with the same commercials sometimes used without change for two-month periods.

Nelson Bros. checks all programs carefully and finds that their sales each month as a result of their ether advertising are larger than the preceding month! For Nelson there is no such thing as a furniture season with the result that all contracts are for 52-week periods. And of interest to advertisers who go off the air during the "slow" season is the fact that Nelson Bros. spends most of its annual advertising appropriation for radio during July and December — the so-called "death months" for furniture dealers.

Although recordings were used almost exclusively in all programs when Nelson Bros. first went on the air, today practically all of programs are live talent. The store goes in heavily for novelty programs and was the first in Chicago to put on *Bureau of Missing Persons show*. Other novelty programs sponsored by Nelson's include a *Man-on-the-Street* show, *The Tenth Inning* (a program direct from the ball park immediately following the broadcast of the game), and the *Grand Old Opry House*, featuring old-time "melodramas".

Nelson Bros. is really radio minded having repeatedly tried newspaper advertising and found it not nearly as effective as radio. Today it seldom uses black and white space. A good example of just how effective is their radio advertising is shown by the fact that though only stations in metropolitan Chicago are used, cars are often lined up in front of Nelson Bros. stores from a half-dozen neighboring states. Especially is this true on Sundays. Numerous customers have written in saying they would like to shop on Sunday, so Nelson's keep open till 5 p. m. that day, and license plates from Wisconsin, Indiana, Michigan, Iowa and Ohio can be seen on the customers' cars parked in front of Nelson's stores.

Old WIBO Site Bought

In the fall of 1932 the furniture firm took over the main floor of the old WIBO building located on Chicago's north side and immediately bought time on WIBO, incorporating the phrase "Look for the giant building with the radio towers on top" in commercial copy for this store.

When WIBO went off the air, Nelson's took over the entire building and hired Jerry Sullivan, veteran Chicago announcer, to handle all programs exclusively.

In 1934 Nelson's began its multi-station campaign which it has continued ever since. In addition to WEDC, time was bought on WGES, WSBC, WHFC and WCFL. It was in that year, too, that Nelson's learned just how effective their radio advertising was. Hundreds of visitors who came to Chicago at that time to see the fair visited the stores because "they wanted to see the place they had heard so much about over the radio." As a result of their successful radio advertising that year, the firm took over an entire five-story building on the south side.

In 1935 Nelson's, feeling that the time was ripe to begin using high-power stations began *The Man on the Street* program on WBBM with Pat Flanagan as announcer. This program has been on continually ever since. The same year, Nelson's started sponsorship of the *Tenth Inning* with John Harrington interviewing the fans direct from the ball park on their reaction of the day's game. Nelson's also began an extensive foreign program campaign in 1935 and contracted for Polish, Italian, Swedish and German hours over various Chicago stations. It found this particular phase of radio advertising highly successful and is still using it today with ever-increasing results.

In 1936 the radio schedule was expanded still further by adding WAAF, WJJD, WIND, and WWAE to the chain of local stations already carrying its programs. Today the furniture company is using 12 stations, WGN, WBBM, WCFL, WJJD, WAAF, WIND, WCBD, WGES, WWAE, WCRW, WTMJ, WMBD, WEMP—and using all of them with ever increasing success. Thousands of Chicagoans, and now Milwaukeeans, too, heed the admonition in all the firm's shows—"Don't buy your furniture or rugs until you get Nelson Bros. low rock-bottom prices."

Does radio advertising pay? Ask Nelson Bros. From a $50 weekly expenditure in 1932 to a current budget of $150,000 annually is certainly ample proof of the high esteem that the firm holds for radio.

ONE of the interesting retail success stories in radio is that of Nelson Bros., furniture and drug firm in Chicago. In 1932, it started a recorded program on one station. Today, it is using 12 stations in metropolitan Chicago. In 1932, one little 25-foot-front store; today, two giant warehouses in Chicago and another in Milwaukee. The story is told by Irving Rocklin and Arthur A. Kohn, heads of Selviair Broadcasting System Inc., Chicago advertising agency dealing in radio exclusively, which has had the Nelson Bros. account since its first trial of the broadcast medium back in May, 1932.

Morton Salt Spots

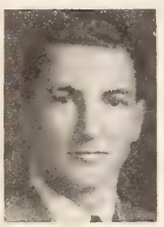
MORTON SALT Co., Chicago has started announcements and programs on six stations on behalf of its smoked salt used in rural districts in winter for preservation of meat. Following is the schedule which started on a staggered basis: Minute announcements daily except Sunday, WLS; minute announcements, KQW, San Jose; 100-word announcements, WBT and WFAA; three quarter-hour programs weekly, WHO, quarter hour of *Grand Ole Opry* on WSM. Wade Adv. Agency, Chicago, has the account.

Advisory Councils Found Helpful in Building Good-Will

WRBL Gets Good Reaction by Fostering Local Group

By JAMES W. WOODRUFF Jr.
General Manager, WRBL, Columbus, Ga.

WITH community service looming larger and larger as a factor in adding to the utility and popularity of broadcasting, stations the country over, particularly in municipalities of moderate size, will find it advisable, because it would prove highly advantageous, to give consideration to the creation and maintenance of a Radio Council.



Mr. Woodruff

Already the Radio Council of Station WRBL, which we formed recently and on which outstanding citizens are serving as members of the first unit, has more than justified my hope that it would create additional good-will for the station.

As a continuing potent advisory agency, the personnel of the Radio Council may well be drawn from among men and women prominent in the trades, industries and professions and civic, educational, religious, charitable and philanthropic affairs in the community.

Regular Meetings
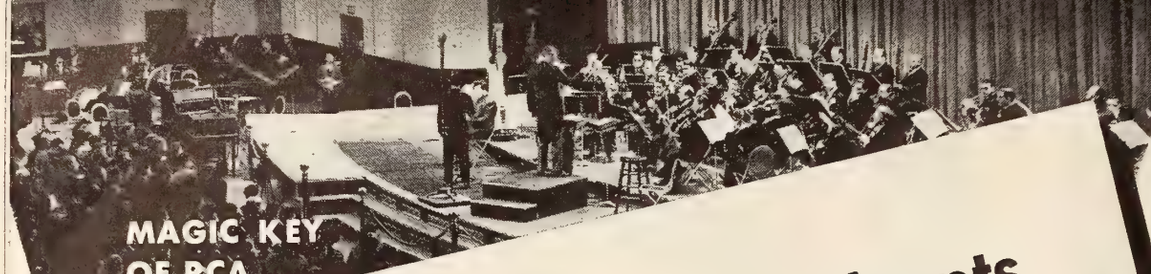
The most appropriate type of Radio Council is one which would meet monthly, either on a set or movable date, preferably at luncheon as the guests of the station. In such a gathering of about 20, the men and women of affairs who attend the luncheon meeting will frankly, in round-table discussion, present their views freely concerning past, present and future programs of the station, including new and additional service which the station can extend to further develop unity and civic pride within its coverage area.

If such discussion is broadcast, it will meet with interesting audience reaction, including the offering of additional helpful suggestions by listeners to the program.

An appropriate Radio Council that can be established and maintained at small cost, will constantly keep the station in intimate touch with the best element in the community, enable station officials to meet face to face, under ideal auspices, men and women prominent in shaping community welfare, and the facilities and personnel of the station, will naturally, become better and more favorably known to those who serve on the Radio Council. The sum total of the good-will for the station which will thus be engendered is beyond purchase price.

Without any specific effort for that purpose, it is reasonably certain that the Radio Council will, in time, also produce new business for the station.

Dependent upon the population in the immediate section reached by the station, a new council may well be recruited monthly or bi-monthly. Thus the station will enjoy service during a year from as many as 250 community leaders, if the attendance is limited.



MAGIC KEY OF RCA



WORLD NEWS... WHILE IT HAPPENS

To the Radio Merchants of America:

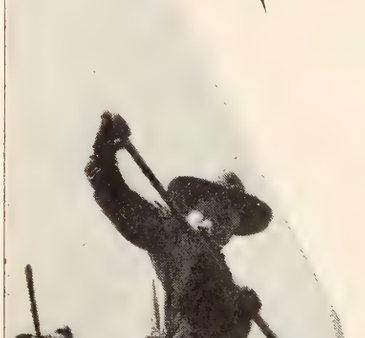
The perfection of the newest radio sets—in fidelity, tone quality, selectivity, mechanical convenience, and beauty of appearance—has been stressed by every radio manufacturer. The improvement over the sets of only a few years ago is so great as to be almost unbelievable.

Yet, when we describe the excellence of the receiver we tell only half the story. For a radio can be only as good as the program. The realization, therefore, that the approaching winter season offers an incomparable selection of radio programs should double the sales appeal of every new set. Never before, in all history, has man had at his fingertips the gift of so many priceless treasures of music, education, drama, comedy, sports and news. These and more are made available to the public through the world's most famous conductors, musicians, artists, actors, and public speakers. The purchaser of a modern radio set really obtains a front-row season ticket to the greatest show ever produced by mankind.

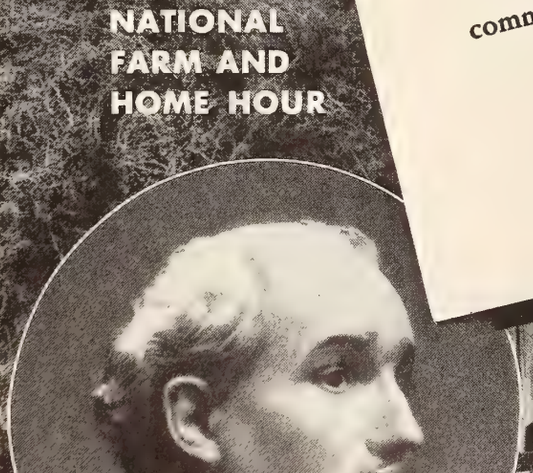
No individual on earth has the wealth to buy, or the power to command, what the radio gives free to the humblest set-owner.

David Sarnoff

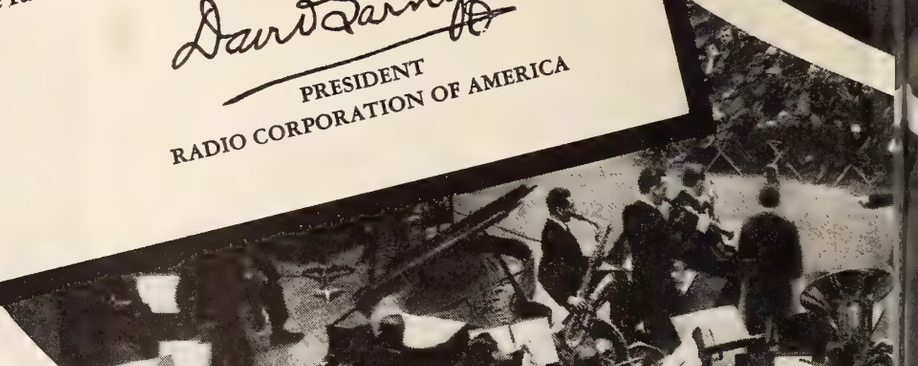
PRESIDENT
RADIO CORPORATION OF AMERICA



NATIONAL FARM AND HOME HOUR



ARTURO TOSCANINI





NBC SYMPHONY ORCHESTRA


METROPOLITAN OPERA
RCA
RADIO CITY, N. Y.
AMERICA'S
TOWN MEETING
OF THE AIR
DRAMA
INA CLAIRE

Stations Favor Plan to Broaden NAB

Paid President, Group Organizations Are Advocated

PRACTICALLY unanimous reactions in favor of broadening the base of the NAB operations to function for all branches of the broadcasting industry, is being received by the NAB Reorganization Committee designated last month by the special convention of the association in New York.

Nearly 100 communications from stations support the proposal for reorganization, and in general espouse almost the same course of action. These proposals are being cleared through Philip G. Loucks, Washington attorney serving as counsel and advisor to the committee, whose members are drafting their ideas in preparation for the initial drafting meeting, tentatively scheduled for the end of November in Louisville or New York.

Flexibility Sought

The principal points raised in the communications from stations are: (1) That it is both desirable and necessary to strengthen the present NAB, and obtain for the industry a capable, outstanding figure, probably to become the paid president of the association (they shy from the idea of a "czar" or a "stuffed shirt"); (2) the revamped organization should be sufficiently flexible in its framework to permit departmentalization of groups having common problems, but not necessarily on a permanent basis, and (3) that the trend should be toward state and regional organizations within the NAB, with proper recognition and representation of those groups on the governing body of the NAB itself.

First of the new NAB regional groups to get together in preparation for the revision of the NAB are broadcasters in six western and northwestern states, which scheduled a meeting in Spokane Nov. 13. Broadcasters in Washington, Oregon, Idaho, Montana, Wyoming and Utah, were invited, with the preliminary arrangements made by Ed Craney, of KGIR, Butte, a member of the NAB Reorganization Committee.

The committee probably will decide within the next two or three weeks on the dates and place for the 1938 convention, at which the proposed reorganization is slated for action. It appears to be leaning toward Washington as the site, with the time in mid-February. There is some sentiment, however, for Chicago as a desirable central point.

Members of the committee, in addition to Mr. Craney and Counsel Loucks, are Edwin W. Craig, WSM, author of the resolution which resulted in its appointment; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, and Edward A. Allen, WLVA. Mark Ethridge, business manager of the Louisville *Courier-Journal* and *Times*, operating WHAS, is serving ex officio.

Mr. Loucks has hired Mrs. Bert Siebert McNary, until early this year secretary at NAB headquarters, as his assistant in handling NAB reorganization matters. She had been with the NAB for some six years, having served as secretary to Mr. Loucks during most of his tenure as managing director.

In drafting his preliminary plans for revision of the NAB constitution and by-laws to effectuate the proposed new structure, Mr. Loucks has been surveying the entire trade association field. He also has been conferring with outstanding men in trade association work and in public relations to get their reactions, as well as with many broadcasters.

Campaign for Discs

Meanwhile, the NAB had divorced the NAB Bureau of Copyrights from its regular activity, pursuant to the mandate of the special convention. James W. Baldwin, managing director, is in Havana attending the Inter-American Radio Conference, and probably will be gone several weeks. John Elmer of WCBM, NAB president is spending a day each week in Washington and is handling necessary matters by telephone from Baltimore at other times.

In the effort to make the Bureau of Copyrights transcription library, a self-sustaining venture, in compliance with the New York action, Edward J. Fitzgerald, its director, has taken to the field on a selling mission. He is most optimistic about the prospects. Twenty hours of public domain music already recorded are being offered member stations at $10 per hour, and the Bureau's project is for 100 recorded hours of tax-free music, covering some 6,000 individual compositions.

Under the resolution adopted at the extraordinary convention last month, the Reorganization Committee will submit its first report covering recommendations to all stations at least 60 days before the annual meeting. After procuring criticism, it must submit its final report by mail at least 30 days prior to the meeting. It probably will not propose in that report the name or names of personnel either for the suggested paid president or for the division posts, such as legal, labor relations, research, public relations, economics and administration.

The meeting of the Pacific Northwest broadcasters was thrown open to NAB members and non-members alike. Principal speakers scheduled included former Senator C. C. Dill, of Washington, co-author of the original Radio Act of 1927, and Alfred J. Schweppe, counsel in the Montana and Washington cases involving the ASCAP appeals from the state copyright laws. Senator Dill was to discuss 1937 problems of the broadcaster, and Mr. Schweppe was to give a resume of copyright and outline future steps broadcasters should take.



New York World-Telegram

"I can't allow myself to get excited over a touchdown. I'm trying for the radio diction prize."

The meeting was called in the Davenport Hotel, Spokane. The agenda arranged by Mr. Craney included a discussion of the AFM form of contract for hiring of union musicians by T. W. Symons Jr., KFPY and KXL, a member of the NAB board; discussion of the NAB music library by C. W. Myers, KOIN-KALE, former NAB president; the value of a state broadcasters association by Louis Wasmer, KHQ-KGA, president of the Washington State Broadcasters Association; problems of a 50,000-watter by Earl J. Glade, KSL, Salt Lake City; problems of a 100-watter by Harry Studebaker, KUJ-KRLC; radio and newspapers by W. Carey Jennings, KGW-KEX, and the NAB reorganization project by Mr. Craney.

Mr. Craney also had invited Ralph Wentworth, of Langlois & Wentworth, transcription producers, to discuss problems of that type of activity. It had been hoped too that President Elmer, Managing Director Baldwin and Mr. Loucks would address the convention, but other obligations were expected to prevent their attendance, Mr. Craney pointed out.

NAB Requests $83,000 From Stations To Help Federal Educational Project

PURSUANT to plans worked out by the Federal Government in collaboration with a group of representative broadcasters, the NAB on Nov. 5 asked all broadcasting stations to contribute a radio education fund of $83,000 which will be devoted to improvement of educational broadcasting.

With two educational foundations contributing $167,500 of an aggregate $250,000 fund, the NAB asked all 700 stations to contribute their pro-rata portion of the $83,000 fund allotted them. The latter fund will be divided into two parts—$55,000 for the first year and $28,000 for the second year of the projected plan.

Each station is asked to donate twice its highest quarter-hour rate the first year and half that amount the second year. The solicitation was made by James W. Baldwin, NAB managing director, in a letter to all stations written by direction of the NAB Board.

The projects involved were approved by the Federal Radio Education Committee of 40 members, representing the FCC, the broadcasting industry and education. A sub-committee of six drafted the plans for the projects. It is understood that the Rockefeller and the Carnegie foundations have agreed to contribute the bulk of the fund of $167,500.

The NAB, at its last regular convention in Chicago, approved a resolution favoring the contribution of $83,000 from the industry over a two-year period. The Board was instructed to devise a formula whereby the contributions of each station could be on an equitable basis.

In his letter, Mr. Baldwin pointed out that the Communications Act of 1934 carried a provision requiring the Commission to study the proposal that fixed percentages of broadcasting facilities be allotted to particular types of non-profit radio programs. The Commission, following hearings that year, made a report to Congress recommending that no fixed percentages of facilities be allocated by statute to any groups but proposed a cooperative undertaking between the two groups to improve the quality of educational programs.

As a result, the Federal Radio Education Committee was appointed by the FCC and immediately undertook the study. Work of the committee was financed by an appropriation of $27,000, of which one-half was pledged by the NAB and the balance by the National Advisory Council on Radio in Education. Of the $13,500 pledged by the NAB, NBC and CBS each contributed $5,000.

Definite Projects

Following the meeting of the general committee, a subcommittee of six was designated to devise definite projects. Members of this Committee were Dr. Levering Tyson, then executive Secretary of the National Advisory Council on Radio in Education and now president of Muhlenberg University, chairman; Frederick A. Willis, assistant to the president of CBS; John F. Royal, vice-president, NBC; Dr. W. W. Charters of Ohio State; Prof. Hadley Cantril of Yale, and Mr. Baldwin. This committee examined a number of projects which had been proposed and evolved the plan of procedure.

Following completion of this committee's report, a meeting was held with members of the Broadcast Division of the FCC and with Dr. J. W. Studebaker, U. S. Commissioner of Education and chairman of the full committee. The report in general was approved.

Together with the letter was sent a report of the Committee of Six on the projects involved. Mr. Baldwin emphasized that it should be understood that these projects might be modified.

Mr. Baldwin pointed out that the Committee of Six found that it would be advisable to engage in some ten projects which would require from two to four years to complete and which would entail the $250,000 expense. As broken down in the financial summary of the committee, it was concluded that broadcasters should spend $55,000 for the first year of the project, as against $62,500 by the foundations during that period.

The cost for the second year was estimated at $28,000 for the broadcasters and $35,000 for the foundations. The cost for the third and fourth years were estimated at $35,000 for each year by the foundations, with no expense to the broadcasters.

In its report, the Committee of Six held that neither educators nor broadcasters believe any proposal has yet been presented which would solve the so-called problem of educational broadcasting and that before any recommendations can be proposed inquiries must be undertaken and program experiment conducted.

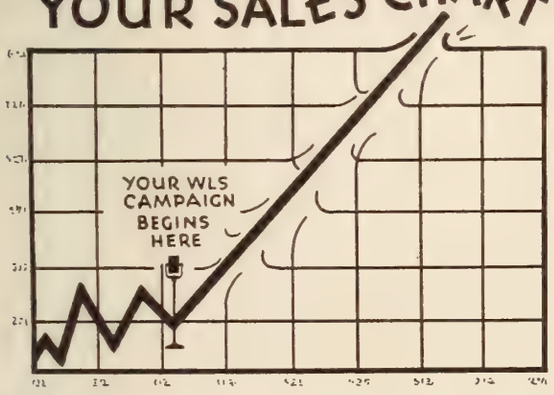
Popularity . . .



Positive proof of WLS air popularity is proved by the hundreds of theatres whose attendance records are being smashed where favorite WLS radio acts are making personal appearances this season.



The millions of radio listeners who attend the theatres where these popular WLS artists are appearing also write the letters and buy the merchandise advertised on the WLS programs featuring these same popular artists.



Make sure your next radio show in the Chicago area is one that is preferred by people who purchase the merchandise you advertise—use WLS talent because they have proven personal popularity, as well as air popularity.

WLS

The Prairie Farmer Station

CHICAGO

BURRIDGE D. BUTLER, President - - GLENN SNYDER, Manager

There's a renewed opportunity to reach the vast audience of midwest and Chicago women through the WLS Homemakers' Hour and WLS Kitchen Kettle programs. An audience test brought 2,500 letters from one short announcement in October.

Historical Series Compels Store to Double Its Space

WSAI Program Raises Level Of Firm's Average Sales

FOR NEARLY nine months WSAI, Cincinnati, has broadcast a regular Sunday afternoon program called *Canal Days* under sponsorship of the local Mohawk Radio & Electric Shop. The store was established 15 years ago in that part of the Cincinnati business district which fronts on the Old Erie Canal and had provided a good, steady income for its proprietors, a German family of early settlers named Hengehold. It was in January, 1937 that "Pop" and "Ferd" Hengehold, father and son, decided to advertise and decided, moreover, to use radio.

They chose a program of historical stories about the Mohawk district, the opening of the canal and the growth of the city. So appealing to the old-timers and their children has been *Canal Days* that Mohawk Radio & Electric Shop is now enlarging its store to double capacity. In August the shop won the Norge cup for the largest sales of any dealer within 100 miles of Cincinnati and found that the average price of all refrigerators sold during the season was $180. Prior to its use of radio, the sales of the shop had been nominal in price, but today the store finds the demand for more expensive goods greater than for goods of cheaper prices.

And Sales Increased

Before *Canal Days* went on the air, the sponsor wrote its old customers and new prospects asking them to visit the store as guests at the shop's 15th anniversary. The guests were given small gifts, such as miniature Norge banks, juice extractors and glassware. Electric roasters valued at $17.50 were given with each purchase of a $59.50 washer. The radio tie-in was most effective, according to WSAI, and sales increased immediately.

A cooking school for men will be used as a promotion stunt when the new store is opened. Ray Shannon, character actor of WSAI, will direct the store's radio promotion and coordinate it with *Canal Days* which he has supervised since its inception.

Outside salesmen and both father and son now have a most productive habit of talking program with customers instead of merchandise. High pressure methods are entirely foreign to their operations.

The stage is set in an atmosphere that reflects confidence, stability and a desire to serve through supplying quality merchandise.

At the Mohawk Radio and Electric Shop most sales are closed at night when husband and wife are both present.

Wander Adds WOR

WANDER Co., Chicago (Ovaltine), sponsor of *Little Orphan Annie* on 23 NBC-Red network stations five days a week, on Nov. 1 added a transcribed version of the same show on WOR, Newark, and placed it in the spot immediately preceding the broadcast on WEAF. Agency is Blackett - Sample - Hummert Inc., Chicago.



WINNER—Of the Norge trophy in the Cincinnati district was the Mohawk Radio & Electric Shop. "Ferd" Hengehold, proprietor and son of the founder (left), and Ray Shannon, WSAI program director of *Canal Days* for the shop, are smiling about the success of the store's radio advertising.

Oklahoma Hookup

ORIGINATED and produced by KVOO, Tulsa, *Sunday Aft'noon Social*, has been sold on a two-station hookup including WKY, Oklahoma City, providing a statewide audience for the Oklahoma Tire & Supply Co., which operates a state chain of auto accessory and appliance stores. The show, a barn-dance type, has a cast of about 25 musicians, singers and comedy characters who play in makeup and full costume before a studio audience of several hundred people. Two KVOO staff artists, Trafton Robertson and Toby Nevius, write and produce the show which has been on the air for the last six months as a sustaining feature of KVOO. *Sunday Aft'noon Social* is broadcast over the two-station hookup from 5 to 5:30 p. m. each Sunday.

WWJ BALANCES

Adds New Local Series to Boost Programs

PURSUING its policy of "balanced programming", WWJ, Detroit, has set aside the 7:15-7:45 o'clock period each night, Monday through Friday, for the production of locally built programs, and this month engaged several additional staff artists following a talent search in New York by Wynn Wright, program director. Now on the WWJ staff are Eugene Conley, concert tenor recently heard on the *Metropolitan Auditions of the Air*; Jonathan Hole, recently with the "Three Men on a Horse" cast touring Australia, who will play juvenile leads in WWJ dramatics, and Georges Miquelle, first cellist of the Detroit Symphony orchestra.

The half-hour shows begin with *Causes of Crime*, dramatizing city and state efforts to combat crime, Mondays; *Voices*, trying out a new dramatic technique, Tuesdays; Mischa Kottler, WWJ Musical director, and 40-piece orchestra, with soloists, Wednesdays; *House Party*, featuring Paul Leash and WWJ dance band with instrumentalists and soloists, Thursdays; *Detroit News Radio Extra*, variety show with news oddities, Fridays.

Spots for Softkurd

M & R DIETETIC LABORATORIES Inc., Chicago. producer of Softkurd, a new modified mineral milk, will soon start spots on two Chicago stations according to Russ B. Williams, radio director of Reincke - Ellis - Youngreen & Finn, Chicago agency, which recently acquired the account. Dairies in metropolitan sections are now being licensed to handle Softkurd with the possibility that radio will be used in those areas.

Television Via 90-Mile Coaxial Cable Is Demonstrated by Bell Laboratories

By ROLAND C. DAVIS

SHOWING the possibility of the coaxial cable for television transmission, a series of demonstrations in which televised motion picture films were sent between New York and Philadelphia was staged Nov. 9-12 in Philadelphia by the Bell Telephone Laboratories for a number of leading officials of the American Telephone & Telegraph Co. and Bell System companies and principal radio and broadcasting companies engaged in television development.

The demonstrations consisted of the transmission of a group of televised films explaining the operations of the coaxial cable and several regular news films, sent over the 90-mile stretch of coaxial cable between the Bell Laboratories at 463 West St., New York, to the A. T. & T. Long Lines offices in the Bourse Bldg., Philadelphia. The film television tests were reproduced on a screen 7 x 8 inches, and the sound accompaniment came over a telephone channel of the cable. The demonstration was regarded as pointing the way to eventual network television transmission.

Pointing out that the tests did not constitute the first transmission of television currents over wire, since that had been demonstrated in 1927 between New York and Washington, Dr. Frank B. Jewett, president of the Bell Laboratories, emphasized that the value of the demonstrations was the showing for the first time of "the unique and economical utilization for television of the frequency band of a long coaxial cable." Dr. Jewett said the demonstrations had developed a method for single sideband transmission, instead of using the double sideband method common to broadcasting, which utilized to the fullest extent the frequency range for which the cable was equipped.

"The double sideband method has been used in Europe for the transmission of 180-line images over coaxial cables," Dr. Jewett stated. "In that transmission each sideband occupied only about one-third of the transmission range of the cable system, amounting to the television use of the available frequency range at only 33% efficiency. In the method which has just been demonstrated at Philadelphia a single sideband is obtained by double modulation and precise filtering; and this sideband is placed to avoid the first 100 kc. of the frequency range of the cable system where transmission is unsatisfactory and the various components cannot easily be amplified. There was also introduced compensation for the different velocities of transmission of different frequency components. The result is the delivery of an essentially perfect replica of the almost infinitely complex current produced at the sending end by the scanning equipment. These are results never before obtained."

As soon as the present series of tests is completed, Dr. Jewett disclosed, the experimental 1,000,000 cycle repeaters with which the cable is now equipped and which accommodate television current sufficient for 240-line images will be replaced on a portion of the cable with experimental 2,000,000 cycle repeaters. This, he asserted, was the next orderly step in the development of equipment which will give a coaxial cable system capable of accommodating the maximum number of telephone channels that would be economical to handle on the cable and the widest band of frequencies which the best television scanning and reproducing apparatus may require. The telephone channels available under the 1,000,000 cycle repeater setup will provide 240 simultaneous telephone channels. With 2,000,000 cycle repeaters there will be 480 simultaneous telephone channels or a frequency band capable of 350-line television pictures.

Coaxial Possibilities

In explaining the demonstrations at Philadelphia, Dr. Jewett emphasized that the tests were not designed to "show improved television per se". He pointed out that "in fact the images (240 lines) were inferior in grain to those produced by the most modern television equipment (441 lines or better). This was not due to any limitation imposed by the scanning or reproducing apparatus but to the limitations imposed by the experimental terminal and repeater equipment now on the New York-Philadelphia cable. This equipment limits the top frequency of the transmitted current to approximately 1,000,000 cycles so that a 240-line picture is about the finest grain image that can be transmitted."

Explaining that the demonstrations were not the first transmissions of television image currents over wires for long distances, Dr. Jewett said the 1927 tests between New York and Washington were made over specially conditioned telephone circuits of ordinary construction. The 1927 demonstrations produced a relatively poor grade of television pictures because the scanning and reproducing equipment then was capable of only 50-line images over a frequency band of 22,500 cycles.

Bell Laboratories executives, in discussing the results of the tests, indicated their satisfaction with the demonstrations by Dr. Herbert E. Ives, Bell electro-optical research director, said there was no limit to the application of the coaxial cable system "but first we must wait for the development of television". The cable is being used constantly on its testing for telephone toll operations and the telephone clarity has been excellent.

It HAS *Happened Here*★



1 Lucky Strike joins parade of big-time radio advertisers using WOR to intensify greater-New York network coverage with half-hour evening show.

2 WOR sells 34¼ hours of time to major political parties as they sally into 1937 campaign. Or 90 individual broadcasts.

3 Sixty minutes after the curtains drop on New York's first nights, WOR's listeners are given the critical low-down by the inimitable Bide Dudley.

4 WOR's 5-time a week dramatic strips hop to twelve.

5 WOR pulls plaudits from educators and social welfare organizations as it ups caliber of kid shows with addition of two new educational features: "Music for Schools" and "This Wonderful World."

6 WOR nabs Chicago Symphony for series of exclusive broadcasts.

7 WOR is used as experimental base for facsimile broadcasting, a revolutionary new radio idea.

8 WOR evening dramatic skit pulls 24,000 letters in one day, setting a new one day, one station, mail count.

9 WOR sells more than 2000 commercial hours for first 10 months of 1937.

WOR

★ . . . *and all within the brief space of one month!*

Wisconsin Net Changes Name; Gets 3 Accounts

NOW carrying three accounts under one-year contracts, the recently formed Wisconsin Broadcasting System announces it has changed its name to the Wisconsin Radio Network. Hookup comprises KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette. Its president is Father James A. Wagner, of WHBY and WTAQ, Green Bay. William Forrest, WIBU, is vice-president, and A. H. Lange, KFIZ, is secretary-treasurer. Accounts being carried are the Siems Co., St. Paul (Malt-o-Wheat), daily except Sundays, 8-8:30 a. m., placed direct; Palmer Wittkopp Co., Hartland, Wis. (Pal-o-Pak insulation), Sundays, 9-9:30 a. m., through Arthur Towel Inc., Madison; Ben H. Anderson Co., Madison (Clean-Easy milking machine), Sundays, 2:15-2:30 p. m., through Arthur Towel Inc., Madison.

SACHS Quality Furniture Store, New York, on Oct. 31 celebrated its 1,000th broadcast over WOV, New York.

G-E WILL EXPEND $360,000 FOR VISUAL TEST STATIONS

PLANS TO expend $360,000 in television transmission apparatus for experimentation at three Eastern locations in the new ultra-high frequency band were revealed Nov. 2 with the filing of applications for construction permits for the stations by General Electric Co., Schenectady.

The applications seek two high-powered stations of 10,000 watts each in Albany, N. Y., and Easton, near Bridgeport, Conn. In addition two low-powered stations of 40 watts are sought at General Electric headquarters at Schenectady. In each instance the 6,000 kc. television band of 44,000 to 50,000 kc. is sought.

The applications are the first to be filed since the FCC announced its ultra-high frequency allocations Oct. 18 [BROADCASTING, Nov. 1]. They are for the lowest of the 19 channels set aside for television experimentation in the ultra-high range. Whether the applications will be designated for hearing remains to be determined.

In describing the Easton application, GE pointed out it sought powers of 10,000 watts for the video or picture signal and of 3,000 watts for the oral or voice signal. Identical powers were requested for the transmitter plant for Albany. The equipment in each case would be General Electric developmental apparatus with RCA tubes and other parts specified.

At Easton it was estimated that the transmitter cost would be $70,000 with the studios cost $50,000, and the voice transmitter cost $20,000. The same figures were given for the Albany plant. Land and buildings would cost $15,000 at Easton and $10,000 at Albany, and the antenna cost would be $40,000 at Easton and $5,000 at Albany.

For the two 40-watt stations at Schenectady, it was estimated that the transmitter cost would be $4,000 and the antenna $1,000 in each instance. No studio costs were given and the applications specified that existing facilities would be employed. Other items of expense, it was stated, would be concurrent with the expense occasioned in the development of the larger stations. Both of the 40 watt stations would be for video transmission only with no voice accompaniment.

In citing its reasons for the applications, GE stated that there was much developmental work to be done in visual broadcasting above 42,000 kc. GE, it added, desires to investigate on a "broad developmental scale the type of apparatus, method of transmission and propagation characteristics that will be necessary in order to properly disseminate television emissions."

The proposed station at Easton would be 12 miles away from Bridgeport, where General Electric manufactures practically all of the radio devices. Thus, it would be possible to have GE engineers stationed there to carry on the experiments simultaneously with those going on at Schenectady headquarters.



OUR leadership in big produced programs by Detroit sponsors is nothing new. These shrewd Detroit major advertisers have kept WXYZ at the top in big-time entertainment for years.

Reason MUST be that we PULL.

Ask us about the established programs we have waiting for you—with audiences.

King-Trendle Broadcasting Corporation

300 Madison Theatre Building • • • Detroit

Eastern Office: 550 Chanin Building, New York

WM. G. RAMBEAU CO. REPRESENTATIVE
Home Office: Tribune Tower, Chicago

Western Office: Russ Building, San Francisco

WXYZ • DETROIT

Basic Station N B C Blue Network • Key Station Michigan Radio Network

WGN AND WSM JOIN FACSIMILE TESTERS

INDICATING heightening interest in facsimile transmission on their regular wave lengths, two more stations during the last fortnight joined the ranks of applicants to the FCC for authority to broadcast pictures after midnight until 6 a. m. under the revised rules permitting such service on an experimental basis. Stations WGN, Chicago, and WSM, Nashville, are the latest to file.

WGN proposes using the Finch system of transmission and reception, developed by W. G. H. Finch, one-time assistant chief engineer of the FCC [BROADCASTING, Nov. 1]. WSM has not indicated the system it proposes to use but KSD, St. Louis, intends using RCA facsimile. Other applications are pending from WOR, Newark, and KSTP, St. Paul. KFBK, Sacramento, and KMJ, Fresno, McClatchy stations, were authorized by the FCC Nov. 9 to conduct similar tests and expect to use Finch apparatus.

Only two other 12-6 a. m. facsimile transmission authorizations have thus far been issued by the Commission—to WHO, Des Moines, and WGH, Newport News, Va., both of which have also ordered Finch apparatus. It is expected the remaining applications will be granted readily since the services are non-competitive and are on an experimental basis.

Penn-Dodge Split

PENN TOBACCO Co., Wilkes-Barre, Pa., and Greenwich, Conn., and Dodge Bros. Corp., Detroit, division of Chrysler Corp., are splitting sponsorship of news programs on KMBC, Kansas City, and WJR, Detroit. On KMBC, 12 programs are broadcast weekly, with Earl Smith as commentator. Each sponsor has six of these, all running for 52 weeks. On WJR, there are six news programs a week, three for each advertiser, conducted by Jimmy Stevenson. Agency for both accounts is Ruthrauff & Ryan Inc., New York.

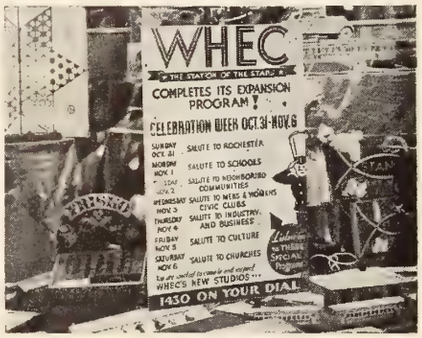
Great Oaks From---



WHEC COMPLETES ITS EXPANSION PROGRAM!—Window displays like this throughout the Rochester territory visualize the new transmitter, new antennae, enlarged studios,—and help merchandise WHEC's wide variety of programs.

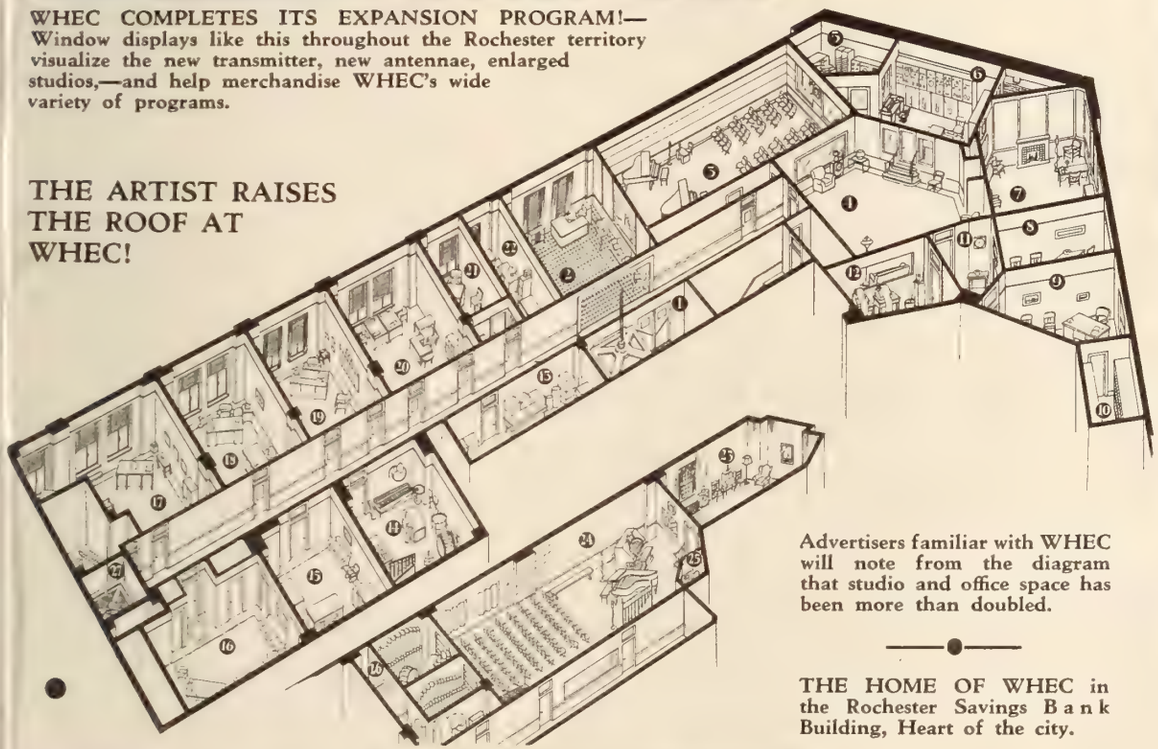


ROTOGRAVURE FULL PAGES in their newspapers afford Rochesterians and Western New Yorkers food for leisurely Sabbath cogitation, further impressing the fact of WHEC's expansion and enlargements.



WINDOW CARDS in every nook of WHEC's territory list the schedule of special broadcasts.

THE ARTIST RAISES THE ROOF AT WHEC!



Advertisers familiar with WHEC will note from the diagram that studio and office space has been more than doubled.

THE HOME OF WHEC in the Rochester Savings Bank Building, Heart of the city.







THE MURALS in the new reception room at WHEC. Left, detailed colored mural showing WHEC's new expanded coverage. Right, mural of the new WHEC transmitter at sunset. Executed by John Wewich.

Rochester Prefers~

WHEC

ROCHESTER, N. Y. **BASIC CBS**

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

Daily Three-Hour Series Of WNEW Now Sold Out

PURCHASE of three quarter-hours weekly by R. B. Davis Co., Hoboken (Davis Baking Powder), hangs the SRO sign on the *Make Believe Ballroom* programs on WNEW, New York, according to Herman Bess, sales manager of the station. Program, made up of phonograph records interspersed with the gossip and sales talk of Martin Block, is broadcast three hours daily, from 9:30 to 11 a. m. and from 5:30 to 7 p. m. every weekday. In addition to R. B. Davis Co., the *Ballroom* sponsors include Alkine Laboratories, New Brunswick, N. J. (Flemolun cough remedy); B. C. Remedy Co., Durham, N. C.; Gruen Watch Co., Cincinnati; Madison Personal Loan Co., New York; Lever Bros. Co., Cambridge, Mass. (Spry); Axton-Fisher Tobacco Co., Louisville (Twenty Grand and Zephyr cigarettes); Olsen Rug Co., Chicago; Community Opticians, Jamaica, L. I.; Carol Pharmaceutical Co., New Brunswick, N. J. (Caruso Capsules); Canadian Fur Trappers Corp., New York; Franklin Laboratories, New York (patent medicines); Coleman-Halloran Automobile Co., Newark.

'Coffee Pot Inn'

SPONSORED by Paxton & Gallagher, Omaha, to promote Butternut Coffee, a new show titled *Coffee Pot Inn* has started on WHO, Des Moines, and the Corn Belt Wireless Network, being heard daily Sunday at 8 a. m. Handled by Buchanan-Thomas Advertising Co., Omaha agency, the program features the comedy team "McNutt & McNutt" with Kay Neal, songstress, and the Four Aces, instrumental team. The show is produced by WHO and taken off the air and rebroadcast by WMT, Cedar Rapids; KGLO, Mason City; WOW and WAAW, Omaha; WIBW, Topeka; KMMJ, Clay Center; WJAG, Norfolk; WNAX, Yankton, and KFAB, Lincoln. Other stations may be added.



AUDIENCE SHUDDERS — Hit a new high when KLZ, Denver, put on a Halloween show. Just to keep the record clear, assembled spooks are (left to right): Howard R. Chamberlain, KLZ production manager; Bob Bradley, tenor soloist; Les Weelans, pianist, and Mrs. Carter Ault, mistress of the *Gas Hospitality House*.

SO HEAVY has been the demand from listeners for piano instruction books, given away in connection with Dr. Joseph E. Maddy's *Fun in Music* series Tuesdays, 2 p. m., on NBC-Red, that the first printing has been exhausted and more ordered, according to Judith Waller, NBC central division educational director.

Don Lee Seeking New Headquarters

May Build as NBC Hangs on To Studio; CBS Progressing

DON LEE Broadcasting System, having outgrown its present Los Angeles headquarters, is making immediate expansion plans and will either "buy, build or lease" a structure in Hollywood, in the vicinity of Sunset Blvd. and Vine St., near the new CBS and NBC western division headquarters, which are to be ready in early spring.

Don Lee's plan to take over the present NBC Hollywood studios on Melrose Ave. when the latter's new structure is erected, failed to materialize. NBC is reluctant to abandon the property until satisfied its new studios will accommodate the heavy schedule to emanate from Hollywood. Plans for the new NBC structure call for only enough facilities for immediate needs.

Lewis Allen Weiss, general manager of Don Lee, West Coast outlet of Mutual, pointed out that current business is the heaviest in the company's 12 years of broadcasting and additional studio accomodations are needed immediately. The network, which has four owned stations and 21 affiliates in California, Washington and Oregon, already has under lease the Ambassador Hotel Theatre, Los Angeles, and Filmarte Theatre, Hollywood, but is still crowded, he said. Sponsored programs on the network number 29, with KHJ, Los Angeles, carrying 55 weekly.

A new structure, to meet the needs of the Don Lee network, would cost approximately $750,000, Mr. Weiss pointed out. This would also serve as West Coast headquarters of Mutual.

CBS-NBC Are Building

The new CBS five-story building on Sunset Blvd. between Gower St. and El Centro Ave. is to be ready in February. The new NBC site at Sunset Bldv. and Vine St. is being cleared and ground breaking for the studios and executive building was expected shortly after Nov. 15. NBC will depart from the conventional radio center design by patterning its studios and executive building after the motion picture studio unit idea. KMTR, Hollywood, is also erecting a similar type of broadcasting center at 1000 N. Cahuenga Blvd. at a cost of more than $100,000 which will be ready for use late in December, according to Victor Dalton, owner.

CBS will start building its new KNX, Hollywood, transmitter about Nov. 15 on a 37-acre tract in the El Nido district of Los Angeles, at the intersection of 190th St. and Hawthorne Ave. Structure and equipment will cost $300,000, to be in operation about May 1.

Central features of the new transmitter will be the 500-foot tower and a building to house the equipment. Of circular design, the building will be of shock-resisting reinforced concrete. Wings will provide offices; a laboratory to service and make equipment; an apartment for engineers; special short-wave equipment room, and a garage. A standby power plant for emergency use only, is included. John Parkinson and Donald D. Parkinson, Los Angeles architects, will erect the structure under supervision of J. L. Middlebrooks, CBS New York engineer.

4½ MILLION PEOPLE

have the happy habit of listening to WJAS

These 4½ million people are in the concentrated Pittsburgh trading area, where *Columbia Network* programs are available to them *only* on WJAS.

No duplication of coverage from "outside" stations gives WJAS full swing at this vast audience.

5000 Watts **WJAS** PITTSBURGH

BASIC COLUMBIA NETWORK

Representatives: GENE FURGASON & CO.
NEW YORK CHICAGO DETROIT

A Man Waited in the Belfry



ON July 3, 1776 a man waited in the belfry of Independence Hall, Philadelphia.

Below him, spread round the public square, hundreds more waited, too.

The old man peered over the bannister, down the shaft below.

Suddenly a barefoot boy rushed to the foot of the stairs, looked up and shouted:

"Grandfather: They've signed the Declaration of Independence! Ring the bell!"

Tears came to the old man's eyes. *This was the moment.* Out went his gnarled hands to grasp the heavy rope. And he rang the Liberty Bell "*in the public interest, convenience and necessity.*"

Of such is the soul of radio, then and now.

Had radio then existed, the strong, proud notes of the Liberty Bell would have sounded in every home in city and village so that all might *hear* what had happened when it happened; so that all might know a great day was at hand.

For under the American System of Broadcasting, all barriers of time and distance and circumstance are swept aside in the public interest, convenience and necessity.

No moment of transcendent importance occurs in the state, nation or the world, that radio is not there to record — instantly, impartially, fully. . . .

And yet no tax, no charge of any kind is imposed upon the American people for such service. This is the broadcaster's obligation as trustee in the public interest.

In America radio is free: tax-free; and free from partisan domination.

In our competitive system no one can be compelled to listen. The problem of getting the listeners' ear challenges only the ingenuity of the broadcaster and not that of the police force. Here one is free to select the things he will listen to—if, as and when he cares to listen. That is the American way.

Here, a man waits in the belfry . . . "in the public interest, convenience and necessity."

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

W S M

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President in Charge of Radio* • • • • HARRY STONE, *General Manager*

OWNED AND OPERATED BY

The National Life and Accident Insurance Company, Inc., Nashville, Tennessee

HILDEBRAND GIVEN PITTSBURGH AWARD

KENNETH HILDEBRAND, announcer of WJAS and KQV, Pittsburgh, has been selected as the 1937 winner of the H. P. Davis Memorial Award for the best local announcing, receiving as his prize a gold medal and $150 in cash. The award was established by Mrs. Davis in 1933 in memory of the late Westinghouse official who founded KDKA and who served until his death that year as chairman of the board of NBC. It was won last year by Bill Sutherland, of KDKA, and the year before by Tony Wakeman, then with WJAS and now with WOL, Washington.



Mr. Hildebrand

The jury of award consisted of a board that included Edith Skinner, Carnegie Tech; William W. Woodside, Pittsburgh Drama League; Madeline Skelley Foust, Duquesne University, and Ray Hurd, Shadyside Academy. The presentation was made Nov. 2 by Judge J. J. Jackson, of the Westinghouse company, before a gathering in the WJAS-KQV studios.

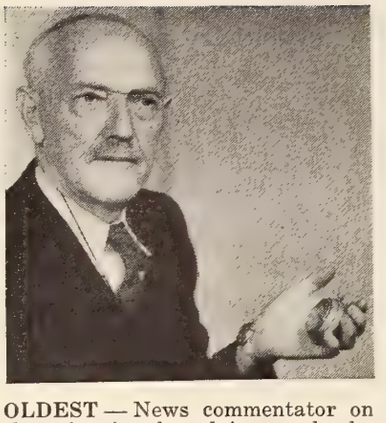
All-Bran May Place

KELLOGG Co., Battle Creek, Mich., has appointed Kenyon & Eckhardt Inc., New York, to direct advertising of Kellogg's All-Bran. While plans are still in the formulative stage, radio is being considered.

Procter & Gamble Signs For Two Series on CBS

PROCTER & GAMBLE Co., Cincinnati, already the largest user of network time as sponsor of 11 programs broadcast for 87 quarter-hour periods weekly on the two NBC networks, has just signed a contract with CBS calling for the use of 20 15-minute broadcasts a week on that network. New contract, which goes into effect Jan. 3, 1938, comprises four programs daily, Monday through Friday. The tentative schedule includes a broadcast for Chipso from 9:30 to 9:45 a. m., and a second morning feature advertising Oxydol from 10:45 to 11 a. m., an early afternoon series from 2:15 to 2:30 p. m. with the advertising divided between Ivory and Dreft, and a late afternoon broadcast from 4:30 to 4:45 p. m. in the interest of Naptha. The CBS series will be placed through three advertising agencies: Compton Adv. Inc., New York, handles Ivory and Naptha; Pedlar & Ryan Inc., New York, places Chipso; and Blackett-Sample-Hummert Inc., Chicago, is in charge of Oxydol and Dreft.

Two programs which will move from NBC to CBS are *The O'Neill's*, for Ivory soap, now heard on the Blue network from 11 to 11:15 a. m., Mondays through Fridays, and *Road of Life*, for Chipso, now on the Blue network from 11:15 to 11:30 a. m. Both are at present handled by Compton Adv. Inc., although Chipso has previously been announced as moving to Pedlar & Ryan Inc. "as soon as arrangements can be made."



OLDEST — News commentator on the air, is the claim made by WDAS, Philadelphia, for Charles H. Ingersoll, retired co-founder of the watch company bearing his name. At 72, he broadcasts twice weekly on economic subjects over WDAS, commuting from New York, where he is president of the Manhattan Single Tax Club. His radio talks and lectures are his hobby.

P & G Special Spots

PROCTER & GAMBLE Co., Cincinnati (Camay soap), is using spot announcements on about 85 stations throughout the country for a special offer of a bottle of perfume with each three cakes of soap bought. The offer is broadcast for four days in a total of from 10 to 14 announcements. Starting dates vary with the stations, some having started as early as Oct. 15, and others running to Dec. 15. Transcriptions are one minute, made by WBS. Agency is Pedlar & Ryan Inc., New York.

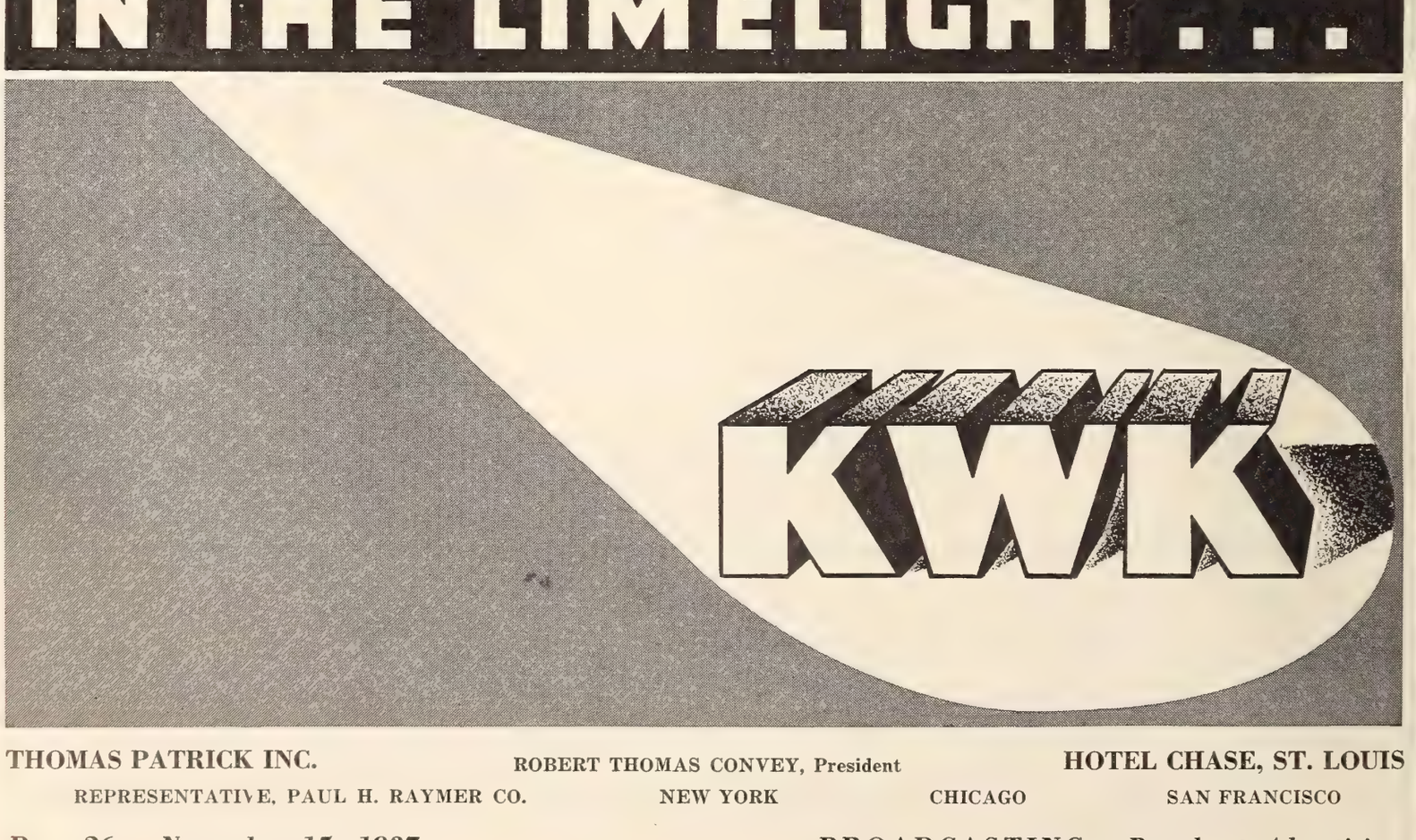
Rate Card Ready For CBC Network

NETWORK programs covering the Dominion are now likely to develop in considerable numbers according to requests for information from advertisers coming into the Canadian Broadcasting Corp. commercial offices in Toronto and Montreal. CBS has finally settled on a definite rate schedule and discounts, making regional or coast-to-coast network prices quickly available.

Underlying the scheme is the fact that line charges have been reduced by special contracts with the telegraph and telephone systems from a former high of $1,100 an hour for coast-to-coast coverage to $330. Basic networks have been developed in each of the five CBC regions (Maritimes, Quebec, Ontario, Prairies, and British Columbia) making it possible to quote such low trans-Canada line rates. Where other than basic network stations are used or other stations are added line charges will be added for each individual circuit.

There are six stations in the Maritime network, six in the Quebec with two in Montreal, nine in the Ontario region basic net, nine in the Prairies basic chain and four in the British Columbia region.

An advertiser using any two regions obtains a 10% reduction on time charges in each region. On a three-region net the discount is 15%, in four regions the discount is 20% and on all five regions the discount is 25%. This does not include line charges. Frequency discounts start with 5% for 13 times, 10% for 26 times and 15% for 52 times or over. Networks can be arranged through NBC and CBS.



THOMAS PATRICK INC. ROBERT THOMAS CONVEY, President HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO. NEW YORK CHICAGO SAN FRANCISCO

DO ITALO-AMERICANS BUY AUTOMOBILES?

YES! THEY DO!

...AND THEY BUY MORE THAN THE AVERAGE

LET'S take New York City as representative of the Italo-American Market and let us look at the figures: in New York, the Italo-Americans constitute 15.44% of the total population and the latest available figures for automobiles registered under their own names are as follows: pleasure cars 17.44% and commercial vehicles 18.37% ● No comment is needed. They buy automobiles, and buy more than the average. ● But the strangest part of the story is that nobody is advertising to them. Certainly the industry is not losing the Italo-American Market, but the manufacturers are *certainly* overlooking a tremendous opportunity. ● Today and for the past five years—judging from money spent and results obtained—radio is by far the strongest single force to reach and sell the Italo-American Market. As far as we know, no one in the automobile industry is using this force ● Scores of leaderships have been created through radio—and radio alone—broadcasting in Italian from WOV, WBIL and WPEN. We specialize in this market. We can sell your automobiles. We cover 100% of the Italo-American Market of New York, New Jersey, Pennsylvania, Connecticut and Delaware, and we devote our time in reaching 2,300,000 Italo-Americans living in this territory. This market deserves your attention. If you wish further information, please call or write to us.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York City

TELEPHONE, BRyant 9-6030

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts | NEW YORK, 1000 Watts | NEW YORK, 5000 Watts

TRANSRADIO BEGINS RECORDED FEATURE

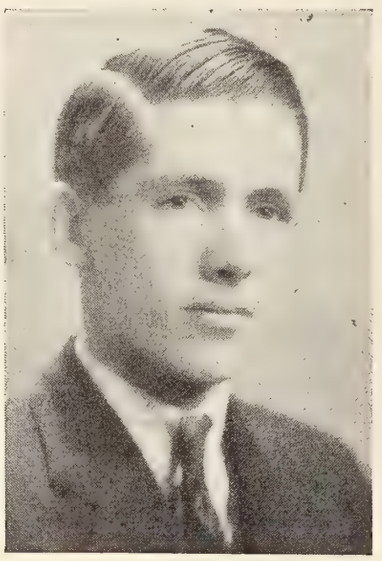
TRANSRADIO News Features Inc., which has recently opened offices at 9 Rockefeller Plaza, New York, is recording and auditioning *Meet the Headliners*, a series of men-behind-the-news broadcasts. From a library of recorded speeches of national and international figures, which is constantly being augmented and kept up to date, the company will interpret current news developments by giving listeners the actual words in the real voices of the men responsible for the news.

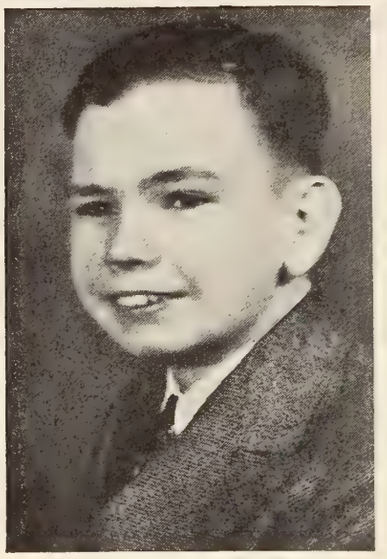
First transcription of the series deals with the Russian-German situation and includes excerpts from speeches of Lenin, Stalin and Hitler. By translating a sentence at a time the foreign language is kept from being motonous and the realism imparted by the voices of the men themselves is strengthened by the device of including as background music recorded airs from the State bands of the governments.

A subsidiary of Transradio Press Service Inc., the new company is headed by W. G. Quisenberry, who supervises the production of each program. Presto portable recorders, weighing only 35 pounds, have been sent to Transradio correspondents in all parts of the world to obtain material for the series. The final programs are produced in the company's own laboratory with custom-built equipment that comprises RCA recording heads, Fairchild tone arms and Presto turntables.

About 10 program series are in the planning stage, Mr. Quisenberry stated, although he said that for the present he was concentrating on the *Meet the Headliners*, for which he has assembled the voices of the last seven U. S. Presidents, the last three English kings, the head of almost every government in the world, and many other celebrities. The next series to be begun, he said, will probably be Americana, which will employ the same technique in assembling less important personalities who have their day in the headlines, covering such events and persons as the child brides and other highlights.

–And Some More of the Youngest





ADOLESCENT—WBAL and WCAO, Baltimore, offer two more candidates in the "youngest" race. H. Warren Baker, 15 (right), writes continuity for WBAL. He is a student at City College High School, writes *A Little Helps*, Thursday program, and has completed a 39-episode serial, *The Rise of Jimmy Stone*, being held for sponsorship. William H. Shriver Jr., of WCAO, age 20, has three sponsored news broadcasts a day and a show titled *College News* on WCAO. The college program covers news from institutions of higher learning in Maryland.

Parkerson Named Head Of Fultograph as Drive On Facsimile Is Planned

WITH the announcement that John T. Parkerson has been granted an indefinite leave of absence as business manager of Transradio Press Service to assume active direction of the Fultograph Co., the latter organization announced Nov. 8 plans for widespread expansion of facsimile broadcasting of both printed matter and pictures. The Fultograph is the invention of Dr. O. Fulton, British inventor, and was demonstrated by Transradio two years ago.

Plans call for production of equipment on a large scale, the announcement said, "which will make it possible for anyone who can afford an ordinary radio set to have a receiver in his home." The Fultograph, one of several competitive facsimile devices, was said to produce a complete picture comparable to half tones found in magazines.

Dr. Fulton discounts the idea facsimile will mean the doom of modern newspapers. On the contrary, it was stated, he believes that its chief function will be in transmitting pictures and flash news into the homes, thus whetting the appetite for newspapers.

Mr. Parkerson has been a close student of facsimile for several years and feels that facsimile broadcasting soon will become as important a part of radio as anything yet developed. He was a World War correspondent and afterward organized Fox Newsreel in Europe. Before he joined Transradio he was business head of the *Herald-Tribune* in Paris.



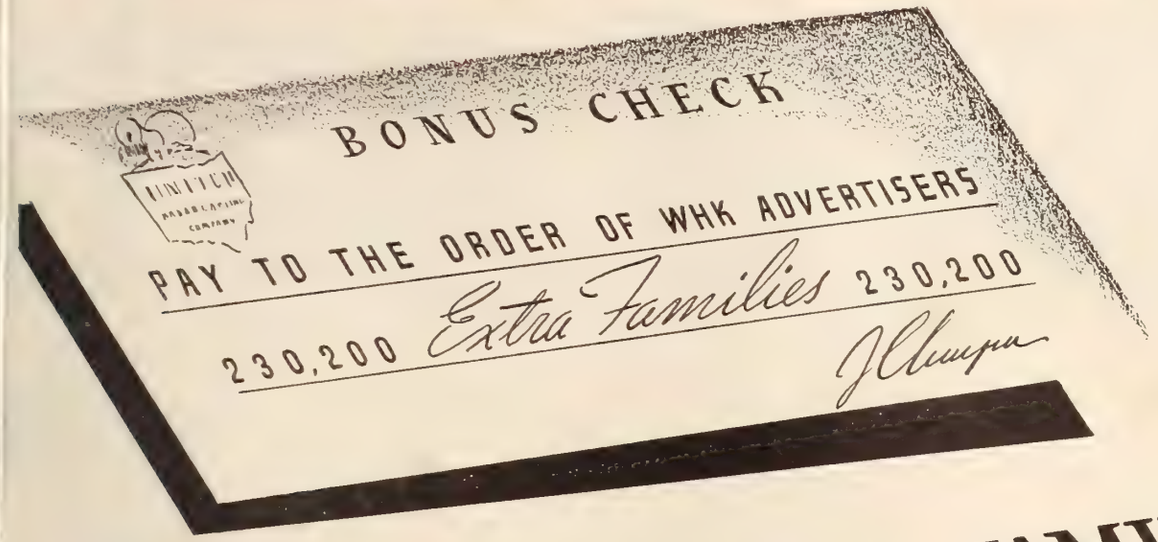
Hear Ye! Hear Ye!
Greater and greater results for
KFYR clients with the new 700 ft.
antenna now under construction.
One of the three tallest self-
supporting towers in the world

550 K.C. KFYR 5000 W. DAY 1000 W. NIGHT

MEYER BROADCASTING CO.

BISMARCK NORTH DAKOTA

Gene Furgason & Co • National Representatives



THESE ARE BONUS FAMILIES ★

★ What do time buyers get when they use WHK, Cleveland's pioneer radio station?

They get modern broadcasting facilities because WHK equipment is the best money can buy. They get listener interest built up over a long period of years with good programs. They get blanket coverage of the city and suburbs which in themselves include three cities and seventeen towns. They get the help of WHK merchandising experts.

And finally, time buyers get a bonus of 230,200 families. Cleveland itself (Cuyahoga County) includes 272,200 families with radios but the coverage of WHK extends far beyond county limits to include 230,200 additional families in 16 surrounding counties. This bonus includes the the cities of Akron, Lorain, Sandusky, Norwalk, Painesville, Wooster, Ashland and hundreds of smaller communities.

We have complete details on sales possibilities in the country's fifth largest market and how to cover it via WHK.



WHK
CLEVELAND

★ ★ ★ ★ ★ ★ ★ ★

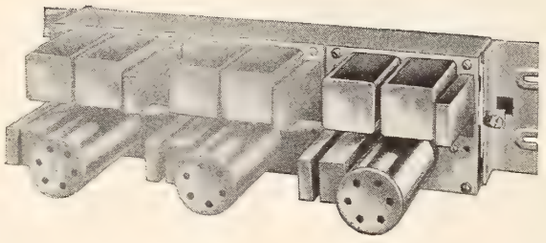
H. K. Carpenter, Vice Pres. and Gen. Mgr.

C. A. McLaughlin, Sales Manager

FREE & PETERS, INC. - National Representatives, New York - Chicago - Detroit

SPEECH INPU

Western



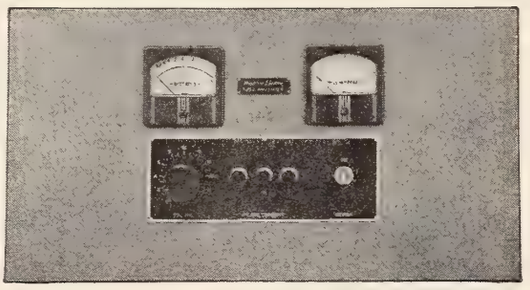
104A AMPLIFIER

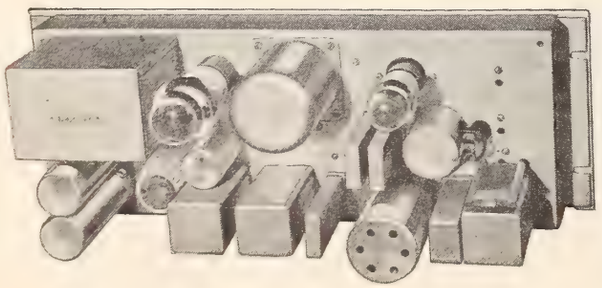
A compact single stage, fixed gain pre-amplifier—giving you high quality and operating economy at low cost. Powered from 105A or 106A amplifiers or 15A rectifier. Gain: approximately 29 db. Frequency response: flat within 1 db. from 30 to 10,000 cycles.

Whatever your spee
studio, station or re
—there's Western
to give you high
and utmost reliab
And rememb
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wealth of experi
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105A AMPLIFIER

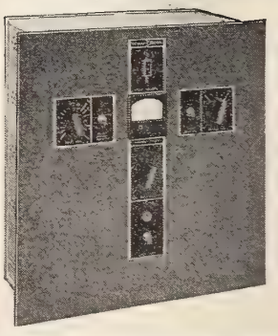
A three stage, high gain program unit incorporating stabilized feedback and self contained power supply operating from AC source. Gain approximately 70 db. Flat frequency response and excellent signal-distortion and signal-noise ratios. Occupies only 10½" rack space.





106A AMPLIFIER

A two stage line amplifier incorporating stabilized feedback and self contained power supply operating from AC source. Impedances: input 600 or bridging (10,000); output 600. Flat frequency response and excellent signal-distortion and signal-noise ratios. Gain: approximately 45 db.



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DISTRIBUTED BY GRAYBAR ELECTRIC COMPANY

T EQUIPMENT

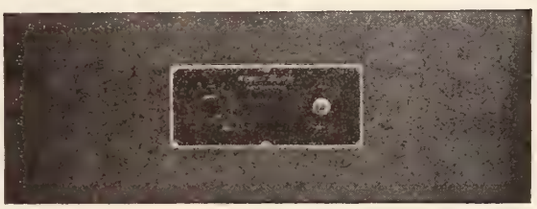
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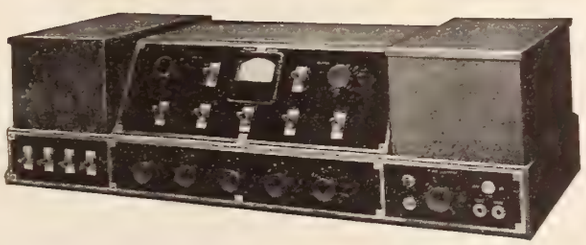
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Western Electric's
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94C and D AMPLIFIERS

12 Watt high level amplifiers that give remarkable performance due to stabilized feedback. Self contained power supply operating from AC. Gain: approximately 45 db. Flat frequency response. Excellent noise and distortion ratios. 94D has self contained volume control.





23A and 23B SPEECH INPUT EQUIPMENT

Space-saving complete studio channel equipments. These two popular console models differ only in arrangement of controls. Both give you a rare combination of flexibility, simplicity of operation and high quality.

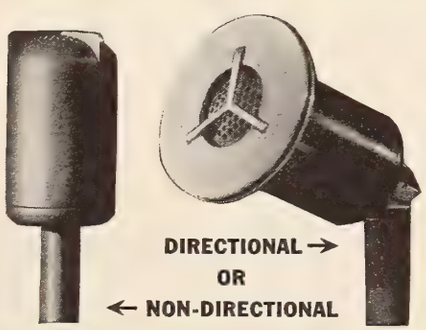
A AMPLIFIER

ogram amplifier that doubles
ed audio signal with *no increase*
er power. Greatly improves signal
e ratio—prevents distortion due
modulation—gives continuous
eak indication.



8-BALL and SALT-SHAKER MIKES

Between them, they meet your broadcasting needs. Both can be used for non-directional pick-ups—both can be transformed quickly for directional work by simply putting on acoustic baffles.



DIRECTIONAL →
OR
← NON-DIRECTIONAL

In Canada . . . NORTHERN ELECTRIC COMPANY, LTD.

The Smaller They Are...



the more they need J-M Acoustical Treatment

SMALL stations often find their acoustical problems complicated by the fact that they must work with very limited facilities.

The studio above is a perfect example of this. Unlike those in larger stations, usually designed for a single purpose, it has to serve as an announcer's studio and as an auxiliary studio for soloists or small groups. The use of the right J-M Acoustical Materials and the J-M System of Sound Isolation met these varied demands economically . . . and provided a high degree of broadcasting perfection.

Everywhere, stations large and small count on Johns-Manville's acoustical service to assure high-fidelity reproduction. It is a service so broad as to include advice on selection of studio site, as well as on design and construction.

If acoustical conditions in *your* studios are not all that they should be, a check-up by a J-M Acoustical Engineer may help you improve materially the quality of your broadcasts. Write Johns-Manville, 22 E. 40th St., New York, N. Y.

Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Office Is Opened By B&B Chicago

Sherman, Aleshire, Marquette Head Newly-Formed Agency

OPENING of a new agency in Chicago, one of the largest to be formed there since Blackett-Sample-Hummert was organized in Chicago about 10 years ago, was to take place Nov. 15 when Benton & Bowles—Chicago, Inc. planned to open offices in the Palmolive Bldg. Although affiliated with both the New York and Hollywood offices of Benton & Bowles, the Chicago firm will maintain a complete independent organization, with all executives of the new agency formerly associated with leading Chicago agencies or advertisers.



Mr. Sherman

Heading Benton & Bowles—Chicago Inc., is Stuart Sherman, formerly vice-president of the Pepsodent Co. and Lord & Thomas, Chicago. A graduate of Williams College, he was divisional sales manager of Colgate-Palmolive-Peet Co. in Chicago before becoming vice-president of Lord & Thomas in Chicago in 1934. In April 1936 he left the agency to become vice-president of Pepsodent Co.



Mr. Aleshire

Vice-President of the new agency is Edward Aleshire, one of the pioneers in Chicago radio, being the first radio director for Lord & Thomas, Chicago. He left that post to become radio director of Blackett-Sample-Hummert Inc., resigning there to become head of the radio department of H. W. Kastor & Sons Adv. Co. Inc., which last year had a radio billing of over one million dollars with current indications that that amount will be surpassed this year.



Mr. Marquette

Chester B. Bowles will be chairman of the board of Benton & Bowles—Chicago Inc., which also includes Messrs. Sherman, Aleshire, Arthur F. Marquette, Atherton W. Hobler and James S. Adams.

Mr. Marquette, copy chief of Lord & Thomas, Chicago, and member of the faculty of the University of Chicago, will also be vice-president of the new agency.

Questioned regarding accounts the new agency would handle in Chicago, Mr. Aleshire said that he was not at liberty to divulge what they would be. Reports that International Cellucotton Products Co. (Kleenex and Kotex) and Pepsodent Co. might be handled by the new firm were squelched when Mr. Aleshire emphatically declared that no account currently being handled by either Lord & Thomas or H. W. Kastor & Sons Inc. would be handled by the new firm.

Gordon Cooke, radio director of Guyer, Cornell & Newell, Inc., New York, is leaving that agency to succeed Mr. Aleshire as radio director of H. W. Kastor & Sons Inc., Chicago.

At the Pepsodent Co., because of Mr. Sherman's resignation the following changes have been made: Charles Luckman, vice-president in charge of sales is now vice-president in charge of sales and advertising. Malcolm Hart, assistant sales manager, is sales manager, while J. Baxter Gardener has been raised from assistant advertising manager to advertising manager.

Appleby Brothers Form Engineering Firm With Office in Atlantic City

FORMATION of the firm of Appleby & Appleby Inc., consulting radio engineers with headquarters and laboratories in Atlantic City, was announced Nov. 5. Thomas Appleby, veteran radio engineer and a lieutenant commander in the Naval Reserve, was elected president. His brother, William H. Appleby, is vice-president and will head a commercial radio analysis division. The latter is experienced in newspaper and radio advertising and has been associated with WPG, Atlantic City.



Thomas Appleby

Thomas Appleby has been identified with radio for more than 35 years, beginning in 1899 with the erection of a complete wireless transmitter and receiver. During the war he was assigned to the Office of Naval Communications as a lieutenant and erected 33 radio compass stations on the Atlantic Coast. He became a civilian radio engineer in the Navy Department in 1919 and in 1921 was admitted to practice before the U. S. Patent Office as a patent attorney specializing in broadcast equipment. He has a number of patents dealing with all phases of radio transmission.

Offices and laboratory of the new firm are located at Jasper and Winchester Ave., Atlantic City.

Yeast Series in Canada

NATIONAL BREWERIES Ltd., Montreal, on Nov. 15 will start a 16-station studio program over a special Canadian network, advertising its yeast. The program originates in studios of CKOC, Hamilton, and is fed to CKLW, CFRB, CKSO, CFCH, CJKL, CKGB, CFRC, CKCO, CFCF, CJCB, CHNS, CFCY, CKCW, CHSJ, CFNB. The program, *Black Horse Tavern*, and network were arranged by CKOC.

U. S. Rubber Plans

UNITED STATES RUBBER Co., New York (tires), is reported to have contracted for the 9:30-10 spot on CBS Wednesday evenings, to start in January. This is the time formerly occupied by *Palmolive Beauty Box* and now by *Tish*, dramatization of Mary Roberts Rhinehart's stories, sustaining series presented by the Radio Division, Federal Theater. U. S. Rubber agency is Campbell-Ewald Co. of New York Inc.



PARDON US FOR NOT HAVING MENTIONED IT BEFORE



--but the present negotiations between the A. F. M. and Radio does not affect Station WTMJ. Not with a yearly bill for musical talent of

NINETY THOUSAND DOLLARS!

"Live" Combinations Provided by Station WTMJ

HEINIE'S GRENADIERS
12-man Brass Band...original German and other folk music.

STARDUST SYMPHONY
35 members...playing heavy concert and symphonic music.

RHYTHM RASCALS
5-piece Rhythm Combination with specialties and "doubles".

BLACK AND GOLD
14-piece Concert Ensemble ... light concert, semi-classic and production numbers.

BLUE ROOM ENSEMBLE
5-piece...salon group...light classic, popular numbers, non-rhythm style.

VICTORIANS
9 men...concert group...medium concert and light symphonic music.

PARK AVE. HILL-BILLIES
4-piece novelty and singing combination, using hill-billy and old popular numbers.

LOS CABALLEROS
9-piece Spanish combination...playing exclusively Mexican, Cuban, Argentine and Spanish music.

W T M J BRASS BAND
16 men ... standard instrumentation Brass Band...playing marches and concert material.

RHYTHM AND RHYME
10-piece...sweet and smooth rhythm dance orchestra. Musical introduction in rhyme.

SINGING STRINGS
5 men...(4 strings and organ) playing semi-classic and popular numbers.

HANS BADNER'S BAVARIANS
8-piece, built to get desired effect from German light concert, folk music and German popular orchestrations.

EARY BIRDS
A varied hill-billy and rustic group.

GYPSY FOUR
4 men ... playing typical Hungarian and gypsy music.

SWINGSTERS
14 men...dance orchestra, specializing in latest jam and popular melodies.

TUNESMITHS
4 men and vocalist ... using current popular in the sweetest manner presentable.

ARISTOCRATS
16 men ... special arrangements in both concert and dance form of American music.



Like Clyde Beatty, we have always believed that "Live Talent"  made the best show. That's why the bill for musical talent at WTMJ 

averages from $80,000.00 to $90,000.00  a year. Over half of that tidy sum 

goes to our permanent staff of 16 playing musicians. They  are augmented by a healthy  number of part-time men for special shows, relief work and vacations.  Every man is a member in good standing of local A. F. M. No. 8. 

All of which means a lot to us and  to our advertisers, as another reason why WTMJ has "most of the listeners  most of the time". Why not profit  from the proved popularity of the "live" combinations listed?

THE MILWAUKEE JOURNAL STATION

EDWARD PETRY & CO., Inc., *Representatives*
NEW YORK DETROIT CHICAGO SAN FRANCISCO

WTMJ

Performing Group Plea Asks Canada Rate Boost

THE Canadian Performing Rights Society has filed a new tariff with the Canadian Department of State to net the Society $145,390 for the coming year as against the $70,000 received from broadcasters this year. The Canadian Association of Broadcasters and Canadian Broadcasting Corp. have filed an appeal to be heard by the Appeal Board appointed by the Department of State [BROADCASTING, Oct. 15].

The Society bases its claims on an increase obtained in Great Britain and increased fees in the United States. The appeal is expected to be heard in Ottawa early in December, and the ruling of the Appeal Board is final. Whether or not there will be an increase, the basic formula outlined and approved by the Appeal Board for this year's payments, will be effective in determining the amount each station will pay.

SAM STIEFEL ENTERPRISES Inc., N. Y., talent representative, has opened a new radio script department, with Fred Robbins as sales manager and Jimmy Lyons as writer and director.



Other Nations Said to Be Taking Lead In International Shortwave Programs

AMERICAN supremacy in radio does not extend to the international broadcasting field where inroads are being made by European nations, notably Germany, Great Britain and Italy, according to testimony given the FCC Broadcast Division from Oct. 29 to Nov. 2 on competitive applications of NBC, General Electric and World Wide Broadcasting Corp., Boston, for authority to use the so-called "Pan American" frequencies in the international band for broadcasting to South America and to other nations.

Germany, particularly, is flooding the South and Central American nations as well as North America with shortwave programs largely of a propaganda nature, according to the testimony. Government-owned stations operate on regular schedule, it was brought out. International stations in the United States are maintained by private interests but under experimental regulations preventing commercialization.

The frequencies in question, ranging from the 6,000 to the 21,000 kc. band are those allocated to this country by international convention but which have not yet been assigned. In the testimony, including that of Captain S. C. Hooper, Naval communications expert, it was emphasized that these frequencies should be used forthwith lest they be assigned to other nations at the International Telecommunications Conference to be held in Cairo in February. The frequencies would be alloted on a borrowed basis, and can be retrieved by the Navy for governmental use if and when desirable.

A score of witnesses appeared in behalf of the applicants for the facilities during the four day hearing. World Wide, now using four frequencies in the international band, requested four of the six Pan American frequencies — 9550, 11730, 15130 and 21500, with power of 20,000 watts. General Electric, now operating on two such channels, requested only 9550 and 21500, with 100,000 watts power. NBC, at present using two such channels, requested all six of the channels—6110, 9550, 11730, 15130, 17780 and 21,500 with 50,000 watts.

Principal witness for World Wide was Walter S. Lemmon, president of the company and a member of the executive staff of International Business Machines Corp. He testified that World Wide has received endowments from the Rockefeller and Carnegie foundations and that he, along with certain associates, personally had invested considerable money in World Wide and WIXAL, which it operates. He outlined in detail plans of the organization to conduct the international broadcasts with particular emphasis on educational features. There was protracted examination of Mr. Lemmon on the financial qualifications of his company.

$15,000,000 for Talent

Appearing as an NBC witness, John F. Royal, vice-president in charge of programs, estimated that advertisers on NBC are now paying about $15,000,000 a year for talent, in addition to orchestras. Several millions have been spent by NBC during the past three years for artists and orchestras on sustaining or non-commercial broadcasts, he said. Of this amount, $2,300,000 has been spent for artists and $3,200,000 for orchestras. During the first nine months of this year, he said, 1,434 separate programs for transmission to foreign countries were broadcast, as compared with eight such programs in 1930. He said NBC spends about $7,000 a month for international shortwave station programs.

Among witnesses who appeared for General Electric were Dr. Ernest F. W. Alexanderson, famous radio inventor and consulting engineer for that company. He testified regarding experiments in shortwave international broadcasting undertaken by the company, after covering extensively the history of radio development and experimentation by General Electric and in which he participated.

Appearing as a general witness and not on behalf of any of the three applicants, Capt. Hooper, former director of Naval communications and now director of the technical division of the Office of Naval Operations, reviewed the history of the Pan American frequency project and emphasized the desirability of launching the service as expeditiously as possible. In about 1928, he said, when other nations were "preempting" the shortwaves rather rapidly, he suggested to the Pan American Union that it might be wise to have the U. S. Government register some channels in the International Bureau at Berne, for that purpose. The Navy Department, he said, afterward, registered the so-called Pan American channels for future use. The Pan American Union, however, he said, was not able to occupy these channels sufficiently to retain them.

"I think that it is vital that we get these waves allocated on a temporary basis and in operation as soon as we can," he said. Under cross-examination, Capt. Hooper said that he felt programs broadcast to Latin and South America on these frequencies should be specially built, with no advertising. Declaring he was not speaking for the Navy on program matters, he said his department is only interested from the point of view of helping the State Department and also for the purpose of having stations which the Government might use in emergencies and which would be properly equipped.

Weco-Calox Tieup

WECO PRODUCTS Co., Chicago (Dr. West's Tooth Powder) and McKesson-Robbins Inc., Bridgeport, Conn. (Calox tooth powder), are using four time signals daily on WHBF, Rock Island, and six announcements weekly on WJDX, Jackson, Miss., in a special three-week campaign in a tie-up for the two dental products. J. Walter Thompson Co., Chicago, is the Weco agency with Brown & Tarcher Inc., handling the Calox account.



APPLEBY & APPLEBY

Consulting Radio Engineers

38 Years Professional Experience
FIELD INTENSITY AND LOCATION SURVEYS
DIRECTIONAL ANTENNA SYSTEMS
ALLOCATION AND RADIO COVERAGE REPORTS

TELEVISION SPECIALISTS
BROADCAST, HIGH FREQUENCY AND ULTRA HIGH FREQUENCY BANDS
MARKET DATA AND COVERAGE PRESENTATIONS FOR SALES PURPOSES

—SPECIAL APPOINTMENT—
CIVILIAN RADIO ENGINEER U. S. NAVY DEPARTMENT IN 1919

ATLANTIC CITY, N. J.
JASPER AND WINCHESTER AVENUES
Telephone 2-2535

Lieut-Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

WDAF

LEADS 2½ TO 1

Of Four Stations Broadcasting the Same Program WDAF Leads in Listeners 2½ to 1

It was a unique test. Made when four Kansas City network stations were all broadcasting the World Series baseball games. For once no station could claim any advantage or disadvantage in program popularity. Everything was even on that score.

The check-up was made by the Ross Federal Research Corporation, a national fact-finding concern, October 6, 8 and 9 during the hours the World Series baseball games were being broadcast by all four stations.

The result:

	Listeners
WDAF	64.1%
Second Station	26.3%
Two Other Stations	9.6%
	100.0%

One Program!
Four Stations!
WDAF Leads, 2½ to One!

Details of this and other independent surveys may be obtained from any representative of WDAF.

WDAF • 610 KILOCYCLES

DAY 5,000 WATTS NIGHT 1,000 WATTS

OWNED AND OPERATED BY THE KANSAS CITY STAR

Out Here In Chicago . . .

- *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

EFFICIENT: Field intensity readings on WCBD's new transmitter outfit shows almost *perfect* signal strength in all directions—and ground conditions ideal. Glenn Roberts, way up in Madison, Wisconsin, told us the other day "it comes into Madison 1000%."

* * * *

CENSOR: WSBC has solved the matter of the frenzied fanatics who try to crash street broadcasts with propaganda, getting over their poison before they can be stopped. The announcer hides a button mike inside his coat—permits only as much to be said as he is quite sure is right and proper and shuts off the rest by hiding the mike.

* * * *

BRILLIANT: There's a lot in the Federal Communications Commission pronouncements that justify Judge Ira Robinson's thoughts of years ago. The Judge is truly one of the finest, wisest characters that ever meditated a radio problem.

* * * *



EXTREMES: Match this, you lads who are claiming youthful commentators. WEMP, Milwaukee, has an announcer 71 years old, Ben Wolff, and another just the reverse of those figures—yes, actually only 17 years old. The latter is Carl Zimmerman rated as one of Milwaukee's best. And Ben is as good as they come!

* * * *

MAIL: Yes, mail response may not mean much to the station that doesn't get any—but we still count it as a very potent yardstick of listener interest. When a person will spend a half-hour writing you a complimentary letter, he, or she, usually has a lot of confidence in you. Uncle John counted the mail he received from WCBD listeners in a single week and marked down close to three thousand recently. And Uncle John merely comments on the news!

* * * *

SUCCESS: "Work faithfully for eight hours a day, and don't worry; then in time you may become the boss and work fourteen hours a day and have all the worry."

* * * *

UNUSUAL: Chuck Lanphier, boss at WEMP in Milwaukee should believe in astrology but doesn't. Recently he celebrated his birthday, his wedding anniversary and the anniversary of his coming with WEMP—all on the same day!

Gene T. Dyer

TRANSCRIPTIONS



MERTENS & PRICE Inc., Los Angeles, has sold the *Sunday Players*, dramatized biblical transcription serial, to Kindt Funeral Home, Reading, Pa., for 52 weeks on WEEU, and the Lima Memorial Park, Lima, O., 52 weeks on WBLY. Series has been renewed for another 52 weeks by Ottawa Hills Memorial Park, Toledo, O., on WSPD; Washington Flour Co., Washington, D. C. on WJSV; Locustwood Memorial Park, Camden, N. J. on WCAM; Greenwood Memorial Park, San Diego, for 20 weeks on KGB. Wm. Cook Funeral Manson, Baltimore, on Dec. 5 renews for 52 weeks on WCAO, this making the third consecutive year of continued sponsorship. Piersdorff Funeral Home, Toledo, has taken the *Home Folks* series for 52 weeks, for sponsorship on WSPD, starting Nov. 17.

TEDDY BERGMAN, radio comedian and character actor, on the air for some years in *Joe Palooka*, *Pent-House Party* and other programs, has joined Sound Masters Inc., New York, recorders, at 1560 Broadway. Mr. Bergman will head a new program-building service for the firm's radio division, and plans to produce shows for audition on 16 mm. sound films instead of on wax, for greater durability and ease in handling. Instead of using regular sound film with a separate sound track, Mr. Bergman is now developing a film which will be sound strip alone, about an eighth of an inch wide.

C. P. MacGREGOR, Hollywood transcription concern, has sold 156 quarter-hour episodes of *Stars Over Hollywood*, motion picture colony dramatic serial, to Bi-So-Dol Co., New Haven, Conn. (Bi-So-Dol) for thrice weekly release on KGMB, Honolulu. Transcription concern is cutting a new 26 quarter-hour children's Christmas serial, *Santa Claus Programettes*, which relate the adventures of two children in the toy factory of Santa Claus. Series is to be released starting Thanksgiving Day and each episode is complete in itself. William T. Johnson and Dr. Kimball Sant are writers of the program.

PROGRAM division of Walter Biddick Co., Los Angeles, has started production of a new quarter-hour 26 episode transcription serial *Daredevils of Hollywood* which dramatises the experiences of Hollywood film stunt men. Series is being cut by Recordings Inc., Hollywood, with Ted Turner directing. Curt Forman, formerly scenario writer of 20th Century-Fox Film Corp., is writing scripts. Hal Styles is narrator.

ASSOCIATED BROADCASTING Co. Ltd., Toronto and Montreal, announces it has obtained Ontario, Quebec and Maritime rights to the transcriptions *Blair of the Mounties* from Walter Biddick, Los Angeles, and *Lady of Millions* from American Recording Corp., Hollywood. It also has obtained all Canadian rights to transcriptions of *The Plainsman* from R. U. McIntosh Inc., Los Angeles, and all transcriptions of Titan Productions and Max Graf Productions Inc., both of San Francisco.

TWO new subscribers to Standard Program Library Service are WSAL, Salisbury, Md., and KTMS, Santa Barbara, Cal. The sound effects library has been sold to WKAT, Miami Beach, Fla., and Bronislaw Paskzkiewicz, Poland.

CLIFFORD M. NORBERG, sound engineer of WBS, New York, is in Hollywood to confer with Pat Campbell, West Coast manager. He will be superintendent of construction of the firm's proposed new $250,000 building to be erected at Vine St. & Waring Ave. and have charge of sound equipment.

TRANSCRIBED RADIO SHOWS Inc., New York, has sold its 39 quarter-hour children's program, *Robinson Crusoe Jr.* to Buck Glass Co., Baltimore, through Cahn, Miller & Nyburg Inc., for use on WFBR, Baltimore; to E. T. Smith Coffee Co., Worcester, Mass., direct, for broadcast on WORC; and to Ray Jewelry Store, Detroit, through Ad Masters Advertising Inc., Washington, for broadcast on WXYZ, Detroit.

NEW subscribers to the WBS program service includes WFBG, Altoona, Pa.; KRMC, Jamestown, N. D.; CFAR, Flin Flon, Manitoba; KVOX, Moorhead, Minn.; KPDN, Pampa, Tex.; WESG, Elmira, N. Y.

R. U. McINTOSH & Associates Inc., Los Angeles production and transcription concern, has started cutting a new five minute series, *Lucky Victims of Misfortune*. Each episode, complete in itself, relates the story of a handicapped person who has gained fame, success and fortune. Concern has sold 65 quarter-hour episodes of *The Plainsman* to the Red River Cereal Co., Canada, thru Associated Broadcasting Co., Ltd., Toronto, which has exclusive rights to the serial in Canada. R. U. McIntosh has announced the appointment of R. A. Calhoun as Chicago district manager with offices in the Merchandise Mart Bldg. Ivan Paul, 421 Broadway, Birmingham, is southern representative and Charles Stevens, 480 Lexington Ave., New York, represents the firm in the eastern states.

PAN-AMERICAN Radio Productions Inc., Hollywood, has acquired the exclusive Latin-American rights to the *Charlie Chan* adventure serial. Arrangements were made through Irving Fogel Radio Productions, Hollywood. Series will be transcribed in Spanish.

DECCA RECORDS Inc., has moved its Chicago sales office from the Furniture Mart, 666 Lake Shore Drive, to 22 W. Hubbard St. Monroe Wayne is in charge of Decca's Chicago office.

JACK KAPP, president of Decca Records Inc., New York, is in Hollywood lining up talent and also supervising the cutting of a series of recordings.

WORLD Broadcasting System has moved its West Coast offices and audition room from the Richfield Building, Los Angeles, to 1000 N. Seward Ave., Hollywood, according to Pat Campbell, manager.

USE WREC Memphis' 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

GETTING RESULTS IN MONTANA



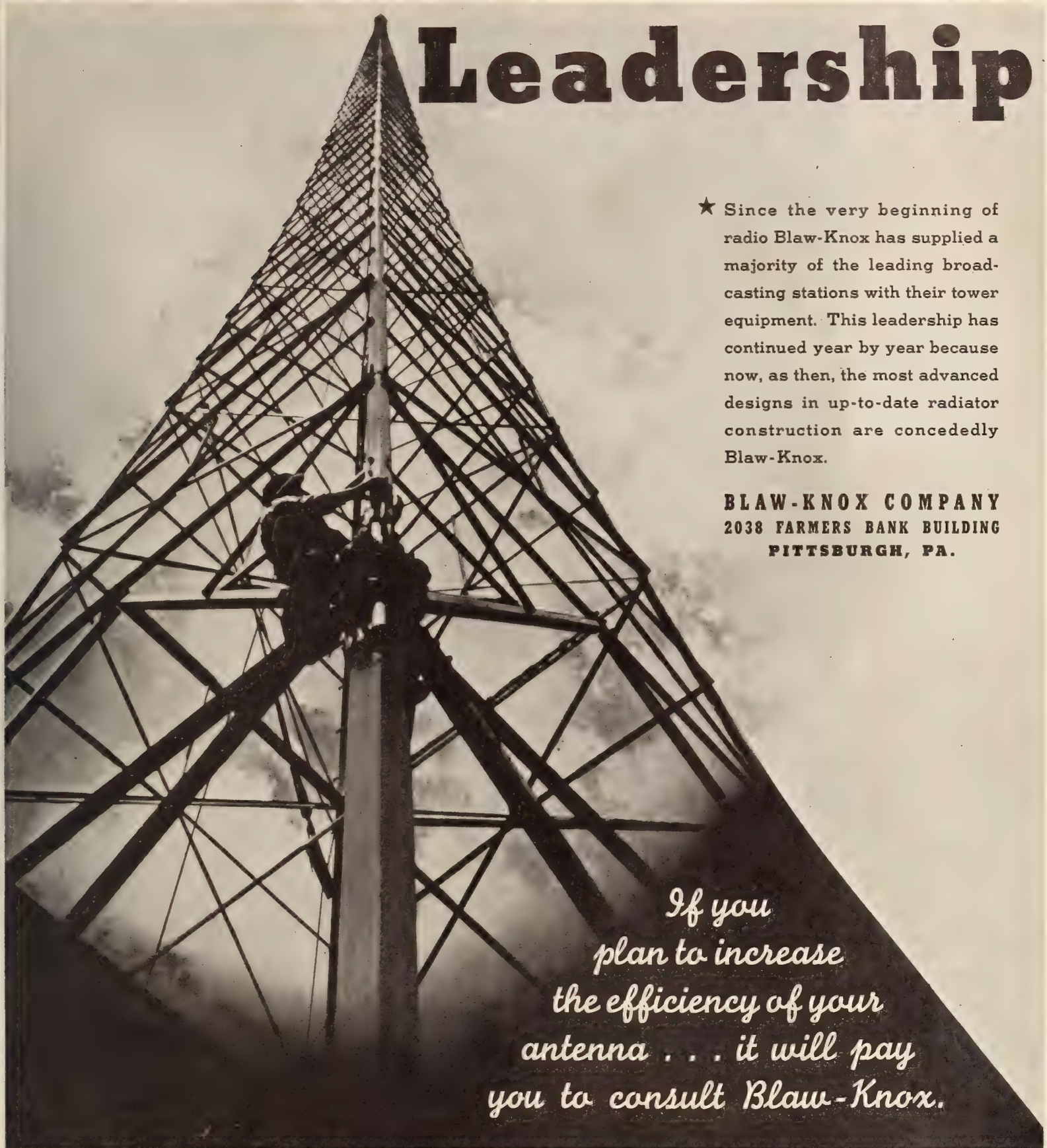
KPFA HELENA

Z NET Montana

KGIR BUTTE

P. O. Box 1956 • BUTTE, MONTANA

Leadership



★ Since the very beginning of radio Blaw-Knox has supplied a majority of the leading broadcasting stations with their tower equipment. This leadership has continued year by year because now, as then, the most advanced designs in up-to-date radiator construction are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.

If you plan to increase the efficiency of your antenna . . . it will pay you to consult Blaw-Knox.

BLAW-KNOX VERTICAL RADIATORS



The Young Man with a Lute

•

FRANS HALS

•

No better painting has ever appeared in the world than that of the great Dutch master, Frans Hals, who lived from 1581 to 1666. Hals painted in broad, slashing strokes or in the most exquisite detail, as the job required. Sharing honors with Rembrandt, his technique was guided by quality and craftsmanship.

COURTESY OF THE METROPOLITAN MUSEUM OF ART, NEW YORK

World Program Service SUBSCRIBERS

ALABAMA
WSGN Birmingham
WMFO Decatur

ARIZONA
KOY Phoenix

ARKANSAS
KUOA Siloam Springs
KFPW Ft. Smith

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KGER Long Beach
KHJ Los Angeles
KLX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara

COLORADO
KFEL Denver
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DISTRICT OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WMBR Jacksonville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WTOC Savannah
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WJBL Decatur
WTAX Springfield

INDIANA
WTRC Elkhart
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson
KOAM Pittsburg

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge
KMLB Monroe
WDSU New Orleans
KRMD Shreveport

MAINE
WCSH Portland

MARYLAND
WFBR Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
WEBC Duluth
KVOX Moorehead
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML Laurel
WQBC Vicksburg

MISSOURI
KMBC Kansas City
KWK St. Louis
KGBX-KWTO Springfield

NEBRASKA
KFAB Lincoln
KOIL Omaha

NEW MEXICO
KGGM Albuquerque
KRQA Santa Fe

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WESG Elmira
WOR New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WAIR Winston-Salem

NORTH DAKOTA
KRMC Jamestown
KLPM Minot

OHIO
WJW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland
WHKC Columbus
WSMK Dayton
WKBN Youngstown

Old Masters... and NEW

Paint and palette geniuses of the old Italian, French and Dutch schools had a way of improving upon life, imparting to their works of art a richness and a lasting quality that have outlived generations of men. Technically, their work was flawless. . . . Wide Range Vertical recording and reproduction of your program brings definite improvement in performance quality over other methods. When produced at Transcription Headquarters, and broadcast through special matched equipment over the Wide Range System, your program is assured of "unimpaired reality from artist to listener." That means uniform control for your advertising, utmost appeal for your sales message. World's modern Vertical method, and the famous 440-station Wide Range System, are the modern masters of sound. . . . Turn casual dialers into loyal listeners—listeners into buyers—through the lasting appeal of a World transcription job!

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA - CHICAGO - NEW YORK - LOS ANGELES - SAN FRANCISCO - WASHINGTON

OKLAHOMA
DA Ada
SO Ardmore
RC Enid
IX Muskogee
OO Tulsa

OREGON
Klamath Falls
IN Portland

PENNSYLVANIA
CBA-WSAN Allentown
BG Altoona
EU Erie
BO Harrisburg
AU Philadelphia
P Philadelphia
AE Pittsburgh
GBI Scranton

RHODE ISLAND
WJAR Providence

SOUTH DAKOTA
KABR Aberdeen

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KFDM Beaumont
KGFI Brownsville
KRIS Corpus Christi
KTSM El Paso
WBAP Ft. Worth
KXYZ Houston
KFRO Longview
KRLH Midland
KPDN Pampa
WOAI San Antonio
KCMC Texarkana
KGKO Wichita Falls

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KVOS Bellingham
KGY Olympia
KOL Seattle
KMO Tacoma
KUJ Walla Walla
KPQ Wenatchee
KIT Yakima

WEST VIRGINIA
WHIS Bluefield

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WHBL Sheboygan
WSAU Wausau

HAWAII
KGMB Honolulu

CANADA

Alberta
CFAC Calgary
CJCA Edmonton

British Columbia
CJAT Trail
CKWX Vancouver

Manitoba
CJRC Winnipeg
CFAR Flin Flon

New Brunswick
CKCW Moncton
CHSJ Saint John

Nova Scotia
CHNS Halifax

Ontario
CKPC Brantford
CRCO Ottawa
CJIC Sault Ste. Marie
CKCL Toronto
CKLW Windsor

Province of Quebec
CKAC Montreal
CKCV Quebec
CHLT Sherbrooke
CHLN Three Rivers

Saskatchewan
CJRM Regina

FOREIGN

Australia
5 DN Adelaide
4 BC Brisbane
3 KZ Melbourne
2 GB Sidney

New Zealand
1 ZB Auckland
2 ZB Wellington
3 ZB Christchurch
4 ZB Dunedin

France
Radio-Toulouse Paris

Mexico
XEW Mexico City

Union of South Africa
South African Broadcasting Corporation (Capetown, Durban, Grahamstown, Johannesburg)

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HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Programs: A Diagnosis

RADIO broadcasting moves swiftly—so swiftly in fact that ever so often it behooves broadcasters to take inventory of their operations.

We think the time has come for an appraisal of programs, but not from the customary angle of quality. It is generally conceded that as the technique advances the quality improves and that programs today are at a higher lever than ever before. We do not maintain that the millenium has been attained, but we do hold the public has never been better satisfied with its radio than now.

The impending problem, if it isn't now existent in many cases, is that of striking a balance between commercials and sustainings and between local and national programs. There are only so many waking hours in the day. All those hours are not and should not be given over to commercial programs or to non-local programs in the cases of most stations. There are of course notable exceptions to the latter classification. Large stations which serve more than their local areas are required to devote practically their entire schedules to national as distinguished from local programs, and in such cases there are smaller stations to take care of the local obligation.

Nearly half of the country's 700 stations are network outlets. A portion of their choice time is given over to network programs. That is only natural because those programs are generally of high calibre. Moreover, the basic wherewithal of these stations is derived from such programs.

Networks and stations alike have consistently adhered to the policy of cancelling commercials to clear time for public service programs of extraordinary interest. All radio contracts carry such a proviso. That is radio's obligation to the public, and it will be maintained.

The demand for radio time, in spite of what appears to be a temporary dip at this time, has increased from year to year. The temptation is great to drop sustaining features and local programs for better-paying national programs, particularly with the increase in operating costs growing out of widespread unionization activities plus the general upward surge of ordinary overhead.

We think it of utmost importance that stations and networks ponder this matter seriously; that they attempt to strike an irreducible minimum in the hours to be devoted to public service programs—whether it be a Presidential fireside chat, a Congressional speech or a convention of national import. And for the vast majority of the stations that serve local communities, we think it just as important that they keep their local identity through a certain proportion of home-town and home-talent programs. Local programs have tremendous importance, closely resembling the importance of local news in a newspaper. Without them the station stands to lose its identity as a home institution.

Over the years — and there haven't been many of them—radio has learned that by self-instituted correctives it can do the most effective job of public service. The matter of program balance, we feel, is one of those problems requiring a degree of self-correction.

Congressional Records

AS THIS issue goes to press, Congress is warming up for its special session. Some 50 separate measures directly or indirectly affecting broadcasting are pending—holdovers from the session that wound up last August.

The special session was called by President Roosevelt to consider and enact emergency legislation. Consequently, radio is not expected to figure in the activities of that session except for occasional oratorical outbursts from those who have adopted it as a favorite topic. But at the regular session, which gets under way in January, it is a practical certainty that renewed efforts will be made for investigations of radio and its regulation.

Radio, as we have said repeatedly in these columns, has nothing to fear from any fact-finding investigation. It is consistently improving the calibre of programs it offers the public. Its record will speak for itself, but only when properly presented.

At the last session orations on radio reached a new high peak. It was a bandwagon proposition. As we recall it, every speech was critical of broadcasting or of the FCC; there wasn't a single expression of a favorable nature. About a half-dozen members made practically all of these addresses. Some of the criticism was perhaps justified, but much of it was based upon haphazard information and pure speculation.

The performance at the last session reflects the need that exists for the circulation of information on the accomplishments of the broadcasting industry and on its never-ending effort to improve the public service it renders. That should be the major function of the trade association of the industry. In the NAB reorganization, now under consideration, it is earmarked as a prime objective. It will come before the NAB reorganization convention tentatively set for next February. Approval of a plan embracing a sound public relations program for the industry is imperative, and should be made operative as soon as the convention acts.

The RADIO BOOK SHOP

BLOOD drips from almost every page of *The Radio Studio Murder* by Carolyn Wells (J. B. Lippincott Co., Philadelphia, $2.), beginning on page one when Laurence Haviland, big game hunter and radio commentator, falls dead at the mike and ending on page 317 when Fleming Stone figures the whole thing out. It doesn't have much to do with radio, but if you can't sleep here's your book. For it will either put you to sleep or frighten you so much that just staying awake will be a thrill.

The 100-Watter Fallacy

WHY DO 100-watt stations, or at least a substantial portion of them, persist in bragging about being "little fellows"? The "100-watter" is a misnomer. It does not necessarily denote that a station has limited coverage or that it is the most insignificant thing in broadcasting.

The advertiser doesn't buy power or frequency per se. He buys audience and results. We know of many independent stations in the local category that do effective jobs, by virtue of efficient management and intelligent operation. Conversely, there are all too many of the so-called "big boys", from the standpoint of power, that are mediocre because they lack the type of direction that makes for distinctive operation and public service.

The fact is, therefore, that stations are large or small depending upon the intelligence and resourcefulness of their management, and cannot all be measured by the yardstick of kilocycles and watts. If the locals will forget their technical inferiority complexes and quit calling themselves names, they will begin reaping the profits promptly.

Youth Has Its Day

BOB MASLIN of WFBR started something that several dozen stations seem anxious to finish when he dropped into BROADCASTING headquarters with a picture of a young man from Baltimore whom he titled the youngest announcer in radio. [BROADCASTING, Oct. 1].

Already the age level has reached into high schools. If the thing doesn't stop somewhere, the yowling babes on maternity ward remotes will be on station payrolls—for photographic purposes at least.

Even the embryos are having their privacy invaded, WOR recently submitting a photograph of an interview with a chick picking its way through an eggshell.

Truly, radio is a young industry!

We Pay Our Respects To —



BRUCE BARTON

BRUCE BARTON, chairman of the board of Batten, Barton, Durstine & Osborn Inc., famed in advertising circles for the astuteness of his counsel and the force of his copy, known to millions of readers for his books and magazine articles, noted for his philosophy which has been hailed as the true American credo, and generally considered to represent the highest type of American businessman, is now, at the age of 51, embarking on a new career in politics.

Drafted by the Republicans of New York's 17th district as their candidate to fill the vacancy caused by the death of Rep. Theodore Peyser last August, Mr. Barton was elected to Congress by a plurality of more than 12,000 over his Democratic opponent. This was the largest majority ever scored in the "Silk Stocking District", so called because it includes New York City's swankiest residential section, but ignoring the fact that it also contains a large number of Manhattan's poorest homes. Running almost without a platform, his only pledge that he would use in the affairs of state the same judgment he has exercised in his advertising career, Bruce Barton did little campaigning, letting his record speak for itself. The result was but another testimony to that judgment.

Born in Robbins, Tenn., on Aug. 5, 1886, eldest son of a Congregational circuit rider who christened him Bruce Fairchild Barton (the middle name has long since been discarded), the boy was early moved to Oberlin, where the senior Barton obtained his doctorate. Bruce attended a succession of primary schools in Ohio towns until, in 1900, the Rev. William E. Barton, D.D., was called to the First Congregational Church of Oak Park, Ill., a suburb of Chicago. Here Bruce began his literary activities as editor of the high school paper, following in the path of his father, author of many volumes dealing chiefly with Lincoln, on whom he was an outstanding authority.

After a year at Berea College, Bruce continued his studies at Amherst, earning most of his expenses by selling cooking utensils during the summers. With a Phi Beta Kappa key hanging beside the badge of Alpha Delta Phi, he was graduated in the class of '07, which voted him the man most likely to succeed. Jobs were scarce in that depression year, so young Barton became a timekeeper in a Montana construction camp until the hoped-for chance to join a publication called him back to Chicago.

After a variety of editorial jobs with a number of Chicago publishers, he moved on to New York as assistant sales manager of P. F. Collier & Son Co. It was here that he wrote his first advertisement, for Dr. Eliot's Five Foot Book Shelf. From Colliers he went to Conde Nast, as assistant sales manager and sales manager, then back to Colliers as editor of *Everyweek* and writer for *American Magazine*. Came the war and Barton turned his typewriter to wartime work, producing copy that is said to have been largely responsible for the greatest sum of money ever raised by any war board.

During the war he met Roy S. Durstine and Alex F. Osborn, men whose ideas matched his, and in 1919 the advertising firm of Barton, Durstine & Osborn was launched with Bruce Barton as president. The agency prospered, grew, and in 1928 merged with the George Batten Co. to become Batten, Barton, Durstine & Osborn Inc., Mr. Barton at the same time becoming chairman of the board.

From the start it was plain that Bruce Barton was a born copywriter. His advertisement for Alexander Hamilton Institute, "The Years that the locust hath eaten," is considered by many the greatest piece of advertising copy ever written, and although it was first published in 1921, the Institute found it good enough to run again within the last two years. His slogan, "A man may be down but he's never out," is still rendering valiant service for the Salvation Army. His campaigns for Dr. Eliot's Five Foot Shelf and for General Electric Co. made advertising history.

Meanwhile he was winning even greater fame for his writings outside of advertising. His best known book, *The Man Nobody Knows*, and its almost as popular sequel, *The Book Nobody Knows*, were best sellers in Europe as well as in America, being translated into many foreign languages. His monthly editorials in *Redbook* and his frequent articles in other publications attracted thousands of readers. One of these articles, published in the *American Magazine* in June, 1922, under the title *This Magic Called Radio* shows that even at that early date Bruce Barton realized the potential uses of this new phenomenon.

"We may begin to picture for ourselves what radio will mean in our homes in the years to come," he wrote. "We shall all have receiving sets—there is little doubt of that. We shall come down in the morning to hear the newspaper headlines read while we eat. A little later, perhaps, a department store will have bargains of interest to announce—sugar-coating the advertisements with some good entertainment so that we shall not be tempted to turn our machines off. After that, the ladies may have a university extension lecture. At lunch time, the chef of a famous hotel may suggest a tasty and economical menu. In the afternoon there may be a matinee; and at 6 or 7, when the boys and girls have had their supper and are ready for bed, someone like Thornton Burgess may lift the transmitter in his home and broadcast a bedtime story to a million youngsters all over the land."

That was written, remember, in 1922. Three years later the agency puts its first program on the air for Atwater Kent, for whom it had obtained the exclusive right to broadcast the stars of the Metropolitan Opera. From then on the agency played an increasingly important part in the development of radio advertising. John Charles Thomas, Grace Moore, Edwin C. Hill, Sousa (who was engaged in a radio series for Goodyear at the time of his death), and many other radio names made their first broadcasts for BBDO clients. While Mr. Durstine has from the start directed the agency's radio developments, Mr. Barton has retained his enthusiastic interest in broadcasting and has aggressively sold this new medium to hesitant advertisers. His most notable contribution to any broadcast campaign was the series of salutations to the 48 states that formed the basis of General Motors' *Parade of the States* programs on NBC-Red in 1932, though he has given valuable advice and close supervision to many other of the agency's programs.

In 1913 he married Esther Randall of Oak Park and is the father of three children: Randall, 22, Bet-

(*Continued on Page 44*)

PERSONAL NOTES

FRANK R. McNINCH, chairman of the FCC, addressed the Investment Bankers Association of America at White Sulphur Springs, W. Va., Nov. 4, on "Federal Regulation and Power Securities." The address was scheduled prior to Mr. McNinch's assumption of the FCC chairmanship and while he was chairman of the Federal Power Commission. Radio was not mentioned in his remarks.

MAJOR EDWARD A. DAVIES, Philadelphia pioneer, on Nov. 1 became director of sales of WIP, Philadelphia, succeeding Albert A. Cormier, who resigned. Mr. Davies was formerly program director of WIP and then became an account executive with the John Falkner Arndt Advertising Agency, leaving that post to rejoin WIP.

MAXWELL HAGE, former radio production manager of the United Press and former assistant manager of WJAY, Cleveland; George Luck, former merchandising manager of KGNC, Amarillo, and Hettie Bernhardt, formerly with Colorado Club Woman Publications have joined the commercial staff of KFEL, Denver. Frank Ford, formerly manager of KGCU, Mandan, N. D., has established a client's service department for KFEL.

EARL H. GAMMONS, manager of WCCO, Minneapolis, on Nov. 9 spoke on "Adventures in Radio Advertising" before the advertising class of the University of Minnesota's department of journalism.

THOMAS F. O'CONNELL has joined the local sales staff of WNOX, Knoxville. He formerly was press agent for Ruban & Cherry Combined Shows.

TEX RICKARD, formerly manager of KMTR, Hollywood, has joined KGER, Long Beach, Cal., as account executive. Mal Bratton, formerly of KMTR has also been added to the sales staff.

MRS. HELEN WILTON QUINN has been added to the sales staff of CJRC, Winnipeg, with special duties to work on programs of interest to women listeners. Mrs. Quinn comes from the advertising department of the *Winnipeg Tribune*, where she also conducted a woman's column "Peggy's Point of View" which she is now broadcasting once weekly. She previously did a radio program *Home Builders*.

ALFRED J. McCOSKER, president of the Bamberger Broadcasting Service, Newark, N. J. (WOR), and chairman of the board of MBS, has been appointed to *American Hebrew's* Jury of Award to fill the vacancy created by the death of Felix M. Warburg, financier and philanthropist. The jury confers an annual medal for 'the promotion of better understanding between Christian and Jew in America."

PAUL M. SEGAL, Washington attorney, has removed his law offices from the Shoreham Bldg., 15th & H Streets, to 1026 Woodward Bldg., just across the street.

JOHN A. STEWART, assistant to Carl Haverlin, KFI-KECA, Los Angeles, sales manager, has resigned to join the NBC Hollywood sales department as account executive.

SAM BOOTH, former newspaperman of Washington, has joined the commercial staff of WJEJ, Hagerstown, Md.

KELLY ANTHONY, son of Earle C. Anthony, owner of KFI-KECA, Los Angeles, has returned to his station duties after a three-month tour of Europe.

GENE CAGLE, for several years on the sales staff of KFJZ, Fort Worth, and well known as a football announcer, has been appointed general manager of KABC, San Antonio.

BARRY ALEXANDER and Kenneth Cooke have joined the sales staff of WATL, Atlanta.

PAUL KAPP, brother of Jack Kapp, president of Decca Records Inc., has been appointed radio director of Consolidated Radio Artists Inc., Chicago.

BEHIND the MIKE

JAMES ROY MAYNARD, formerly of KXBY and KCKN, Kansas City, and KWBG, Hutchinson, has joined the announcing staff of KBST, Big Spring, Tex.

MARTIN BLOCK of WNEW, New York, has been named master-of-ceremonies for the benefit for the medical fund of Local 802 of the American Federation of Musicians to be held at the Hotel Astor, New York, Nov. 15, and broadcast on WNEW.

JOSEPH R. BOLTON Jr., announcer of WHN, New York, is the father of a baby boy, Joseph R. Bolton, III.

DELIA ANNE RAGLAND, formerly on the continuity staff at WLS, Chicago, has become continuity editor of KWBG, Hutchinson, Kan.

AL HARDING, announcer of WDNC, Durham, N. C., has resigned to join WCCO, Minneapolis.

EARL J. GLADE Jr., son of the director of KSL, Salt Lake City, and a member of the station's staff, won a $50 award in a national snapshot contest recently with a picture titled "Kiddies Kapers in a Kitchen".

DEANE S. LONG, announcer and assistant program director of WFMD, Frederick, Md., has resigned to accept the position of program director and chief announcer of WSAL, Salisbury, Md.

RUTH HENRICKSON has been added to the continuity department of WNOX, Knoxville. Allen Fort, announcer has resigned to take a position in Miami.

HARRY ELDRED, for several years script writer-actor with WTMJ, Milwaukee, has been appoined publicity director. He was formerly in a similar capacity with Shubert Theater Corp. and was at one time with the J Walter Thompson Co.

FRED HENRY, formerly of KNX, Hollywood, has joined KGER, Long Beach, Cal., as announcer, succeeding David Morris, resigned.

ROY W. WINSAUER, assistant production manager of WCCO, Minneapolis, addressed a Washburn High School group Nov. 8 on radio writing.

A Best Buy

in

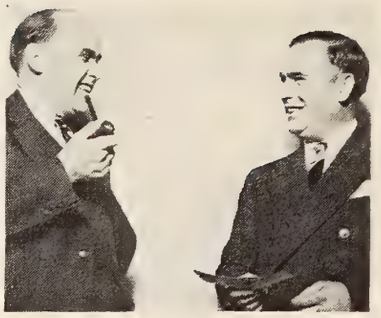
Southwest Radio

NBC or Spot

10,000 WATTS

KTHS

HOT SPRINGS, ARK.



TOPS—In baseball broadcasting is George Higgins (right), crack sports announcer of WTCN, Minneapolis, singled out by General Mills as "the baseball announcer with the largest audience in proportion to population in the United States" after a survey of its Wheaties broadcasts. He is here shown after receiving his award in the form of a check from Wayne Hunt, president of Knox Reeves Adv. Inc., Minneapolis agency.

MAURICE GAFFNEY, CBS trade news, became a father for the second time on Nov. 7, when Katherine Gaffney was born at New York Hospital, Cornell Medical Center.

ARCHIE OLSON has been appointed special events announcer and commercial representative of the rebuilt CJGX, Yorkton, Sask.

VAN CONNORS, newscaster-producer at KJBS, San Francisco, recently was promoted to the post of production manager at the affiliated station owned by Julius Brunton & Sons, KQW, San Jose.

VICTOR PAULSON has been named daytime announcer-operator at KJBS, San Francisco.

GORDON BROWN, who resigned from KJBS after seven years as Night Owl, to join KYA's operating staff, has returned to his old post.

GEORGE STUART, announcer-operator at KJBS, San Francisco, has resigned to join KLX, Oakland.

CHARLES GLENN, formerly of WNAX, Yankton, S. D., has joined the announcing staff of KWTO-KGBX, Springfield, Mo. Lonnie McAdams, formerly of the NBC music staff in New York, is announcing and singing.

GUY SAVAGE, formerly of KTRH, Houston, has joined KABC, San Antonio as announcer and publicity director. Fritz Kuler, recently of the Greater Texas and Pan-American Exposition, also has joined the announcing staff. Pearl Sohn, with a San Antonio department store until recently, has been placed in charge of continuity.

CARL HOHENGARTEN, musical arranger and assocate conductor of WBBM, Chicago, has succeeded Carlton Kelsey, resigned, as musical director of CBS Chicago. Mr. Kelsey will go to Hollywood after a honeymoon in South America.

LEO POULETTE, who has been announcing at WHAM, Rochester, as Don Harris, has joined the announcing staff of WIND, Gary.

FRANCES BREWER, who uses the radio nome de plume of Frances Martin, has joined WJJD, Chicago, as a producer and assistant continuity editor. Miss Brewer, for the past four years, has been with KSTP, St. Paul, and WCCO and WTCN, in Minneapolis.

OTTIS ROUSH, chief announcer of WLBC, Muncie, Ind., has been selected to write and direct a program marking the station's 11th anniversary.

DOROTHY HUFFMAN, Southwest continuity writer, and Marjorie Hailey have joined the continuity staff of KVOO, Tulsa.

FORREST W. CLOUGH, former announcer and continuity writer at KRBC, Abilene, Tex., and Miss Mildred Wyatt, formerly of the KRBC program department, were married Oct. 30 in Dallas.

KEN NILES, announcer and master-of-ceremonies of the CBS *Hollywood Hotel*, is the father of a 6½-pound girl, born Oct. 30.

CHARLES WELLMAN, West Coast announcer-entertainer has joined KFWB, Hollywood. He opened that station in 1926 and was manager for 18 months.

EDITH BLACK, formerly in the radio production department of N. W. Ayer & Son Inc., has joined KMPC, Beverly Hills, Cal., as publicity director.

ROBERT F. MONROE, of Columbus, an Ohio State graduate, and Eleanor Daniels, of Cleveland, have joined the continuity staff of WHK-WCLE, Cleveland.

GENE EDWARD, recent with Iowa stations, has joined the announcing staff of WDAS, Philadelphia.

DAVID H. HARRIS, traffic manager of WOOD-WASH, Grand Rapids, is the father of a baby girl born Oct. 29.

KAYE BRINKER has joined the WBBM, Chicago, production staff in charge of experimental program production.

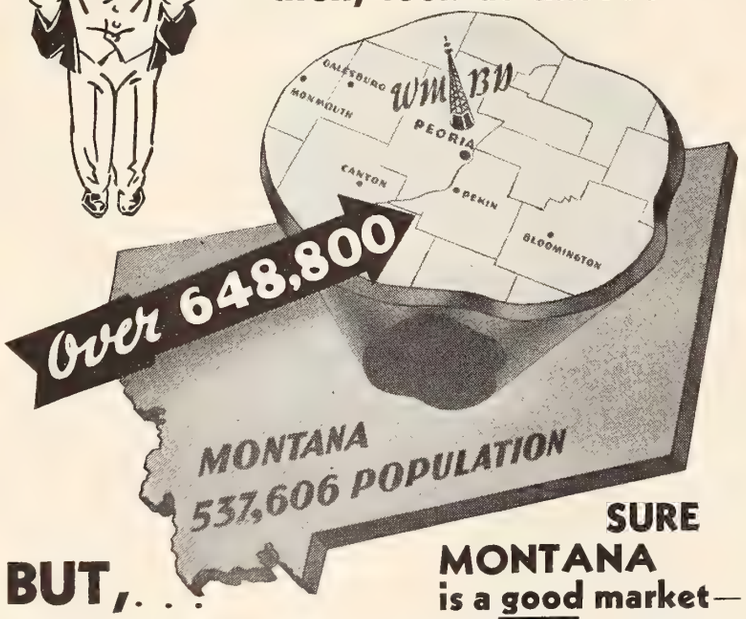
HAL O'HALLORAN, formerly chief announcer of WLS, Chicago, and later at WOR, Newark, and WCFL, Chicago, is now on the announcing staff of CKLW, Detroit.

BILL WISEMAN, former radio editor and promotion manager of the *Omaha Bee News*, has joined WOW, that city, to assist in the news and promotion departments.



..did you say MARKET?

then, look at this...



BUT,... SURE MONTANA is a good market—

Here in one-twentieth the area you get 111,000 extra prospects—and they're folks who can buy! Their annual per capita spendable income is higher. Conditions are splendid in WMBD's area—factories are booming, wages are higher—farm crops the best in years.

Now—with WMBD's 5000 watts power daytime, 1000 nite—you can cover this area economically—and in no other single medium can you cover it fully. WMBD—the high fidelity station of Central Illinois—gives more results per dollar spent.

FREE, JOHNS & FIELD, INC., National Representatives

MEMBER CBS NETWORK

THE HEART OF ILLINOIS

WMBD

PEORIA, ILLINOIS

STATIONS
ADVERTISERS
AGENCIES

!

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery" 1938 Edition



We are about to release several other new items, all designed for radio premiums. Whatever your needs, get in touch with us.

Every woman wants one. Contains 186 valuable hints on cookery, comprising the experiences of thousands of housewives and edited by one of the world's foremost food experts. Priced as low as 2½c, to include your advertising on outside front and back covers. Easy to mail; a gift that will be treasured.

Send for Samples and Prices to

ANTON PETERSON

173 W. Madison St.

CHICAGO, ILL.

WKY MAKES MORE CALLS IN OKLAHOMA



. . TAKES YOU INTO MORE HOMES!

● Making calls — plenty of them — is the first essential of successful selling. With its seven-league boots of superior facilities and equipment, WKY can cover more territory, make more calls in Oklahoma than any other station. And its prestige, personality and programming make it welcome wherever it calls.

No random boasts are these, but hard, cold facts proved by survey after survey, verified by a brilliant record of sales.

So successfully does WKY take local and national advertisers into the homes of Oklahoma that, for this purpose, they are spending more money with WKY today than with any other station in the state.

Put your radio advertising on WKY —— the station which has entree to more homes than any other station in Oklahoma.

WKY *Oklahoma City*

AFFILIATED WITH THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN● NATIONAL REPRESENTATIVE - E. KATZ SPECIAL ADVERTISING AGENCY

G. THOMAS STEWART, Jr., continuity editor of WSM, Nashville, and Mrs. Stewart are parents of a son, Guy Thomas Stewart III, born Nov. 2. The infant's grandfather is Guy Stewart, sales manager of WKZO, Kalamazoo, and onetime manager of the old WLAP in Louisville.

HARRY JACKSON, announcer of WKZO, Kalamazoo, has resigned because of doctor's orders that he live in the South.

THOMAS H. BELVISO, manager of NBC's music division, has gone to San Francisco and Hollywood and will stop off in Chicago on his way back to New York, to study the musical and copyright situation.

VANCE BABB, manager of NBC's New York press department, is following doctor's orders and staving off a threatened nervous breakdown by taking a vacation of indeterminate length.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

DEAN MARKHAM, of the NBC New York production staff, has joined Don Lee Broadcasting System, Los Angeles, as continuity editor and producer. He succeeds Walter Johnson who resigned to become assistant to Burt McMurtrie, Pacific Coast radio production manager of Music Corp. of America, Hollywood. Bud Rutherford who writes the nightly quarter-hour Alka Seltzer *Newspaper-of-the-Air* programs, sponsored by Dr. Miles Co. of California Inc., on the Don Lee network, has taken on additional duties of publicity director. He succeeds Jimmy Vandiveer who resigned to become special events director of KFI-KECA, Los Angeles.

JACK SAYERS of the CBS Hollywood publicity department, was married to Gwendolyn Steele on Nov. 5 at Beverly Hills, Cal.

ARTHUR Q. BRYAN has resigned from the continuity staff of KHJ, Los Angeles, to free lance.

TED STEELE, who handled CBS publicity in Birmingham, has joined KMPC, Beverly Hills, Cal., as announcer-producer.

JIMMY WALLINGTON, CBS Hollywood announcer, is enacting the part of an announcer in Start Cheering, now being produced by Columbia Pictures Corp.

BOB BOWMAN and Hal Bennett have been added to the announcing staff of WHIO, Dayton.

HILTON HODGES, station announcer of WIBW, Topeka, and Miss Dorothy Kenna, daughter of Dr. and Mrs. Alpha H. Kenna, of Topeka, were married in October at St. Louis.

PAUL PHILLIPS, station continuity chief of KMOX, St. Louis, has returned to the station after six months leave of absence.

PAUL CARLISLE, formerly of KWKH, Shreveport, La., has joined WKRC, Cincinnati.

PICKED A HOT ONE
WLBC Interviewer Surprised
On Hotel Program

KEN WILLIAMS, the Man-at-the-Hotel interviewer of WLBC, Muncie, Ind., has found out what actually makes an announcer go almost dead-pan before a mike. Second person he interviewed on the program one night recently gave his name as P. W. Seward. "And what is your business," Ken asked. "I work for the government," Seward replied. "What kind of work do you do," the announcer further queried. "I am an examiner for the Federal Communications Commission," was the reply.

To which Williams suddenly announced to his listeners "Goodnight all." Seward next morning visited the studios and conversed with Don Burton, owner. Seward's visit to Muncie was purely on a private matter not related with the FCC.

CHARLES G. HICKS, program director of WSOC, Charlotte, is under doctor's orders to take a month's vacation, and his place until Dec. 1 is being filled by Don Jenkins.

MISS IRENE LUCAS, of the sales staff of WTAR, Norfolk, was married recently to John Flemming.

DAVE TYSON, veteran Philadelphia announcer, has been named night supervisor of WFIL, that city.

FRED GRAHAM, formerly of the announcing staff of the Don Lee Network, has rejoined KFEL, Denver. Duncan Wagner, formerly with KGFW, Kearney, Neb., also has joined KFEL.

FLOYD FARR, announcer of KDYL, Salt Lake City, has been invited to lecture on "Radio and Education" at Utah U.

IVAN STREED, production manager of WHBF, Rock Island, Ill., spoke to the state convention of Parent-Teachers Oct. 27 on "Making PTA Radio Programs More Valuable."

DORIAN ST. GEORGE, formerly of WLVA, Lynchburg, Va., and participant in several NBC dramatic shows in Radio City, has joined the NBC announcing staff in Washington.

CLAUDE SWEETEN, formerly musical director of KFRC, San Francisco, has been appointed to a similar position with KEHE, Hollywood, and succeeds Cy Feuer who joined the station a few months ago.

BRUCE ROBERTSON (no relation to New York manager of BROADCASTING) and Carl Erickson were added to the WJJD, Chicago, announcing staff Nov. 8. Robertson was formerly chief staff announcer at KXBY, Kansas City, while Erickson has been chief announcer at WROK, Rockford, Ill.

Avalon Buying

BROWN & WILLIAMSON TOBACCO Co., Louisville (Avalon cigarettes), made the largest afternoon time purchase on any Chicago station (excluding baseball sponsors) when it signed a contract Nov. 8 to use two hours daily except Sunday on WJJD, Chicago. The program, conceived and sold by Herb Sherman, WJJD commercial manager, is literally a verbal sports edition with a complete editorial staff headed by Warren Brown, of the *Chicago Herald & Examiner*, assisted by Jimmy Dudley and Russ Hodges together with others yet to be named. Every type of sport will be covered during the two hour session. BBDO, New York,, is the agency.

Lottridge to KTUL

APPOINTMENT of J. Buryl Lottridge as commercial manager of KTUL, Tulsa, and of Joseph W. Lee, manager of KTOK, Oklahoma City, as his successor as managing director of the Oklahoma Network, was announced Nov. 3. Mr. Lottridge became managing director of the network several months ago.

Bruce Barton

(*Continued from page 41*)

sey Alice, 20, and Bruce, Jr., 16. In addition to his residence at 117 E. 55th St., Mr. Barton has a country home at Foxboro, Mass., where his family has owned land for more than 40 years. He is a member of the Authors League of America, Advertising Club of New York, University Club of New York, Blind Brook Club and Amherst Club of New York. An excellent golfer and bridge player, his chief extra-curricular activity is reading, and while his particular interests are history and biography he somehow finds time to keep up with the important literature in all fields.

His radio philosophy was summed up in a talk at a radio industry banquet in 1928 when, speaking for all listeners, he said: "In this great thing that we call radio you have something which is so much greater than yourselves, which is so miraculous, which has in it such tremendous power for good or evil, that we feel that everybody connected with it ought to regard it with a certain sense of awe and reverence. Give us better programs, even, than you think we can appreciate. Raise our standards of taste. Don't be afraid to do the courageous thing in experimenting with so great a force in the interest of great and good causes."

On Your Mark . . . .
Get Set . . . . GO!



Wouldn't you like to "dip in" . . . to "go after" . . . and "take" your full share of the millions of dollars of business Radio is bringing every day.

Radio has sold so many things successfully in the Southwest. A Radio campaign on KTAT will sell your merchandise, product, or service.

Now's the time to start, with a heavy volume of Winter business in view.

And, KTAT is the Station to use to cover the RICH FORT WORTH MARKET completely and economically.

TARRANT
BROADCASTING CO.
Studios and Offices in the Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*
1000 Watts—Full Time

Radio Station
KTAT

National Representatives:
FREE & PETERS, Inc.
New York · San Francisco · Detroit · Los Angeles · Chicago · Atlanta

Results
COUNT
MOST
WJAR
NBC - RED
Rhode Island's
Leading Station
WEED & COMPANY
RADIO STATION
REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

•
News
is your best bet
TRANSRADIO
•

Studio Notes

WJMS, Ironwood, Mich., celebrated its sixth anniversary Nov. 1. A dramatic program was presented depicting the history of the efforts to secure a license for a radio station in Ironwood by William L. Johnson, whose father, the late Marius Johnson, was the original licensee, which extended over a four-year period. Events surrounding the organizing, installing and officially inaugurating on the air of WJMS by Noel C. Ruddell, the present and only manager WJMS has had, and all the highlights of progress made during six years, were presented by the entire staff of the station. Before putting WJMS on the air in 1931, Mr. Ruddell was the first manager of WBOW, Terre Haute, Ind.

WGN, Chicago, has secured exclusive broadcasting privileges for all home games played by the Chicago Blackhawk hockey team for the fifth consecutive year. Bob Elson will be at the mike.

SAINT JOHN, New Brunswick, has just had an infantile paralysis scare and CHSJ provided radio lessons to the pupils while schools were closed. The New Brunswick department of public health closed all schools during the epidemic.

WNOX, Knoxville, celebrated its 15th anniversary Nov. 3. Established Nov. 3, 1922, WNOX is the oldest licensed station in Tennessee.

CKNX, Wingham, Ont., on Nov. 1 doubled its power, installing a 100-watt transmitter authorized in September. Robert J. Deacham, member of Parliament, officiated at the dedicatory program. Three accounts were started at the same time—Bulova Watch Co., Templeton's Ltd., and W. K. Buckley Ltd.

KFJM, Grand Forks, N. D., in cooperation with CKY, Winnipeg, Canada, broadcast the recent North Dakota U football game which was played in Winnipeg. Elmer Hanson, KFJM sportscaster for the sponsor, Regans Holsum Bread, gave the play-by-play description.

KIDO, Boise, Ida., has started a regular musical series from the Idaho State Penitentiary, thrice weekly. The inmates work out the programs themselves on the basis of mail requests.

KFRU, Columbia, Mo., has started another winter series of night classes for newscasters from the Missouri U school of journalism under the direction of George Guyan, program director. During the past six months three former KFRU students have joined KVOO, Tulsa; KMBC, Kansas City, and KWTO, Springfield, Mo., as newscasters.

MACY JEWELRY Co., new St. Louis firm, offers correct time any time of the day or night. The sponsor's program, broadcast by WIL, St. Louis, is titled *Night & Day*.

WATL, Atlanta, has started that city's first broadcasts in Yiddish. Series, broadcast Sunday evenings, features Mr. and Mrs. A. R. Mason in dramatic sketches.

THE safety program of WMPS, Memphis, is sent over the police station and is heard by all occupants of police squad cars.

ARRANGEMENTS have been completed with WICC, Bridgeport, Conn., and the state champion girls bowling team of Connecticut to present the team under the WICC banner for the season.

WOPI, Bristol, Tenn., on Nov. 15 was to open permanent studios in the Homestead Hotel, Kingsport, 20 miles away. An inaugural program was to include salutes to local business firms and industries.

Much Safer

FRANK AUSTIN, sports commentator of KDYL, Salt Lake City, is commenting from the third row at local wrestling matches since Jack King jumped out of the ring, grabbed Austin, applied a headlock, and dragged him into the arena. The strong man later apologized and said he was momentarily confused by a crack on the head as he went through the ropes.

CHICAGO Radio Artists will hold their first annual Radio Costume Ball Nov. 27 with proceeds to be devoted for the Radio Artist's Fund of Chicago, a social organization.

WAAF, Chicago, has started a new quarter-hour Sunday afternoon program called *Quickies* which contains 15 separate and distinct features. Included are music, news, style notes, drama and comedy. Program is sponsored by Gordon Credit Clothing Co. with Sherman Perlman Co., Chicago, agency handling the account. Exactly opposite of the *Quickies* broadcast is a full-hour *Once Around the Clock* program also heard on Sunday afternoon, a variety show. Sundberg Electric Co., Chicago (electrical appliances) thru Selviair Broadcasting System Inc., Chicago, sponsors the latter program.

TWO Chicago stations, WBBM and WIND, have started programs in which recordings are made of interviews with housewives and others and broadcast later.

KQW, San Jose, is presenting each Thursday night a program for amateur announcers. Station invites embryos desiring to try-out before the microphone to participate on the affair. The turn-out has been heavy. Edward Calder is the master of ceremonies.

KWTO, Springfield, Mo., is now taking the air at 5 a. m. with a program aimed at the rural audience.

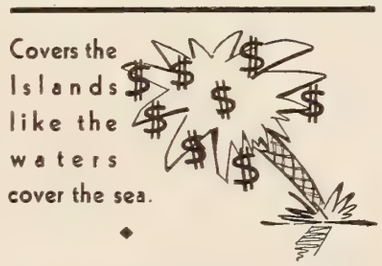
WNEW, New York, has issued a new rate-card, effective Nov. 15, on which "package" rates are quoted for *Make Believe Ballroom*, *Joymakers*, *Milkman's Matinee*, and news broadcast periods. Rates for these features are up from 10% to 35%. No other rate changes have been made.

MICROPHONES were placed in a U. S. District Court by WMCA, New York, to pick up the ceremonies attending the admission of 300 aliens to American citizenship.

STUDENTS in Philadelphia's vocational schools tell "what we did in school today" in a Thursday afternoon series on WFIL titled *School Days*. Presented under joint auspices of the WFIL educational department which is supervised by Margaret Schaefer and the local board of education, the series will feature dramatic skits and round table discussions.

MAUDE ADAMS' debut as a stage director will be broadcast on the NBC-Red network on Nov. 20. Miss Adams' production of Rostand's *Chantecler* will be heard from the auditorium of Stephens College, Columbia, Mo., where she is teaching dramatics and experimenting with new ideas in sound effects and lighting.

WCAU, Philadelphia, is presenting a weekly series called *Dramas of Science* featuring members of the local Franklin Institute. Dramatized biographies of leaders in science and industry are highlighted.



KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

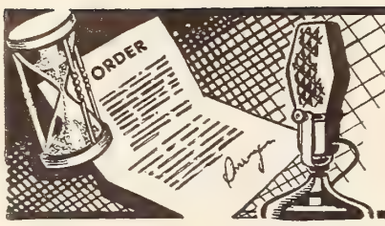
WWL
NEW ORLEANS
LOUISIANA'S
most powerful
station
★
850 KC 10,000 WATTS
★
affiliated
C.B.S.

DON'T BLAST THEM HILLS, BOYS!

If you're a-huntin' fer gold in Kentucky, fellers, dig right here in Louisville—there ain't no gold in them hills! . . . Louisville City Limit *alone* furnishes 74% of the drug sales, for instance, in the 25 counties comprising the Louisville Trading Area! It furnishes 67.8% of the area's food sales. . . . So use WAVE (an N. B. C. outlet) to cover *Louisville*—at less cost!

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KHJ, Los Angeles

American Tobacco Co., New York (Roitan cigars), 3 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Ironized Yeast Co., Atlanta (yeast tablets), 2 weekly *t*, thru Ruthrauff & Ryan Inc., New York.
American Chicle Co., Long Island City, N. Y. (Sen-Sen), 80 *ta*, thru Badger & Browning Inc., N. Y.
Dr. Frank B. Robinson, Moscow, Ida. (religious), 6 *ta*, thru Izzard Co., Seattle.
McCoy Health Institutions, Los Angeles, (health service), 2 weekly *sp*, thru J. H. Withington Co., Los Angeles.
Procter & Gamble Co., Cincinnati. (Crisco), 90 *ta*, thru Compton Advertising Inc., N. Y.
Golden Bear Coffee Co. Ltd., Los Angeles (Breakfast Club coffee), 2 weekly *sa*, thru Philip J. Meany Co., Los Angeles.

WGY, Schenectady

Best Foods Inc., New York (Nucoa), daily *sa*, thru Benton & Bowles Inc., N. Y.
R. B. Davis Co., Hoboken, N. J. (baking powder), 2 weekly *sp*, thru Charles W. Hoyt Co., N. Y.
Rumford Chemical Works, Providence, R. I., 2 daily *sa*, thru Atherton & Courier Inc., N. Y.
American Pop Corn Co., Sioux City, Ia., weekly *sp*, thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago (canned food), 6 weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
American Oil Co., Baltimore, 2 weekly *sa*, thru Joseph Katz Co., Baltimore.
Knox Gelatine Co., Johnstown, N. Y., 6 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.

WPTF, Raleigh, N. C.

Kraft-Phenix Cheese Corp., Chicago, 18 *sa*, thru Needham, Louis & Brorby Inc., Chicago.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup Pepsin), 260 *t*, thru Cramer-Krasselt Inc., Milwaukee.
American Oil Co., Baltimore (Amoco), 12 *sa*, thru Joseph Katz Co., Baltimore.

WEAN, Providence

Felber Biscuit Co., Columbus, O. (Kenneth crackers), 14 *sa*, thru Harry M. Miller Inc., Columbus.
Kellogg Co., Battle Creek, Mich. (cereals) 21 *sa*, thru Chambers & Wiswell Inc., Boston.

WNAC, Boston

Best Foods Inc., New York (Nucoa), 26 *ta*, thru Benton & Bowles Inc., N. Y.
Deerfoot Farms, Southbridge, Mass. (Meat products), 39 *sa*, thru N. W. Ayer & Son Inc., Boston.

WHBF, Rock Island, Ill.

United Drug Co., Boston (Rexall sale), 5 *t*, thru Street & Finney Inc., N. Y.
M. L. Clein Co., Atlanta (Mentho-mulsion), 6 weekly *t*, thru Rawson-Morrill Inc., Atlanta.

WOOD-WASH, Grand Rapids

Booth Fisheries, Chicago (Tastyloins), 39 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Durkee Famous Foods Inc., Elmhurst, N. Y. (margarine), 26 *t*, thru C. Wendel Muench & Co., Chicago.
Lever Bros. Co., Cambridge (Spry), 208 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Anacin Co., Chicago (proprietary), 156 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Barton Mfg. Co., St. Louis (Dyanshine), 52 *sa*, thru Anfenger Adv. Agency, St. Louis.
Gamble Stores, Minneapolis (antifreeze), 48 *sa*, thru BBDO, Minneapolis.

WAAF, Chicago

American Poultry Journal, 6 weekly *sa*, thru Schillin Adv. Agency, N. Y.
Busch Jewelry Co., Pittsburgh, 35 weekly *sa*, thru Sayre Adv. Co., Pittsburgh.
Bulk Oil Co., Chicago (gas stations), 6 weekly *sp*, thru Lee Biespel, Chicago.

CKNX, Wingham, Ont.

Bulova Watch Co., Toronto, 1825 *sa*, direct.
W. K. Buckley Ltd., Toronto (proprietary), 6 weekly *ta*, direct.
Nyal Drug Co., Windsor, 12 *sa*, direct.

KVOE, Santa Ana, Cal.

Golden Bear Coffee Co. Ltd., Los Angeles (Breakfast Club coffee), 2 weekly *sa*, thru Philip J. Meany Co., Los Angeles.

KSFO, San Francisco

R. L. Watkins Co., New York (Dr. Lyons toothpaste), 5 weekly *t*, thru Blackett - Sample - Hummert Inc., N. Y.

WICC, Bridgeport, Conn.

R. G. Sullivan Inc., Manchester, N. H. (7-20-4 Cigar), 260 *sa*, thru Broadcast Advertising, Inc., Boston.

KGW, San Jose

Seven-Up Bottling Co., San Francisco (soft drink), weekly *t*, thru Beaumont & Hohman, San Francisco.

WOR, Newark

Stokely Bros. & Co., Indianapolis (Van Camp Food Products), 5 weekly *t*, thru Raymond R. Morgan Co., Hollywood.
Procter & Gamble Co., Cincinnati (Oxydol), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
Washington State Apples Inc., Wenatchee, Wash., 5 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
Wander Co., Chicago (Ovaltine), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.
De Soto Motor Corp., Detroit (motor cars), weekly *t*, thru J. Sterling Getchell Inc., N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist oranges), 6 weekly *sp*, thru Lord & Thomas, Los Angeles.
Modern Living Health Institute Inc., New York (Hood-Lax and Calpar), 3 weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Colgate - Palmolive - Peet Co., Jersey City (soap and Supersuds), 5 weekly *sp*, thru Benton & Bowles Inc., N. Y.
Blue Moon Cheese Co., Minneapolis, 5 weekly *sp*, thru BBDO, N. Y.
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 5 weekly *sp*, thru Henri, Hurst & McDonald Inc. Chicago.
Schoomaker Laboratories, Caldwell, N. J. (cold remedy), 2 weekly *t*, thru Luckey Bowman & Co. Inc., New York.
Laird & Co., Scobeyville, N. J. (apple cider), 3 weekly *t*, direct.

WNEW, New York

Gruen Watch Co., Cincinnati, 24 weekly *sa*, thru McCann Erickson Inc., N. Y.
Bulova Watch Co., New York, 70 weekly *sa*, thru Biow Co. Inc., N. C.
Lever Bros., Cambridge, Mass. (Spry), 6 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.
Knox Co., Los Angeles (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.

KJBS, San Francisco

Liberty Orchards Co., Cashmere, Wash. (seeds, plants), 6 weekly *sa*, thru Beaumont & Hohman Inc., San Francisco.



Drawn for BROADCASTING by Sid Hix

"Have This Fan Mail Picture Retouched—I Can Still See Some of the Boxes Under the Letters."

KDKA, Pittsburgh

E. L. Knowles Co., Springfield, Mass. 182 *sa*, thru Lawrence M. O'Connell, Springfield.
Lewis Howe Co., St. Louis, 39 *t*, 390 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Pacquin Lab. Corp., New York, 52 *t*, thru Wm. Esty & Co. Inc., N. Y.
United Drug Co., Boston, 5 *t*, thru Street & Finney Inc., N. Y.
Bayuk Cigars Inc., Philadelphia, 40 *sa*, thru McKee-Albright & Ivey Inc., Philadelphia.
Utica Knitting Company, Utica, N. Y., 30 *sa*, thru John Thomas Miller, N. Y.
Penick & Ford Ltd., New York, 300 *sa*, thru J. Walter Thompson Co., N. Y.
Olds Motor Works, Lansing, Mich., 13 *t*, thru D. P. Brother & Co. Inc., Detroit.
Oneida Ltd., Oneida, N. Y., 13 *t*, thru BBDO, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem), 78 *sa*, thru Joseph Katz Co., Baltimore.
Ward Baking Co., New York. 195 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Anderson Co., Gary, Ind., 42 *sa*, thru Schwab & Beatty Inc., N. Y.
Pinex Co., Ft. Wayne, Ind., 132 *sa*, thru Russell M. Seeds Co., Inc., Chicago.
Bernard Perfumers, St. Louis, 62 *sp*, thru Sel Johnson Co., St. Louis.

KNX, Hollywood

Bulova Watch Co., New York (watches), 70 weekly *sa*, thru Biow Co. Inc., N. Y.
Standard Oil Co. of Cal., San Francisco, 21 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Skinner & Eddy Corp., Seattle (Peter Pan canned salmon), 7 weekly *sp*, thru J. William Sheets, Seattle.
Stockton & Jones Co., Los Angeles (S. & J. Prune Pudding), 5 weekly *sp*, thru Charles H. Mayne Co., Los Angeles.

KSFO, San Francisco

Folger Coffee Co., Los Angeles (coffee, tea, spices) 5 weekly *t*, thru Raymnod R. Morgan Co., Los Angeles.
Van Camp-Stokely Co., Los Angeles (pork and beans) 5 weekly *t*, thru Raymond R. Morgan Co., Los Angeles.
Milens Inc., Oakland (jewelry) 6 weekly *sp*, thru Theodore Segall, Francisco.

WHO, Des Moines

Chrysler Corp., Detroit (De Soto), 13 *t*, thru J. Stirling Getchell Inc., Detroit.
Allis-Chalmers Mfg. Co., Milwaukee, 90-minute program, thru Bert S. Gittins, Milwaukee.
Paxton & Gallaher Co., Omaha (Butternut coffee), 135 *sp*, thru Buchanan-Thomas Adv. Co., Omaha.

KFI, Los Angeles

Beaumont Laboratories, St. Louis (cold tablets), 6 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Loma Linda Food Products Co., Loma Linda, Cal. (health foods), weekly *sp*, thru Lisle Sheldon Radio Adv., Los Angeles.

WHN, New York

R. L. Watkins Co., New York, (Dr. Lyons' tooth powder), 5 weekly *t*, 52 weeks, thru Blackett-Sample-Hummert Inc., N. Y.
Coca-Cola Bottling Co. of New York, 5 weekly *t*, 13 weeks, thru D'Arcy Adv. Co., N. Y.

KPO, San Francisco

Lady Alycia Beauty Products, Oakland (cosmetics), 2 weekly *sp*, thru Frank Cox & Staff, Oakland.

WAAB, Boston

United Service Stores Inc., Boston (Shure-Fine Coffee), 13 *sp*, direct.

WMCA, New York

H. P. Carr Co., New York (tooth powder), 5 weekly *sp*, direct.

Radio Advertisers

IN THE Nov. 1 issue of BROADCASTING it was reported that Nestle's Milk Products Inc., New York, testing *Mad Hattersfields* on two stations of the WLW Line through Lord & Thomas, New York, is the maker of milk chocolate bars and hot chocolate. The agency states that the program advertises the sponsor's Lion Brand evaporated milk, and has no connection with the chocolate business, which is a separate organization.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), sponsoring a new program on 2 Mutual stations, has changed the name of the program to *Melody Puzzles*. It started Nov. 2 and is heard each Tuesday on WOR, Newark, WNBF, Binghamton. Agency is Lord & Thomas, New York.

SPECIALTY SALES Co., Atlanta, for BB headache powder, has bought the six-hour *Dancing Till Dawn* Saturday night program of WATL, Atlanta. The show was a sustainer for two years.

PRESIDENT Theater, San Francisco (motion pictures) on Nov. 4 started a schedule of quarter-hour news broadcasts simultaneously over KGGC, San Francisco and KLS, Oakland, which are being presented nightly except Sunday. Harry LeRoy and Rene LaMarr are the two voices on the broadcasts. Stations are using International News Service copy.

MASTER JEWELERS Co., Chicago (chain of seven jewelry stores) has added a third program on WCFL, Chicago. The new show, called *Keeping Time With Master Jewelers*, is broadcast daily except Sunday 7:30 a. m. Other programs on WCFL are a full hour Sunday evening and a quarter-hour Wednesday and Friday evenings. I. J. Wagner Adv. Agency, Chicago, handles the account.

E. FOUGERA & Co. Inc., New York (Vapex), on Nov. 5 added WAAB, Boston, for *Let's Play Games*, program featuring Jane Martin previously heard only on WOR, Newark. Other stations may be added later. Agency is Small & Seiffer Inc., New York.

GORDON BAKING Co., Detroit, New York and Chicago, (Silver Cup bread), has appointed Young & Rubicam Inc., Detroit, to direct advertising, effective Nov. 29. The company's *Lone Ranger* program, now heard on the Mutual network, will continue with no changes. Harry Ackerman of the agency's New York office, will go to Detroit to produce the show.



MILK — Martha Deane, WOR's feminine commentator, on Oct. 28 did her broadcast from the Rotolactor at the dairy of the Walker-Gordon Laboratory Co., Plainsboro, N. J., one of her sponsors. Henry W. Jeffers, president of the company and inventor of the famous cow "merry-go-round" milking machine, and Alfred S. Cook, Walker-Gordon advertising manager, also spoke on the broadcast.

UNDERWOOD, Elliott Fisher Co., Toronto (office machinery), is running 26 Sunday afternoon piano recitals by Ernest Seitz, pianist, from the new studios of Associated Broadcasting Co. Ltd., Toronto, over CRCT, Toronto; CBO, Ottawa, and CFCF, Montreal. The account was placed through J. J. Gibbons Ltd., Toronto.

CJRC, Winnipeg, has concluded negotiations for exclusive rights to the broadcasts of 10 major professional hockey games played in the United States this season. The station will use local sponsors.

SITROUX Co., New York (face and mentholated tissues), on Nov. 5 started a weekly quarter-hour program on WOR, Newark, featuring Allie Lowe Miles and Sedley Brown. Agency is Franklin Bruck Adv. Corp., New York.

CYCLES TRADES of America, New York, has placed its account with Campbell-Ewald Co.. of New York.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), sponsor of *Ivory Tower* on WOV, New York, on Nov. 1 started repeat broadcasts of the same program on WCOP, Boston, from noon to 12:15 p. m. Mondays through Fridays. Program, in Italian and English, stars Giuseppe Loffredo. Compton Adv. Inc., New York, is agency.

FIRESTONE TIRE & RUBBER Co., Akron, will sponsor five quarter-hour programs direct from the International Livestock Exposition in Chicago Nov. 29-Dec. 3 over NBC-Blue.

UTILITIES Engineering Institute, Chicago, (air conditioning courses), added CKLW to its quarter-hour transcription series. First United Broadcasters Inc., Chicago, is agency.

JOHN WIELAND has been elevated to the advertising managership by Standard Oil Co. of Ohio.

GRANADA VINEYARDS Inc., Cambridge, Mass. (winery), has placed its account with David Malkiel Adv. Agency, Boston.

HONOR BRAND Frosted Food Corp., New York, has appointed N. W. Ayer & Son Inc., New York to handle its entire line. Earl B. Thomas is account executive.

MURINE Co., Chicago (eye lotion), has placed its business with BBDO, Chicago. No definite radio plans have been formulated yet according to a spokesman for Robert B. Barton and L. Edward Scriven, account executives.

DAVIDSON BAKERIES (chain of bakeries) and Davis Jewelry Co. (retail jewelers) both of Chicago, have placed their radio advertising with Ford, Browne & Matthews, Chicago. The bakery firm has started daily spot announcements on WJJD, Chicago.

Commercials Cut

SHERWIN-WILLIAMS Co., Cleveland (paints), sponsor of *Metropolitan Opera Auditions of the Air*, broadcast Sundays on the NBC-Blue network, is reducing commercials on the program to a minimum, on the theory that good-will and listener interest will be increased sufficiently to offset the usual commercials. Commercial announcement in the middle of the program has been dropped altogether, and opening and closing sponsor identification is put in as few words as possible, according to the agency, Cecil, Warwick & Legler Inc., New York.

VALUPTE Inc., New York (vanities, compacts, cigarette cases), has appointed Abbott Kimball Co. Inc., New York, to direct advertising. Spot radio will be used in four cities.

DENNISON MFG. Co., Framingham, Mass., has appointed Grey Adv. Agency Inc., New York, to direct advertising. E. R. Weiss, vice-president, is account executive. Use of radio is now under consideration.

CURTIS FURNITURE Co., New York, has appointed Alvin Austin Co., New York, to direct advertising and merchandising. Radio may be used later in the season.

CHICAGO dailies have turned to radio to boost street sales in Omaha since the city became a one-newspaper town a month ago. The *Chicago Herald-Examiner* (Hearst) is now carrying a spot campaign over WOW.

WJDX
THE VOICE OF MISSISSIPPI
MISSISSIPPI
JACKSON
Right from the Heart!
5000 WATTS
NBC
owned by
LAMAR LIFE INSURANCE CO.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
The Only Blanket Radio Coverage of Prosperous Western North Carolina
"The Quality Market of The Southeast"

50,000 WATTS - NATIONALLY CLEARED CHANNEL
WHAS
Proved Primary Listening Area
Population— 4,932,307
Families— 1,267,519
Food Sales— $292,726,998
Drug Sales— $52,545,833
Radio Homes— 904,999
Passenger Cars— 962,233
Filling Station Sales— $77,575,083
Income Taxpayers— 134,204
Total 1936 Sales— $2,738,119,583
OHIO
INDIANA
WHAS
KENTUCKY
The More You Tell the More You Sell
This station covers ALL the rich Ohio Valley where TODAY there is more money to spend and a greater itch to buy than at any other time since 1930.
820 Kilocycles
C.B.S. Outlet
EDWARD PETRY & COMPANY
National Representatives
COURIER-JOURNAL & LOUISVILLE TIMES STATION

Bannan Rep. Office



Miss Bannan

BERTHA BANNAN, for several years space buyer for the James F. Fay Advertising Service, Boston, has established offices as the first woman in that city actively to engage in the radio representative field. She reports her list as WCSH, Portland; WTAG, Worcester; WSPR, Springfield; WTIC, Hartford; WJAR, Providence; WLBZ, Bangor; WFEA, Manchester, and WLNH, Laconia. Miss Bannan has been in the advertising business for the last 12 years and in radio since 1933.

OPEN FOR SPONSOR
"THIS WOMAN IN WHITE"
Mystery Serial
By
ADILA COMER
A thrilling new radio show set in Elite Residential Hollywoodland.
26 15-Minute Scripts.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Reps Merge in Canada

MERGER of two station representative firms servicing stations of Western Canada has just been announced, effective Nov. 1. United Broadcasting Sales Ltd. has merged with All-Canada Radio Facilities Ltd. and the new concern will bear the latter name. The move brings under one firm the representation of the majority of western Canadian stations, for the two companies had practically dominated the western territory. Although not officially announced, it is believed that H. R. Carson, managing director of the former United Broadcast Sales Ltd., will be managing director of the new company. The new concern will maintain a complete transcription service and is equipped to prepare transcribed shows for sponsors. Offices will be maintained in Montreal, Toronto, Winnipeg, Calgary and Vancouver.

McDermott to Agency

G. B. McDERMOTT, who recently resigned as national sales representative of NBC-managed and operated stations in Chicago, on Nov. 8 joined the Kirtland-Engel Co., Chicago, as radio director. Mr. McDermott joined the local sales department of NBC-Chicago in 1932, coming from WBS, later being named commercial manager of the NBC-Chicago owned and operated stations, WMAQ and WENR, a position he held until promoted to the national sales post last March.



Reps

NORTHERN BROADCASTING Co. Ltd., owning Northern Ontario stations CJKL, CKGB and CFCH, has opened a Montreal sales office in the Dominion Square Bldg., with Don Bassett transferred from the Toronto office in charge. Jack Cooke has been placed in charge of the Toronto office. He was formerly with CJCS, Stratford, a station partly owned by Roy Thompson, president of Northern Broadcasting Co. The three stations have been added to the basic commercial network of Canadian Broadcasting Corp.

CRAIG & HOLLINGBERY, radio station representatives, recently opened West Coast offices at 564 Market St., San Francisco. The company also has offices in New York, Chicago, Detroit and Jacksonville. The branch will be under the supervision of J. Leslie Meek, active in the radio and newspaper field on the Coast for 10 years.

C. L. SLEININGER, for the last year with Transamerican Broadcasting & Television Corp., Chicago, on Nov. 8 joined Gene Furgason & Co., Chicago, as manager of the Chicago office. With Mr. Sleininger's appointment, Mr. Furgason plans to spend more time traveling.

THE Canadian office of Joseph Hershey McGillvra, Toronto, has been appointed exclusive representative for Ontario and Quebec for the three James Richardson stations in western Canada — CJRC, Winnipeg; CJRM, Regina, and CJAX, Yorkton.

AUSTIN JOCELYN, formerly of Free & Peters Inc., has joined the Chicago sales staff of Radio Sales Inc.

WEED & Co. has been appointed national representative of KFBB, Great Falls, Mont., effective Nov. 15.

WJMS, Ironwood, Mich., has appointed Mitchell & Ruddell Inc. as its representative.

Jonathan Dorr Pierce

JONATHAN DORR PIERCE, 35, president of Bermingham, Castleman & Pierce Inc., New York agency, died at his home in New York Nov. 6 following a short illness. A Princeton graduate of 1924, he formed the agency with Arch Bermingham and the late Samuel Castleman in 1931. The agency handles such radio accounts as Beneficial Industrial Management Corp., Newark (finance); Conti Products Corp., New York, and Griffin Mfg. Co., Brooklyn (shoe polish). He is survived by his widow and a young daughter.

RADIO NEA News Features
Available to only one radio station in each city
Details on Request
Represented exclusively by
Stephen Slesinger, Inc.
250 Park Avenue New York

McClatchy Now Manages California Radio Group; Ford Billings Resigns

FOLLOWING consultations in San Francisco between Emile Gough, vice-president of Hearst Radio Inc., and Guy C. Hamilton, general manager of the McClatchy radio stations and newspapers, Mr. Hamilton announced that the McClatchy interests has taken over complete management of the California Radio System as of Nov. 8. At the same time it was revealed that Ford Billings, Hearst Radio executive in charge of Pacific Coast operations, who has been supervising the regional network, has resigned from the Hearst organization. Howard Lane, business manager of McClatchy Broadcasting Co., will supervise the network setup.



Mr. Hamilton

With the withdrawal of Hearst from its tieup with McClatchy in the cooperative operation of the state network, KFWB, Hollywood, becomes the Los Angeles outlet in lieu of KEHE, the Hearst Los Angeles station. KYA, San Francisco Hearst station, remains as the bay district outlet. The McClatchy California stations comprise the remainder of the network as before—namely, KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield.

KFWB, owned by Warner Brothers, and KYA will feed programs to the hookup, as will KFBK. The network will be represented nationally by Transamerican.

Grant in Chicago

GRANT ADV. Inc., Dallas agency, has opened a Chicago office with Joseph L. O'Connor, formerly with the Myer-Both Adv. Co., Chicago, in charge. The Grant agency has recently been appointed to handle all advertising for Mars Inc., Chicago (candy bars), which has used radio extensively in the past. No definite radio plans have been formulated yet according to Mr. O'Connor. Mr. Grant, account executive for Mars, is currently dividing his time between Dallas and Chicago.

Castleberry's Adding

THE *Riddle Man* series of Castleberry's Food Co., Augusta, Ga., which started on WMAZ, Macon, has been extended to WATL, Atlanta, WAIM, Anderson, S. C., WRDW, Augusta, and will be placed soon on WJAX, Jacksonville, Fla. Cans of food and pressure cookers are given listeners, who get their awards at grocery stores. This feature has caused many grocers to stock the line. Groves-Keen Co., Atlanta, has the account.

Research Firms Unite

PAUL T. CHERINGTON and Market Research Corp. of America have merged, with Mr. Cherington becoming president. Other officers are Miss Pauline Arnold, Percival White, J. E. Graham, Richmond Watson. Offices are in Rockefeller Center, New York, and 120 S. LaSalle St., Chicago.

Agencies

APPOINTMENT of Phil Christol, formerly with Hearst, as vice-president and account executive on radio of Aircasters Inc., Detroit Agency, was announced Nov. 2. Dr. Ralph Campbell has joined the agency as treasurer and will be in charge of research, and Edwin G. Lenfestey becomes secretary and account executive on all business. Stanley G. Boynton, formerly of WJR, Detroit, remains as president. Miss Violet Cory is in charge of media for all publications.

BRACE BEEMER Inc., Detroit agency specializing in radio advertising, has opened new offices in the Maccabees Bldg. Nov. 3. King Bard, formerly with NBC and various radio stations throughout the country and former commercial manager of WOOD-WASH, Grand Rapids, has been added to the staff. R. H. Edsall has been appointed comptroller.

SHAW-BETTS Inc., Denver agency, has been dissolved. Robert J. Betts has formed Bot Betts Inc., 810 14th St., that city, and E. O. Shaw has formed the Shaw Adv. Agency, National Bank Bldg., Denver.

EARL L. HADLEY, formerly general manager of the Rudolph Wurlitzer Co., Chicago, has joined Henri, Hurst & McDonald, that city, as account executive. The agency will launch a broader program of merchandising service for its client, Fairbanks, Moore & Co., Home Appliance Division, Indianapolis, with the possibility that radio advertising will be used for the company's new radio which was recently put on the market.

DAVID P. BROWN, account executive at P. P. Dillis Corp., Chicago agency, and Brooks Middleston, account executive with Campbell-Ewald Inc., Detroit, from 1929 to 1936 have joined Blackett-Sample-Hummert Inc., Chicago, as account executives. They will work with O'Neil Ryan on the American Airline account which recently placed its business with B-S-H, Chicago.

CARLTON D. STODDARD, formerly with the *Journal-Stockman*, Omaha, has joined Bert S. Gittins, Advertising, to assist in handling the agency's agricultural accounts.

GEORGE McGARRETT, producer, and Bill Rousseau, assistant, of Young & Rubicam Inc., have gone to the West Coast to produce the Fred Allen *Town Hall Tonight* programs for Bristol-Myers Co., which will originate in Hollywood until Allen finishes his picture engagement. Harry Von Zell has also gone to Hollywood to announce the series. Bill Thomas, agency's publicity director in New York, has also gone out for the opening program.

COWLES & GOEHRING, publicity and advertising agency, has been formed at 250 Park Ave., New York. Principals are Reta Cowles, formerly with B. Altman & Co., Russeks' and *College Humor*, and Jack Goehring, formerly publicity and advertising director, Monocraft Products Inc., New York. The agency has been appointed to place advertising for Alexander Doll Co., New York (Quintuplet dolls). Radio may be used for the account after the first of the year.

FRANK LINDER, formerly in charge of production at W1XAL, Boston, has joined BBDO, New York, as assistant director of *March of Time*.

VAN SANT, DUGDALE & Co. Inc., Baltimore advertising agency, is installing a radio audition room for transcriptions and trial programs.

GRANT ADV. AGENCY, Dallas, has opened a branch office at 919 N. Michigan Ave., Chicago.

Stauffer-Franco Raised



Mr. Franco

ELEVATION of Carlos Franco from station relations manager to manager of the radio department of Young & Rubicam Inc., New York, has been effected coincident with the promotion of Donald D. Stauffer to vice-president in charge of radio. Mr. Stauffer has been manager of the radio department.

R. CALVERT HAWS has been transferred from the Chicago offices of Russell M. Seeds Co. Inc., to Hollywood. He has been placed in charge of production of the five weekly CBS *Hollywood in Person* program sponsored by General Mills Inc., working with Clay Osborne, manager of the Seeds Co. West Coast offices and Tom Wallace in charge of studio production. Sponsor has extended its southern California coverage to include KFWB, Hollywood as well as KNX, that city, adding the former station to its list Nov. 8.

CAL J. McCARTHY, vice-president of Ruthrauff & Ryan Inc., New York was in Hollywood early in November conferring with Tiny Ruffner, West Coast radio manager, on Lever Bros. program. Merritt W. Barnum, who accompanied Mr. McCarthy from New York, will remain in Hollywood as contact man on the CBS *Al Jolson Show*.

RICHARD N. HEATH, formerly Chicago representative of the *Ladies Home Journal*, on Nov. 1 joined Leo Burnett Co. Inc., that city as vice-president in charge of merchandising.

DONALD D. STAUFFER, manager, radio department, Young & Rubicam Inc., New York, will leave for the Coast about Nov. 18 to be gone a month.

WILLIAM J. THOMAS, head of Young & Rubicam Inc., New York, publicity department, is in Hollywood to confer with Bill Stuart, West Coast publicity director.

PAUL PIERCE, formerly copy editor of KFWB, Hollywood, has joined Howard W. Newton Co., Beverly Hills, Cal., advertising agency, as radio department manager.

JAMES VAN LEIW, formerly publicity director of Central States Broadcasting system, Lincoln, Neb., has been added to the writing staff of Radio Feature Service Inc., Hollywood.

MILTON WEINBERG, president of Milton Weinberg Adv. Co., Los Angeles, has returned to his desk after a two months eastern business tour.

BOB JOYCE, formerly of the M-G-M publicity department, Hollywood, has joined Jimmy Fritz & Associates, exploitation bureau in that city as partner and the firm name has been changed to Jimmy Fritz-Bob Joyce & Associates. Joyce heads the newly organized radio publicity department.

MARGUERITE LYON of the radio department of Henri, Hurst & McDonald Inc., Chicago, is in charge of a newly-created script writing department at the Hewitt School of English and Public Speaking, Chicago.

DOROTHY BARSTOW, head of the radio production department of McCann-Erickson Inc., New York, paid a visit to the San Francisco offices of the agency recently.

BABYLAND, largest exclusive baby shop in the Southwest, located at Tulsa, after six weeks on the air over KVOO, reports the largest business in its history and credits it largely to radio. Its show is directed to parents of children up to 3 and features Marguerite Munselle, harpist.

HOLLYWOOD NITE-LETTER

Send for free sample scripts of this new 5-minute Script Program. Original, authentic, breezy summary of the day's biggest news of the film capital, gathered by our own reporters. Air-mailed daily direct from Hollywood. Exclusive franchise still open in many choice cities. Cost is trifling. Wire today.

EARNSHAW RADIO PRODUCTIONS
6425 Hollywood Blvd., Hollywood, Calif.



YES, OUR "HOME TALENT" IS PRETTY LOUSY!

We admit with candor that Fargo "home talent," like that of other cities of similar size or smaller, is pretty lousy! But you can't tell our home folks that! They like it!

We've brought advertisers some swell results with our home-town boys and girls. Would you like an idea as to what we'd suggest for you?

WDAY, INC.
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

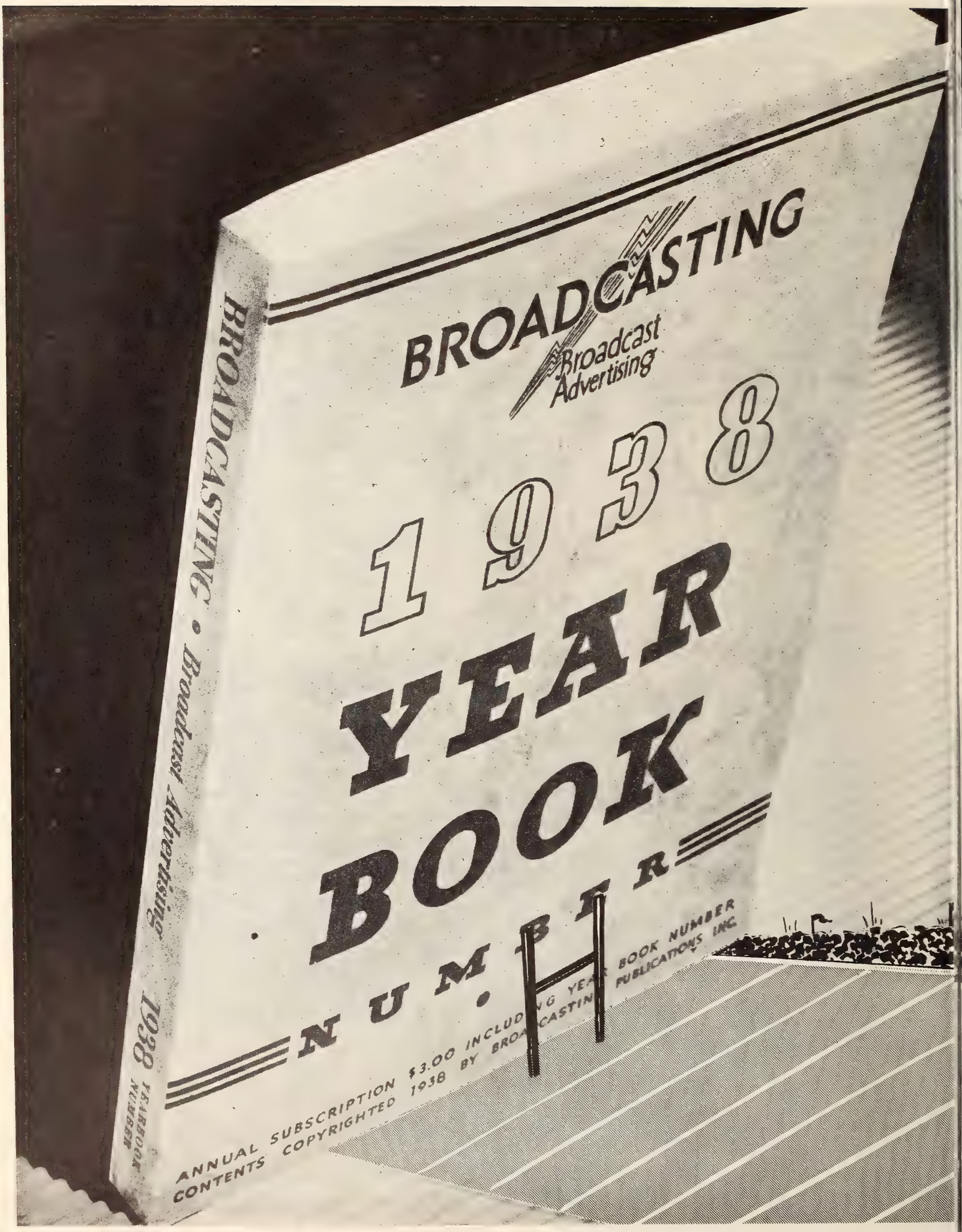
FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

• Are your SOUND EFFECTS up to Standard?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio
180 N. Michigan Avenue, CHICAGO


BROADCASTING
Broadcast Advertising
1938
YEAR BOOK
NUMBER
BROADCASTING • Broadcast Advertising 1938 YEARBOOK NUMBER
ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER
CONTENTS COPYRIGHTED 1938 BY BROADCASTING PUBLICATIONS INC.



3 points

TO REMEMBER ABOUT THE

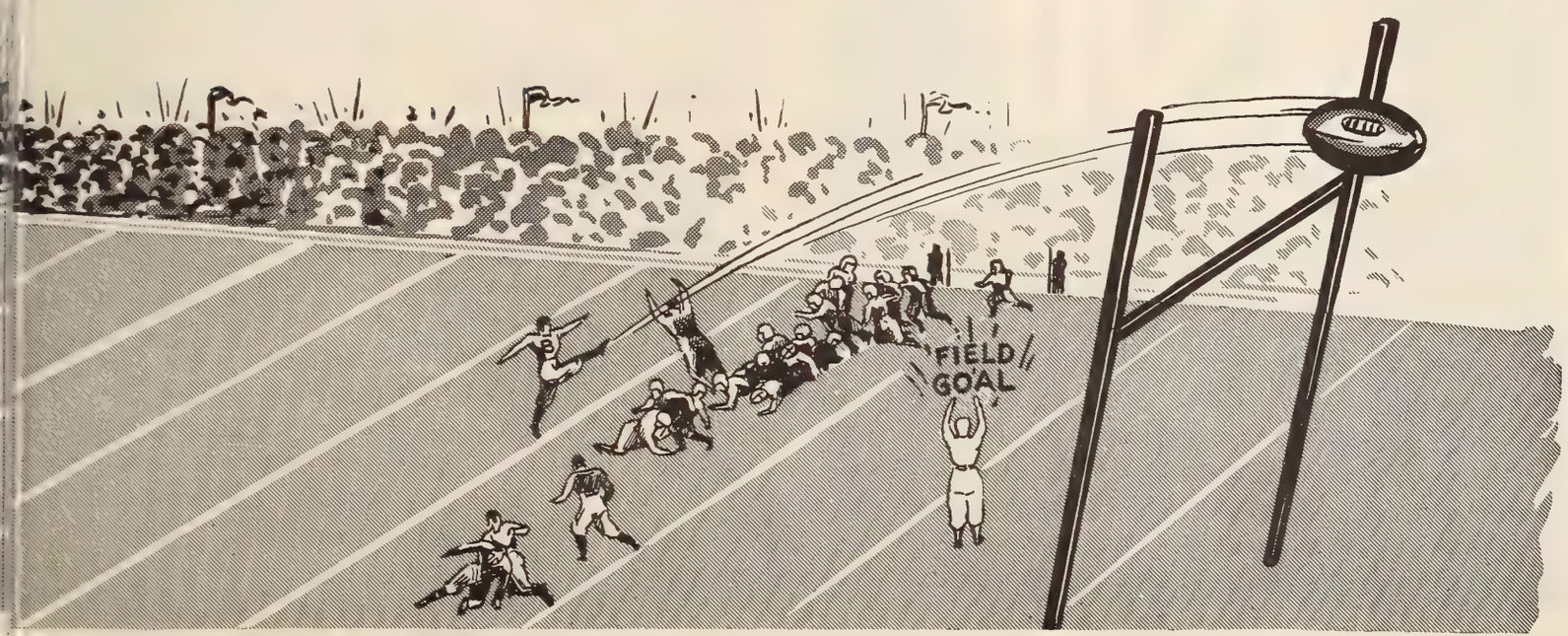
1938 YEARBOOK NUMBER

1. Guaranteed circulation to all regular subscribers of BROADCASTING.

2. Indispensable to radio advertisers, time buyers, account executives, station and network executives, station sales managers and executives of all services relating to radio broadcasting.

3. Your year 'round advertising medium—regular rates and frequency discounts apply.

RESERVE SPACE TODAY!



ASTATIC



★
★
★

ENJOY STAR PERFORMANCE

With Astatic's New
Acorn Model T-3
Crystal Microphone

This is the instrument so highly praised for exceptional beauty, flexibility and performance at the recent National Trade Show. Tilting mount permits directional or non-directional position to control acoustic feedback. Complete with interchangeable plug and socket connector, cable and spring cable protector. Chrome finish. LIST PRICE $25.00.

ASTATIC
MICROPHONE LABORATORY, Inc.
Dept. O-2, Youngstown, Ohio

Licensed Under Brush Development Co. Patents

FCC Placed in a Glass House

(*Continued from page 9*)

vised procedure permitting any one to participate in such hearings. The CIO also condemned the FCC for "star chamber" proceedings in a resolution at its October convention in Atlantic City.

In the reforms to be instituted, Mr. McNinch declared steps would be taken to close the gap between the time decisions are announced and the formal statement of facts and grounds for the action is released. Now, anywhere from several weeks to several months elapse. While it may not be possible to announce both the bare action and the formal decision simultaneously, he said the effort would be to have the written opinion available within a much shorter span.

Policy Matters Awaited

Important changes in policy, notably in connection with broadcasting and its regulations, will await fuller consideration of the newly-constituted Commission. Changes in rules of practice and procedure, regarded as long overdue, will be reached with greater speed, Mr. McNinch said. Personnel reorganization, which may affect a substantial number of executives immediately below the Commission itself, probably will develop piecemeal and as the result of analysis of the functions of each department and branch of the Commission.

The three-man Broadcast Division held its final regular meeting Nov. 9, with Division Chairman Sykes, Division Vice-Chairman Case and FCC Chairman McNinch in attendance. It was the first meeting in three weeks, and a mass of miscellaneous matters was cleared, along with 10 docket cases based upon reports of examiners. But the docket was not cleared by any means, and practically all controversial cases ready for decision were passed over, presumably for action of the newly-constituted "division-less" body. Most significant, however, was the fact that a score or more of cases dealing with newspaper applications for new stations, or for acquisition of existing outlets, were passed over.

While there was no comment, this lack of action obviously grows out of the desire, if not the instruction, that consideration of all newspaper applications be suspended until the formulation of definite policies regarding newspaper ownership of stations.

When President Roosevelt drafted Mr. McNinch to assume the FCC chairmanship several months ago, it is understood he emphasized newspaper ownership of stations as one of the matters he would like to see cleared up. Legislation seeking separation of newspapers from station ownership, for the avowed purpose of thwarting "monopoly in public opinion", now is pending in Congress, and the issue sporadically has bobbed up with implied administration endorsement.

That the Commission, as a matter of policy, also plans to set for hearing all applications for new stations and for transfers of ownership, similarly was indicated at the final Broadcast Division meeting. A score of new station applications were so designated at that meeting. The only action on a transfer before it that day, which was set for hearing, was that for assignment of the license of WAPI, Birmingham half-time clear channel station, from three state colleges to an operating company in which CBS would assume a 45% interest, under a lease arrangement.

With the trend definitely toward procurement of more complete information on the fiscal and economic aspect of station applicants, it is more than likely that, in the reorganization ultimately effected, provision will be made for an economic unit on broadcasting within the FCC. This was recommended initially by T. A. M. Craven while he was chief engineer as a desirable and perhaps necessary step. The plan was to establish it as a part of the broadcast operations, but since the divisions have been abolished, such a unit may be encompassed in the functions of the accounting department under Chief Accountant W. J. Norfleet. The unit presumably would inquire into such matters as the ability of particular localities to support new stations for which applications are filed; to guage the degree of station competition that would be entailed and whether the addition of another station in a given market might imperil existing stations, and to check valuations in instances of proposed station sales.

Assignment of Attorneys

Thought is being given, it is understood, to the assignment of an attorney to each member of the FCC, in addition to his regular assistant. The attorney would act as the legal assistant to the commissioner and in that way assist in drafting of recommendations on the cases assigned to the member. Such an arrangement already exists in Chairman McNinch's office. Two attorneys, William J. Dempsey, former assistant general counsel of the Federal Power Commission—to the chairmanship of which Mr. McNinch plans to return when he completes his task at the FCC—and John J. Murray, former chairman of the Massachusetts Public Utilities Commission, now serve as Mr. McNinch's assistants.

Under the division structure, every member aside from the chairman himself, was either a chairman or a vice-chairman of a division. Those titles become non-existant with the new arrangement. The post of vice-chairman, held by former Commissioner Irvin Stewart, has not been filled, and probably will not be.

Four of the seven FCC members are well-versed in broadcasting matters—Sykes, Case, Craven and Brown, the latter having served as a member of the Radio Commission until it was succeeded by the FCC and as a member of the FCC Broadcast Division during its first year. Chairman McNinch, of course, has been on the FCC only six weeks, but appears to be assimilating a knowledge of its workings with amazing rapidity. Commissioner Walker has devoted practically all of his energies to the A. T. & T. investigation as chairman of the Telegraph Division, and Payne has been on the Telegraph Commission from the start.

Creation of a sort of "motions court" within the FCC, to clear miscellaneous legal pleadings on broadcasting, probably will be effected as a means of relieving the Commission of burdensome detail and at the same time of expediting action on such matters. Other reforms and refinements in legal and hearing procedure, long under consideration, are expected to grow out of the movement toward modification of rules of practice and procedure.

It is not unlikely that in such changes, there will be the requirement that applications for new stations automatically be designated for hearings; that applications for transfer of licenses be handled in a similar manner, and that competitive applications for facilities in the same geographical area be held in the field, rather than in Washington.

That Chairman McNinch will stay at the FCC a minimum of six months—probably longer — before

★ LEADING IN LOCAL BUSINESS
★ FIRST FOR NATIONAL SPOT BUSINESS
WSAI
CINCINNATI'S OWN STATION
★ TOP TALENT OF THE NATION'S STATION
★ RED NETWORK, NBC
★ THERE IS A REASON!

Spot NEWS!



United Press HEADLINE News every hour on the hour, from Vt.'s HEADLINE Station.

1390 KC
WQDM 1000 WATTS
ST. ALBANS VERMONT

returning to his chairmanship of the Power Commission, was indicated by the Administration's "trouble-shooter" during the last fortnight in his first radio address since taking over his new office Oct. 1. Interviewed over WBT Nov. 6 in his native Charlotte, N. C., where he stopped to visit relatives. Mr. McNinch said that when the President first announced his appointment he said he hoped the task could be completed in three months.

Much To Be Done

"I do not know how long it may take," he told the WBT audience. "I shall stay at the Communications Commission as long as it is the pleasure of the President to have me do so, and as long as I believe there is yet anything important that I might help do. I have no idea now, however, that I could do any worthwhile work there within the three-month period. And while I cannot undertake to say in terms of months how long I expect to be there, I doubt if I will be there less than six months, since I am unwilling to turn aside from this work, however intriguing it is to me, to go back to the Power Commission as soon as I can, until I had become convinced that I had made whatever contributions I could to the work of the Communications Commission. Therefore, I have enlisted for whatever period that may be in terms of possible accomplishment."

Himself a former mayor of Charlotte, Mr. McNinch was interviewed by the present mayor, Ben E. Douglas. It was the fourth time Mr. McNinch had spoken over the air, and although the interview was extemporaneous, William A. Schudt Jr., WBT manager, reported he showed no "mike fright" and acquitted himself with the skill and ease of a veteran mikeman.

Discussing broadcasting, he said its great possibilities are only partially developed, and added he hoped the holders of licenses will make further contributions toward the "finer things of life." He continued:

"I am glad to commend a great deal of the programs now on the air, but we lack the ability to make progress whenever, in any situation, we find ourselves satisfied with that which is. Always ahead of us, there should be some higher level toward which we aspire, and which we have the courage to hope to attain.

"I cannot speak specifically about the Communications Commission and its work for the very good reason that I do not know a great deal about it. I shall first be most active in any reorganization plans and problems that appear to me to demand immediate consideration, but soon I hope to push out into other fields of activity in broadcasting, and at the appropriate time I may make an appeal to the broadcasting industry and to the listeners to give to the Commission their fullest cooperation, in order that this most marvelous discovery of recent times, as yet in its infancy, may become one of the most potent and helpful influences in the United States."



McNINCH & MAYOR — While week-ending in his native Charlotte, Nov. 6, FCC's new chairman, Frank R. McNinch (left) was brought before the WBT microphones for an interview—his first radio speech since assuming his new post Oct. 1 and the fourth in his career. On the right is Charlotte's Mayor Ben E. Douglas, who served as interviewer. Mr. McNinch was himself formerly mayor of Charlotte.

Confab With Reporters

At his Nov. 11 press conference —the third since he assumed the FCC chairmanship Oct. 1—Mr. McNinch defined minutely the scope and import of the new procedure. He was besieged with questions by the score of newsmen present on the "political" aspects of the action.

Pointing out that the FCC is an independent commission created by Congress and having important administrative, legislative and quasi-judicial powers, the chairman said that for anyone to make a request of or a suggestion to a commissioner or staff member touching any pending quasi-judicial matter or for anyone to respond to such a request which is not a part of the record "does violence to the true conception of how an independent Commission should exercise its quasi-judicial function." He added this was not applicable to any purely administrative matter. Inquiries as to the status of cases were entirely proper, he declared, and the information would be available from the secretary's office.

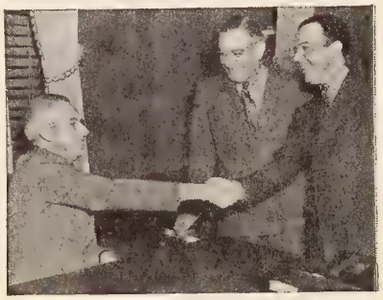
"These candid statements are prompted not only by the conception of my associate commissioners and by myself as to the way in which the Commission should discharge the important powers and duties committed to it by the Congress," he went on, "but also because the Congress created the Communications Commission as an independent agency with quasi-judicial powers and the Commission is directly responsible to the Congress for the fidelity with which it discharges those delegated duties."

Discussing the new procedure designed to keep public officials advised on all matters pending before the FCC, Mr. McNinch declared that the Commission henceforth will dwell in a "glass house." He emphasized that no person would be precluded from giving competent testimony at any hearing and that this included private citizens as well as public officials. He added that hearsay testimony and irrelevant or incompetent testimony would necessarily be excluded.

The chairman explained that at the en banc meeting Nov. 10 a dozen department heads were consulted on the changed rules. He bluntly denied a published report prior to the announcement of the orders that he had charged "corruption' within the FCC. Declaring this was an "inaccurate state-

(*Continued on page 56*)

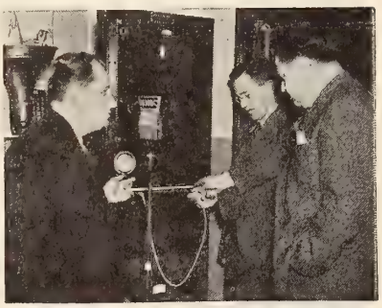
KMBC November Firsts



Arthur B. Church shook hands with Jimmie McConnell, (right) new head of artists' bureau. Listeners select programs not stations, and Arthur B. Church is out to see KMBC consistently presents the best on Middle Western air.



KMBC news department took seven league stride—Transradio Press bureau established. Erle Smith, KMBC News Editor, likes 24 hour news service, close touch with territory correspondents in 80 Kansas-Missouri towns now give him.



Studio Director Kenneth Krahl familiarized Dr. Fred Schumann (center) and Kenneth Cook (left) with KMBC short wave equipment. Facsimile, television, come what may, KMBC engineers are ready and waiting.

Personalities, programs, performance... KMBC leads in all three. The word is going 'round: "Forget claims and get down to facts. Put your program on KMBC."

KMBC
OF KANSAS CITY
The Program Building and Testing Station
FREE & PETERS, Nat'l Rep's.

LET'S TALK —



1,000 REASONS TO BE THANKFUL

★

WBNX NEW YORK

1,000 WATTS DAY AND NIGHT

"THE STATION THAT SPEAKS YOUR LANGUAGE"

In Washington

USING the new trailer studio of WBBM, Chicago, Tommy Bartlett, housewife interviewer, has started a new series *The Missus Goes to Market.* He visits grocery stores and chats with housewives while they are shopping. Interviews are transcribed. Fitzpatrick Bros. is sponsor for the new series, which promotes Automatic Soap Flakes, while *Meet the Missus,* another Bartlett program for the same sponsor, sells Kitchen Klenzer. Neisser-Meyerhoff Inc., Chicago, is agency.

* * *

Unbroken Swing

ON THE theory that Saturday night is party night, KFRU, Columbia, Mo., broadcasts two-and-a-half solid hours of dance music unbroken except for station identification, orchestra and tune announcements every quarter-hour. Program is titled *Saturday Night Club.* KFRU inscribes in a book as "Patron Saints" those who send in questions and answers to the Three Wise Guys, heard every morning. They will receive recognition on "Judgment Day."

* * *

A Woman's Voice

MEN'S hats are sold in a Sunday afternoon series on WOAI, San Antonio, titled *For Gentlemen Only* which starts with a woman's voice half-whispering, "Sh-sh-sh. This is for gentlemen only!" Sponsored by Byer-Rolnick Co., Dallas, for its Resistol hats, the show features popular music. In addition to WOAI, it is heard on the Texas Quality net and WKY, Oklahoma City.



Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

Purely PROGRAMS

X-Raying the News

THE FIRST radio program officially adopted as a part of the curriculum in the Junior and Senior High Schools of Minneapolis is broadcast on WCCO each Thursday at 2:30 p. m. The broadcasts, known as *News X-Rays,* represents the first attempt in Minnesota to correlate a radio study course with regular school studies. *News X-Rays* covers current happenings on the national and international scene. Important news events of far-reaching significance will be correlated with social science courses in the schools, including history, economics and sociology. The object of the series is to show students how their social study courses fit into the scheme of world events, and to give these courses a practical application. Narration of the programs is handled by Max Karl, assistant program manager of WCCO.

* * *

High Schools and Colleges

IN ADDITION to a 30-minute city high school program from WBAP, Fort Worth, each Saturday morning at 8:30, WBAP began a collegiate educational series on Nov. 6 with a quarter-hour to be broadcast each week immediately following the high school programs and to originate on the campuses of various Texas colleges and universities. On Nov. 6, Abilene Christian College, 150 miles distant, was aired. On Nov. 13, John Tarlton College, 60 miles from WBAP, was presented and on Nov. 20, Texas Christian is scheduled.

* * *

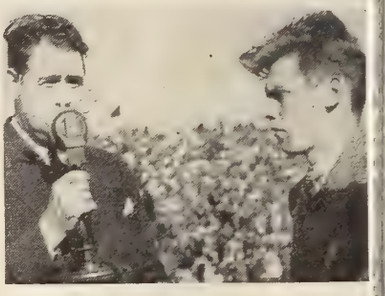
Murder in Iowa

IN THE Iowa State House is the state's Bureau of Investigation, the remote point of a weekly broadcast on Iowa Network titled *Scientific Criminal Investigation.* Ken Brown KSO-KRNT special events chief, does interviews and case histories of noted crimes.

* * *

Headline Realities

PLAYING the part of the ordinary citizen who is just a little griped and saddened by it all, Frank Perkins, news editor of WJBK, Detroit, gives three weekly newscasts titled *Cynic* during which he presents the news as viewed by any gentleman who is mildly cynical. Listeners like it, writes WJBK.



WHAT HE SAID—The Governor of South Carolina, Olin D. Johnston, pressed into commentary service at a recent football game by WIS, Columbia, S. C., gave a brief resume of the day's proceedings, with Floyd Rodgers (right) standing by. Vic Lund did the play-by-play.

Apples, Just Apples

ANN LESLIE, conductor of the *Ann Leslie's Scrapbook,* popular women's feature running over WISN, Milwaukee, sponsored by the Milwaukee Fresh Fruit & Vegetable Advertising Council, features a recipe contest in recognition of National Apple Week. The 25 women who sent in the best apple recipes each received a box or bushel of apples. The entries were to be tested by a committee of cooking experts from Milwaukee-Downer College.

* * *

Fun in Canada

A NEW game called *Criss Cross Clues* has been started by the Associated Broadcasting Co. Ltd., Toronto, on CKCL, that city. A radio adaptation of the parlor game "Guess Who", the new game may be even more popular than the radio Credit game introduced in Canada last spring by ABC which caused disaster when 10,000 listeners tried to call one line to CKCL and blew the fuses on the Toronto telephone exchange.

* * *

Beaver Dam Scoop

WHEN THE U. S. Dept. of Agriculture announced recently that Beaver Dam, Wis., had been chosen as the typical American city, WISN, Milwaukee, claimed a radio scoop with a half-hour remote program from the office of Beaver Dam's mayor. Businessmen, farmers, students and old-time residents were interviewed.

* * *

A Youthful M. C.

A YOUTH of 14, George Wood Jr., is announcer, singer and host to *Children's Party,* which made its debut Oct. 31 on KMPC, Beverly Hills. The lad is a radio veteran with seven years experience. He has three talented children as guests each Sunday. Sweet Furniture Exchange, Hollywood, is sponsor.

* * *

WREC Honors Women

AT WREC, Memphis, *Women Making News,* invites listeners to nominate women in the territory deserving recognition. The sponsor, Levy's Ladies Toggery, a department store, awards handbags and other prizes to letter writers.

WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

ASK LOCAL DEALERS ABOUT STATION WDBJ

They'll tell you that invariably more people ask for the products that are advertised over WDBJ.

There's a reason—several in fact; one of which is that people in Roanoke and surrounding territory listen constantly to WDBJ programs—and—*they BUY!*

Representatives

CHICAGO — Sears & Ayer

NEW YORK — Craig & Hollingbery

WDBJ in the heart of a great TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

WEBC

Tells Your Story In AMERICA'S SECOND PORT DULUTH & SUPERIOR

And on the IRON RANGE IT'S

WMFG HIBBING

WHLB VIRGINIA

WINS Scavenger Hunt

WINS, New York, on Nov. 14 started a weekly feature, *Scavenger Hunt*, game originally popularized by New York society's game leader, Elsa Maxwell, who was present at the first broadcast. Early in the afternoon a half-hour was devoted to the announcement of the articles to be collected. An hour-and-a-half was allowed to elapse, at the end of which time the first person bringing to the studio the required articles received a cash prize, presented by Miss Maxwell. Ten other prizes, consisting of pairs of theater tickets, were given. All prize-winners took part in the closing quarter-hour program.

* * *

Finding Talent

WCFL, Chicago, started *The Talent Scout* recently for professional entertainers who have never had a "break" in radio. Program is designed to give aspiring artists a chance to display their talent for agency and advertising executives without all the red tape involved in setting up auditions. Paul Kapp is writing and directing.

On Their Own

WNOX, Knoxville, has a program called *Conversation*, just what the title infers. The station gets five townspeople to appear on air, gives them a subject, and then puts them on their own. Several unusual discussions have developed.

Snatches of Opera

WIND, Gary, is presenting *Opera Pre-Views* in cooperation with the Chicago City Opera Co. every Monday, Wednesday and Friday afternoon. The previews feature interviews with opera stars who have leading roles in the opera that evening, together with musical selections of the opera played by Fred Beck at the organ and commentaries by Robert LaBour.

* * *

For Young Musicians

MUSIC arranged especially for high school bands and orchestras with a commentator offering technical advice to young players is the theme of a Wednesday afternoon series on WOR, Newark, called *Music for the School*. The first program, says WOR, brought response from 21 school principals who are having the series piped to the schools.



CIRCUS—WNOX, Knoxville, carried a full-hour broadcast from Ringling Bros. circus under sponsorship of a local flour milling company, with Lowell Blanchard, program director, handling the microphone. Here he is shown interviewing a clown.

Rustlers Beware!

ON ITS 6 a. m. *Rocky Mountain Roundup*, KLZ, Denver, is cooperating with police and courtesy patrolmen in attacking the cattle rustling problem. The station gets information from police and broadcasts it on the program. On its *Home-Makers Hour*, KLZ is presenting interviews with prominent chefs and others who serve the public. Howard Chamberlain, production chief, arranges the interviews.

* * *

From the Dressing Room

FROM the star's dressing room of Washington's National Theatre comes a weekly interview on WJSV titled *Backstage*. Stage history and traditions are included in the programs handled by Miss Dolly Slaughter of WJSV.

Boy Meets Girl

GOSSIP about high school parties and who's dating who is broadcast weekly on KCKN, Kansas City, Kan., in a series called *Classroom Whispers*. A boy and girl from each local high school report the low down and Owen Balch tells the listeners while KCKN's Bob Davis, Karl Willis, and John Larkin do dramatizations. Sponsored by a local cab company, tire covers call attention to the program and cards are given to all passengers. Everybody like whispers, says KCKN.

* * *

Cotton, Rice, Watermelons

SALUTATIONS to nearby fairs and local celebrations are featured on WREC, Memphis, during *Fanfare Salutes*. WREC has recently aired remotes from the Arkansas Rice Carnival at Stuttgart, the county fair at Columbus, Miss., the Cotton Festival at Water Valley, Miss., the Watermelon Carnival, Clarksdale, Miss., and the Farmers' Celebration at Martin, Tenn.

* * *

High Schools Compete

WMBH, Joplin, Mo., has started *DeSoto Little Theatre of the Air*, a 15-week 30-minute Sunday afternoon broadcast in which high schools stage one-act plays. A $50 prize and loving cup will be awarded the winning school. Voting is by cards at participating dealers.

* * *

Ivy League on WFIL

THE series of "Ivy League" intercollegiate debates in which University of Pennsylvania will compete has been scheduled exclusively by WFIL, Philadelphia, beginning Jan. 7. The series lasts 16 weeks.

"First 200 Days"

Now in printed form — Get the pictorial and factual story of the fastest growing station in America—Read the "Big Apple Story" in the "First 200 Days of KGLO". Write F. C. Eighmey, manager, for your copy.

KGLO

MASON CITY, IOWA

WTCN

MINNEAPOLIS ST PAUL

NBC BLUE NETWORK STATION

CARRIES MORE LOCAL ADVERTISERS THAN THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED

The Reason? Local Advertisers know the local market. They use WTCN because it produces more profitable sales per advertising dollar.

W T C N

Owned and Operated By The
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIONEER PRESS
With over 300,000 Circulation Both Daily and Sunday
FREE & PETERS, INC., National Representatives

Keep Hustling Is the Thing!

We broadcasters at WWVA, "The Friendly Voice From Out of the Hills of West Virginia", have long since learned that there are a bunch of up-and-doing radio stations in the United States and to stay in the swim you've just got to keep hustling. You can't rest on past laurels and let it go at that, because if you don't break your own records, somebody else *will!*

So record-breaking is our pet hobby. Saturday, October 30, we presented to our listeners the 237th weekly stage presentation of the famous WWVA Jamboree, which wound up the month with three new records for the feature. October saw 14,751 WWVA listeners pay their way to see their favorite WWVA entertainers in action —a new month's high.

October 16 saw 7,087 "paids" hang up a new high for one Jamboree. And the third record —a total of "paids" up to and including October 30 of 93,215, gave 1937 the one year's high by a comfortable margin out of five years the show has been on earth—and there are still two more months to add to that margin. We consider these figures quite outstanding and concrete evidence of the enormous and responsive listening audience we enjoy — an audience which will do as much for you if properly solicited.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Stein to Hollywood

JULES STEIN, president of Music Corporation of America, has moved from New York to Hollywood where he has established his home for the next six months. He is supervising construction of the new MCA west coast headquarters at 9300 Burton Way, Beverly Hills, Cal., and which will be ready in late December. Besides executive offices, the two-story structure of colonial design, will contain a broadcasting studio and audition rooms. It will house the newly-organized radio department as well as other west coast divisions of MCA.

LISTENERS Count IN BIRMINGHAM

Power alone can't guarantee listeners in Birmingham. It takes local color, showmanship and FULL TIME COVERAGE! That's why Birmingham "homefolks" keep their dials tuned steadily to WSGN!

WSGN

THE NEWS AGE-HERALD STATION
Birmingham
1310 KC.

AFFILIATED WITH NBC BLUE NETWORK

FCC in Glass House

(*Continued from page 53*)

ment," he said the report was erroneous in another respect—that he had asked his fellow commissioners to go, along in such a crusade.

The chairman asked newsman present to supply any information they might have available on such "leaks".

Violation of Confidence

Expressing surprise over the published report, Chairman McNinch said there had been a distinct understanding that no statement was to be given out on the changed rules until he had an opportunity to prepare the announcement. "I don't mind saying it was a flagrant violation of confidence," he declared.

Questioned by newsmen as to how the anti-politics order would function, Mr. McNinch emphasized that it was not the intention of the FCC to police the operations of all its employes but that they would be duty-bound to obey the orders and disregard any communications "lobbying" in behalf of any pending matters. He said there was no way in which the Commission could possibly preclude such contacts with members of its staff or with commissioners themselves but that it could definitely preclude giving any weight to such efforts.

"I would personally regard it as a very grave breach of duty if any member of the staff willfully violates these new orders," he said. He indicated further that punitive action would be taken in such cases.

The new rules were not motivated by any desire to block a Congressional investigation, Mr. McNinch asserted. He said he regarded it as a desirable type of procedure which is followed, for example, by the Federal Power Commission, of which he was chairman and to which Commission he plans to return after completing his reorganization detail at the FCC.

He said he had not discussed any of these matters with the President and as a matter of fact had not conferred with the Chief Executive since his visit at Hyde Park prior to assuming the FCC chairmanship.

Asked whether the FCC would discontinue making any grants without hearings, Mr. McNinch asserted that it must follow that procedure in certain uncontested matters under the law unless it sets cases down for hearing on its own motion. He added, however, that a review of FCC actions in recent months indicates that the number of cases granted without hearings has steadily decreased.

The Chairman concluded his press conference with the assertion that he was hardly "half way through" the reorganization process he had in mind. He asserted that in any cases of bad faith disclosed by Commission employes, he would be "hard boiled."

In his announcement covering the order abolishing the division form of operation and instituting the new procedure, Chairman McNinch said that because of lack of time, no effort whatever was made to make any general revision of rules, regulations and procedure. He said, however, that this matter would be given early consideration. Regarding handling of unfinished business, he said:

Unfinished Cases

"While no formal action was taken at the Commission meeting yesterday," said Chairman McNinch, "in regard to the hearing of oral arguments on matters before the several Divisions which will be pending and unfinished after Nov. 15, it was informally agreed, and will subsequently be officially ordered, that oral arguments heretofore set for hearing before either of the Divisions will be heard by the full membership of the Commission.

"It will be found necessary to make some adjustments in the dates heretofore set by the Divisions for oral arguments after Dec. 1, but those set for hearing during the last half of November will be heard at the time now set unless the Commission may discover some irreconcilable conflict as to the time set for arguments on matters now pending, in which event the Commission will advise parties in interest at the earliest possible date as to any change in dates for arguments. Hence, in the absence of notice to the contrary, parties in interest should be prepared to make oral arguments on their respective matters on the November dates now set.

"It is probable, though this has not been definitely determined, that where oral argument has been made before either of the Divisions in a matter on which final decision has not been made, parties in interest will be offered opportunity to argue such matter before the full Commission. However, if such parties should avail themselves of the opportunity for re-argument, it may unavoidably delay decisions in these matters as dates for re-arguments would necessarily have to be reconciled with the dates for oral arguments now set."

Another order (No. 24) by the commission enumerated the changes in the rules necessary to eliminate the division mode of operation. Some two dozen changes in rules were ordered but affect only the procedure in such manner as to circumscribe the former requirements with relation to division activity.



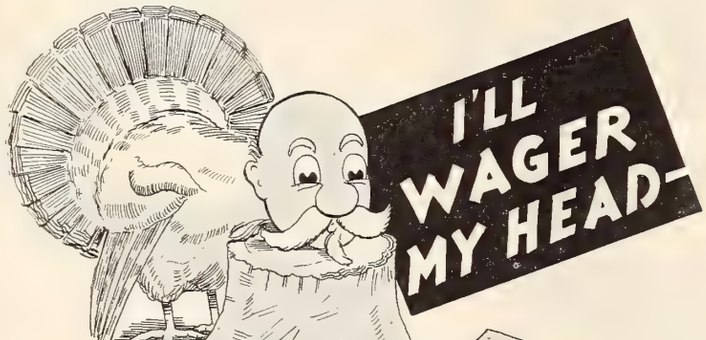
HOST TO IRENE — KWK, St. Louis, filled two days with promotion activity while Irene Rich was in town. Here is Bob Convey, KWK manager, with Miss Rich at a banquet the station gave for local wholesalers and representatives of Welch Grape Juice Co., her sponsor. Fred W. Kastor, vice-president of H. W. Kastor & Son Adv. Co. Inc., Welch agency, was an honor guest.

Griffith Heads KFJB

HOMER GRIFFITH, Chicago writer and producer, known best on the air as *The Friendly Philosopher*, will become station and commercial manager of KFJB, Marshalltown, Ia., effective Nov. 21. At the same time Irene Wigton Griffith will become program director for the station. KFJB recently installed complete new Western Electric equipment, and has appointed Howard H. Wilson Co. as national representative. Mr. Griffith has been in radio for the past ten years, starting in the commercial department of KFWB, Hollywood, in 1928. In 1932 he went to Chicago to continue his own business. He is giving up all his Chicago radio work with the exception of his *Friendly Philosopher* program sponsored by Mantle Lamp Co. Friday nights over the WLW Line from Chicago (WIND and WLW).

"JOLLY BILL" STEINKE, who instituted the reading of the Sunday comics on WINS, New York, some years ago, returned Nov. 7 to resume his reading from the funnies of the *Sunday American*.

Major R. E. Zultz says—

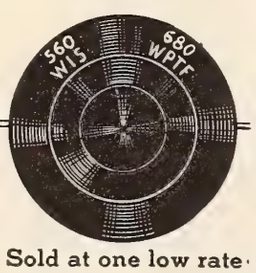


. . . on the double value of buying the Carolina Combination. These two stations broadcast top programs on favorable low frequencies to bring advertisers double results. You can call this bet for only one low rate.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

WTAQ
GREEN BAY - WISCONSIN

CANADA LICENSING SMALLER STATIONS

TO GIVE better local coverage the Canadian Broadcasting Corp. and the Department of Transport are approving and licensing numerous 100-watt stations throughout Canada in spots where there have been no stations to date. Numerous applications are on file at Ottawa for such low-powered stations which will carry mainly CBC sustaining programs and local sponsored business with some network advertising on regional and coast-to-coast programs, where big city stations cannot penetrate.

Among the places known to be negotiating for stations are Red Deer and Medicine Hat, in Alberta, while power and frequencies have been allotted to H. Fleming, publisher of the *Owen Sound* (Ont.) *Sun-Times* and Monty's Radio Service (CFAR) at Flin Flon, Manitoba, 400 miles north of Winnipeg, a mining town. Both stations will have 100 watts power and operate on 1370 kc. No call letters have as yet been assigned to Owen Sound. In Canada each station must pay an annual $50 license fee.

Three stations have been recently authorized in as many Quebec towns on the St. Lawrence River. These are CHLT, owned by the *Sherbrooke* (Que.) *La Tribune*, French language daily newspaper, on 1210 kc. with 100 watts; CHLN, owned by the *Three Rivers* (Que.) *Le Nouvelliste*, French language daily newspaper, with 100 watts on 1420 kc., and CJBR, Rimouski, with 1,000 watts on 1030 kilocycles, a basic CBC French network station. CJBR is owned by Lower St. Lawrence Power Co. G. A. Lavoie is manager and P. E. Corbeil program director. The station will be officially welcomed on the air Nov. 15 with opening ceremonies over the entire national CBC network.

More Tobacco Shows

BROWN & WILLIAMSON TOBACCO Co., Louisville, has started five new sports programs, through BBDO Inc., New York. On Nov. 8, for Big Ben smoking tobacco, a sports news series on WBT, Charlotte, N. C., started at 6:30-6:45 p. m., to be heard Mondays, Wednesdays, Fridays and Saturdays. Featuring *The Novelteers*, this series will run through Feb. 4. On WDAF, Kansas City, sports commentators, Ernie Mack and Joe Mehl, started Nov. 15, to continue through Feb. 12. Program is broadcast the same days as *The Novelteers*, and is for the same product. For Avalon cigarettes, WWJ, Detroit, is carrying Bill Kennedy's sports talks on Tuesdays, Thursdays and Saaturdays, at 7:45-8 p. m. Also for Avalon, WJJD, Chicago, starts Nov. 15 a full-hour sportscast, Mondays through Fridays from 3 to 4 p. m., featuring Warren Brown. On the same station the *Handicappers*, covering all race-tracks, are heard Mondays through Saturdays at 8-8:15 a. m.

CJCS, Stratford, Ont., recently changed hands when Roy Thompson of Northern Broadcasting Co. Ltd., sold the station to Frank Squires, of Stratford, a former lawyer, who has taken over the management of the station himself, with a staff of six. Jack Stauffer is chief engineer.

Texts of FCC Orders on Procedure

FCC ORDER NO. 25

The Secretary is hereby directed to make a record of all communications received by the Commission relating to the merits of any application pending before the Commission requesting the granting, renewal, modification or revocation of any license or construction permit, certificate of convenience and necessity or rate schedule. Such record shall show the name and address of the person making the statement and the substance of such statement. When the date of hearing has been set, if the matter is designated for hearing, the Secretary shall notify all persons shown by the records to have communicated with the Commission regarding the merits of such matter in order that such persons will have an opportunity to appear and give evidence at such hearing, provided, that in the case of communications bearing more than one signature notice shall be given to the person first signing unless the communication clearly indicates that such notice should be sent to some one other than such person.

No such person shall be precluded from giving any relevant material ond competent testimony at such hearing because he lacks a sufficient interest to justify his intervention as a party in the matter.

No such communication will be considered by the Commission in determining the merits of any such matter nor shall any such communication be considered by any examiner unless it has been introduced into evidence at the hearing and appears as a part of the record. The admissibility of any such communication or the Secretary's record of any such communication shall be governed by the applicable rules of evidence and no such communication shall be admissible on the basis of a stipulation unless Commission's counsel as well as counsel for all of the parties shall join in such stipulation.

Such communications, however, may be considered by the Commission if circumstances warrant in deciding whether or not a matter shall be set down for hearing in cases where in the absence of such communication no hearing would be required by the Commission.

FCC ORDER NO. 26

The Secretary is hereby directed to prepare each week a report listing all applications which have been filed during the preceding week for the issuance, renewal, modification, transfer or revocation of licenses, construction permits or certificates of convenience and necessity, as well as all rate schedules filed. Such report shall also show that, if any, action has been taken by the Commission during the preceding week with respect to designation of any of said applications for hearing, the setting of a date for a hearing on any such application, the granting or denial of petitions for intervention, continuance, etc., as well as final action on any of such applications by the Commission. It shall not be necessary for the Secretary to include in such report any information with respect to either the filing of or action upon applications for operator's, amateur, itinerant aircraft, or ship licenses or permits, or the modification or renewal thereof, nor of applications for temporary privileges such as special broadcasts, etc., nor of applications for emergency services.

The Secretary is also directed to mail a copy of such report to all Senators, members of and delegates to the House of Representatives and Governors of the several States, as well as the utility commissions of such states. The Secretary shall include with such report a request that all such persons shall advise the Commission whether they desire to appear either in person or by accredited representative at a hearing on any application listed in said report as having been filed with the Commission, when and if such matter shall be set down for hearing, in order that they may inform the Commission as to any public interest involved in the matter.

The Secretary is also directed to request such persons to advise any state or municipal officials charged with the duty of protecting the public interest likely to be affected by the granting or denial of any such application that such an application has been filed and that such public official should advise the Commission if he desires to appear either in person or by accredited representative at a hearing on such application when and if the matter is set down for hearing.

G-E's Big Fund

A $4,000,000 advertising and promotion campaign for General Electric Appliances during 1938 was announced Nov. 10 by A. L. Scaife, manager of advertising and sales promotion of GE. Details were not disclosed but it was understood radio would be used extensively.

KTAR Would Buy KVOA

PROPOSED purchase of control of KVOA, Tucson, Ariz., by the operators of KTAR, Phoenix, was disclosed Nov. 11 in an application for transfer of ownership filed with the FCC. KVOA, 1,000 watts on 1260 kc., is owned by the Albert Steinfeld Co., leading mercantile store of Tucson. KTAR is owned by the publishers of the *Phoenix Republic & Gazette*.



★ SCHEDULE ★
SEASON 1937

NOTRE DAME—Every Saturday, fans of Northern Ohio follow the fortunes of the Fighting Irish over WGAR. Complete schedule, home and abroad, sponsored by Kellogg's.

CLEVELAND RAMS—Every Sunday, games between Cleveland's "pro" eleven and the pick of the big league teams, over WGAR. Complete schedule, home and abroad, sponsored by Standard Oil of Ohio.

FRANKLIN LEWIS—Five nights a week over WGAR, with predictions and results of the week's football battles. Sponsored by The Pilsener Brewing Company, brewers of P. O. C. Beer.

ELLIS VANDER PYL—Three nights a week over WGAR, with human interest sports stories of the gridiron. Sponsored by Bartunek Brothers Clothing Company.

EXTRA FEATURES—Interviews, rallies, re-creation of night football games played out-of-town by local colleges, opinions from the campuses, locker room chatter . . . all types of football sportcasts this fall have made WGAR the "station to tune for sports."



W·G·A·R
CLEVELAND'S FRIENDLY STATION
Member Columbia Basic Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives

Oxydol to Boston

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Nov. 8 started piping *Album of Love* from WOV, New York, to WCOP, Boston. Program, Italian love stories, is heard Mondays through Fridays, placed by Blackett-Sample-Hummert Inc., Chicago. P & G's *Ivory Tower*, for Ivory soap, originally scheduled to be piped from WOV to WCOP on Nov. 1, also started the new set-up on Nov. 8. Agency for the latter program is Compton Adv. Inc., New York.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

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There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

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Consulting Radio Engineers
Munsey Bldg. — Washington, D. C. — District 8456
Field Office — Evanston, Ill. — University 1419

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

APPLEBY & APPLEBY
Consulting Radio Engineers
38 Years Experience
Jasper & Winchester Aves.
ATLANTIC CITY, N. J.
Telephone 2-2535
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.

OTHER FELLOWS' VIEWPOINT

On Selling News

EDITOR BROADCASTING:

I wish to quote as follows from a letter received recently from one of the well-known agencies referring to a company which is well known nationally although it has regional distribution:

> Their experience with news broadcasts in other cities has been that when they got started with these things they usually had to continue along and could not discontinue after a few weeks at it; and it was felt that because of the ultimate importance of the New York market that we do not break into it with just a five or six-weeks sponsorship of the news.

This seems to be a new reason for not buying and I thought it might be useful to those selling news in other cities. Although I cannot quote further from the letter without revealing the identity, there is nothing amplifying the meaning. It is simply a case of too much success with news.

THEODORE C. STREIBERT,
Vice-President, WOR,
New York City.

Oct. 27, 1937.

Everybody Busy

EDITOR BROADCASTING:

We wish to take exception to the box on top of page 63 in your issue of Nov. 1, which reads . . . "Speaking for Canada"—re American Commentators, etc.

The box strikes us as being a reflection on the ability of Canadian announcers, where such is not the case as far as CKCL is concerned. Mr. Baker has on a number of occasions been a guest commentator on CKCL, and he was invited to come to the opening of the Motor Show this year due to the fact that all other commentators in this area, who are capable of doing the job, are tied up with football and hockey on that particular date. Most of them being out of town at points where they could not possibly get back in time to do the opening of the Motor Show.

A. E. LEARY,
Manager, CKCL, Toronto.

LIKE NBC, KDYL. Salt Lake City, has published an *Announcers Handbook*, including sections on ad lib, announcer-operator signals, announcements, e. t. rules, program failures, etc.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

Data on Authorities

ERWIN M. FREY & ASSOCIATES, New York, has announced a new service to agencies, radio stations and publishers, to be called "The Clearing House for Authorities". According to the company, the most distinguished men and women in the country have been gathered together "to lend prestige and unquestionable authority to technical claims for foods, cosmetics, household appliances, baby foods and other products. They are available to conduct laboratory and clinical research; to test and develop new uses for products; to advise on claims made for a product; to act as consultants on copy; to write booklets, brochures and articles for publicity purposes; to make personal and radio appearances and lend valuable promotional assistance."

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Engineer, programmer or commercial with investment, good opportunity. Box 801, BROADCASTING.

Situations Wanted

ANNOUNCER. Experienced as Program Director, Producer, Artist, Emsee, Special Events Director, Newscaster, Continuity Writer, Station Manager. University graduate. Personable. Dependable. Cooperative. Showmanship and creative ability. Single. Travel anywhere. Available December 1st. Box 804, BROADCASTING.

Announcer, 6 years New York City experience; good ad lib, commercial, dramatic. Will submit electrical transcription with your copy. Young, single. Best references. Box 807, BROADCASTING.

Young Texas, experienced announcer, copy writer, desires change to small station anywhere. Available now. Write: Paul Wilson, Country Club Road, Abilene, Texas.

Engineer-RCA Graduate; both licenses. Experienced maintenance, operation, supervising, transradio. Married. Highly recommended. Box 805, BROADCASTING.

Announcer 22 yrs. wants change. 2½ years experience. Sports news, dramatics, commercial. Box 803, BROADCASTING.

Announcer, four years experience, can entertain, write continuity, best reference. Affiliated with three network stations. All offers considered. Box 802, BROADCASTING.

Wanted to Buy

Field strength meter. Give complete description. WMBG, Richmond, Virginia.

Hill-billy transcription series—at least 39 quarter-hour programs recorded. Box 806, BROADCASTING.

For Sale—Equipment

1 RCA Type 1-A Modified Broadcast Transmitter, output rating 2500 watts, complete with spare tubes, antenna coupler, monitor and all accessories.
Unit meets Federal Communications Commission requirements. Wire or write Radio Station WJDX, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

TO ENABLE a control man to check his studio volume indicators against the modulation peaks of the transmitters, the engineering department of WOV-WBIL, New York, has installed a relay connected across the flashing lamp of the modulation monitor at the transmitters to operate a phantom on the telephone circuit back to the studios, which in turn operates a sounding device that tells the studio engineer whenever 100% modulation has been reached. While for average music this would be a zero level on the volume indicator, various voices and musical instruments give this peak modulation at levels ranging from minus 6 db to plus 2 db. This device, by giving the control operator instantaneous notice of transmitter peaks, has proved of great value in helping him keep various programs at the correct level to produce maximum modulation with minimum distortion.

WHFC, Cicero, Ill., has installed complete new Western Electric equipment, including transmitter, antenna, speech input, turntables and microphones.

KOIL, Omaha, started tearing down its old 135-foot twin towers at the Hilltop transmitter in Council Bluffs on Nov. 4. Burt Davis, KOIL transmitter engineer, is doing the work with one assistant. The towers were built in July, 1925, and were used until Sept. 13 of this year when KOIL began operation of its new 5,000-watt transmitter with 310-foot vertical radiator.

KYA, San Francisco, recently installed under the supervision of Chief Engineer Paul Schulz, distortion measuring equipment. It is being used to check the entire transmitter equipment for the station.

KOAM, new 1,000-watt station on 790 kc. in Pittsburg, Kan., which first went on the air Oct. 11, has ordered a Collins Radio Co. console, Collins amplifier and power supply, Collins relay racks and other equipment from the same company.

KGVO, Missoula, Mont., is installing a new ground system of 120 half-wave radials and a new Truscom 220-shunt-fed vertical radiator. KGVO recently took a half-hour shortwave pickup from the Seely Lake Forest Service station 60 miles away in the dude ranch area.

ALLEN B. DuMONT Laboratories Inc., Upper Montclair, N. J., has named Rowe Radio Research Laboratory Co., Chicago, as technician sales representative in that territory.

WIL, St. Louis, has added RCA equipment for cutting instantaneous recordings. The installation was made by Chal Stoup, chief engineer of WIL.

WKZO, Kalamazoo, has installed a Gates remote amplifier.

INSTRUCTIONS to be followed in connection with use of indicating instruments in broadcast stations, pursuant to Rule No. 143 of the FCC Rules and Regulations, were announced Nov. 10 by the FCC Broadcast Division. Copies have been sent to all station licensees.

USE WREC Memphis' 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY



FOR CBL—This transmitter building is one of two to accommodate 50 kw. Canadian Marconi transmitters being built for Canadian Broadcasting Corp. It is located at Hornby, 30 miles outside Toronto.

Ford's Forfeiture

FORD MOTOR Co., Detroit, forfeited $100,000 because of its failure to sponsor this year's world series it was revealed Nov. 4 by Commissioner Landis. Rather than spend $275,000 for sponsorship of the series—$175,000 for time and line charges plus $100,000 for exclusive broadcast rights—Ford forfeited the latter amount presumably because he did not consider this year's world series a particularly "good buy." Surveys showed this year's series to have less of a radio audience of any previous series. Commissioner Landis gave Ford the privilege of selling the contract, but no sponsor could be found.

Seal Drive Discs

NATIONAL Tuberculosis Assn., New York, will open its annual Christmas Seal sale with a quarter-hour WBS transcribed talk by Alexander Woollcott. Transcription, to be heard on between 200 and 250 stations throughout the country, will be placed locally by tuberculosis associations, and will be broadcast on or about Dec. 1. This year's Christmas seals carry a picture of a "town crier", as a tie-up with Woollcott's characterization of that role when he was on the air for Liggett & Myers Tobacco Co. (Granger tobacco) and Cream of Wheat Corp.

A Fact re WBNS COLUMBUS
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting

District Branches Installed by FCC

Personnel Assigned for Work At Several New Offices

OPENING of one new radio district office of the FCC field service, and of four suboffices, to take care of increased inspection work, was announced Nov. 5 together with assignments of personnel.

A new office in San Juan, Puerto Rico, to cover District 22, comprising Puerto Rico and the Virgin Islands, will be opened about Dec. 15, with Joe H. McKinney, as inspector in charge. Mr. McKinney was transferred from the Miami, Fla., office and will be succeeded there by Arthur S. Fish, as inspector in charge, who was transferred from the New York office. His secretary will be Alice Redington, who has been secretary to FCC Commissioner Payne.

William E. Downey, former assistant chief of the Radio Division, Department of Commerce, will open the suboffice at San Diego, about Nov. 15, under the supervision of the Los Angeles district. His secretary will be Miss Eleanor Hildebrandt, formerly in the office of the late Chairman Prall.

A new suboffice at Juneau, Alaska, to be opened about Nov. 15, will be in charge of Inspector Stacy Norman, transferred from Portland, Ore., and under supervision of the Seattle office. His secretary will be Miss Clara Carpenter, transferred from the secretary's office of the FCC in Washington.

William R. Foley, of the Norfolk district, has been transferred to Savannah, Ga., to open a new suboffice there, headquartered in the Postoffice Bldg. His secretary is Miss Gladys Fagan, also transferred from Norfolk.

The new suboffice at Tampa, Fla., was opened Nov. 1 in the Chamber of Commerce Bldg., with Paul Herndon Jr., as inspector. He was transferred from the Atlanta district office. His secretary is Charlotte Gottwald, formerly in the Docket Section in Washington.

In addition, the field service has added to personnel in a number of coastal offices because of the increased duties entailed by the new safety of life at sea regulations, enacted during the last session, and due to other enlarged ship inspection duties. Four inspectors added in the New York district Nov. 1 are William B. Bernard, Cecil C. Harrison, Jesse W. Holland and Amos B. Collins.

Alfred Brodie has been added to the Portland, Ore., office; Martin Kiebert Jr., to the Seattle office; Arthur Johnson, to the San Francisco office; Alfred Ritter to the Los Angeles office; W. D. Johnson, transferred from the Kansas City office to Boston; Harry D. Pickett, transferred from the Dallas office to Norfolk; Henry B. Dumphey Jr., appointed to the Atlanta office.

60.6%

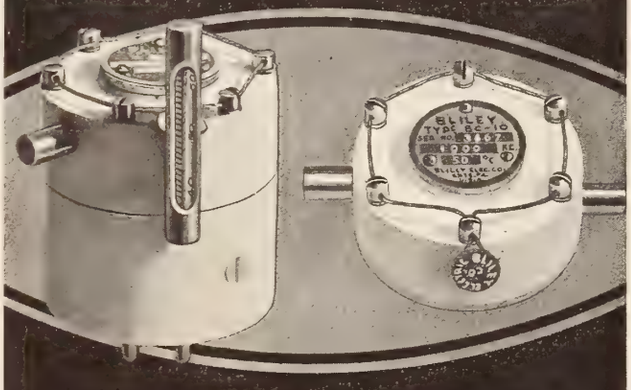
One out of 4 telephone subscribers in Winston-Salem and 28 towns and villages in the trade area were asked: "Which station do you listen to most during the day?" 60.6% replied, "WAIR!"

Write, Wire or Call—

WAIR

Winston-Salem, North Carolina

Approved by F. C. C.
BLILEY CRYSTALS



Bliley Broadcast Crystals, Holders and Ovens are specially designed for General Communication Frequencies from 20 Kc. to 25 Mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-9.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

Obrist Joins Jones

EDWARD C. OBRIST, since 1930 supervisor of commercial copy for WBEN, Buffalo, and formerly program director of WSYR, Syracuse, has joined the radio staff of Ralph H. Jones Co., Cincinnati agency. The Jones agency also reports that Drackett Products Co., Cincinnati (Drano and Windex), has renewed its spot schedule of *Hello Peggy* for 13 weeks on WLW, WFLA, KOA, KFI, KGO, KOMO.

T. M. SAYMAN PRODUCTS Co., St. Louis (soap products), has appointed Benson & Dall Inc., Chicago, to handle its advertising. A quarter-hour feature, *Top of the Morning*, daily except Sunday, has been started on WLW, Cincinnati, with other stations to be added.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

WILLING EARS

. . . . bring RESULTS to your sales message on WDRC . . . the ONLY Columbia Network Station in Connecticut!

Craig & Hollingbery, Inc.
National Representatives

Basic Network Station of the Columbia Broadcasting System

Long Waves Sought at Havana

(Continued from page 12)

for discussion, but they are not considered as binding on any of the parties and each country is free to propose such changes or amplifications as it chooses. Whether the classification of channels and of stations set up in these resolutions will be approved; whether frequencies will be designated for each class of channel; what degree of protection against objectionable interference will be accorded each class of station; and how the channels, particularly those open to high power, will be distributed among the nations—all are questions to be decided.

It is not known what share of facilities, particularly in the high power class, will be demanded by any of the countries or will be conceded by the United States. It is possible only to make conjectures based on the earlier demands of Canada, Mexico and Cuba at the March conference, when Canada asked for 15 "exclusive" channels, six in addition to what she now claims to have. Mexico then also asked for parity with Canada, and Cuba asked for anything up to five. There is, of course, no possibility that such demands, or anything like them, will be satisfied.

Under the conference procedure adopted at the plenary session Nov. 4, all new proposals were required to be submitted by Nov. 12. Proposed by Commissioner Craven, this was designed to speed up the conference in the hope of termination by Nov. 20. Because of many delays, this hope has all but faded.

Innumerable factors contributed to the delay, including late arrival of delegates, absence or illness of others, incomplete preliminary arrangements, religious holidays, entertainment and ceremonies, etc. Moreover, the American co-delegate, R. Henry Norweb, was called away to the Dominican Republic because of the unrest along the Haitian Border. He was scheduled to return Nov. 12. The political situation in Cuba also tended to make the status of the Cuban Delegation somewhat uncertain.

At the first plenary session, the conference organized itself into three principal committees—Technical, headed by Commissioner Craven; Administrative-Legal, headed by Mateo Marquez Castro of Uruguay, and Drafting, headed by Emilio Edwards Bello of Chile. Topics on the agenda, some 35 in number, were distributed among the three committees. It was in the technical subcommittee that the longwave controversy precipitated by Canada developed.

American delegates and technical advisors were assigned to the Technical Committees as follows: Commissioner Craven; Acting FCC Chief Engineer E. K. Jett; Assistant FCC Chief Engineer A. D. Ring; Gerald C. Gross, chief, International Section, FCC; Lieut. Col. D. M. Crawford, Army Signal Corps, and Lloyd H. Simson, Bureau of Air Commerce. Mr. Ring was assigned to the subcommittee of this committee having to do with broadcasting, along with Jett, Gross, Simson and Crawford. A second subcommittee having to do with broadcasting in whatever bands may be assigned to that service includes in its membership, Craven, Ring and Crawford. On the Administrative-Legal Committee are Craven, Norweb, Gross, Crawford and H. B. Otterman, State Department. On the Drafting Committee are Otterman and Gross.

It was agreed that all plenary sessions would be public, that meetings of the Steering Committee should be private and that all committee and sub-committee meetings be open to representatives of private interests and to the press, except when in executive session. On matters of a general international character, which will require revision of the radio regulations annexed to the International Telecommunications Conference of Madrid held in 1932, the Havana Conference will limit itself to resolutions making recommendations to the Cairo Conference beginning next Feb. 1. The effort is to have the American nations attend the Cairo session as a united front.

On matters having to do with allocations in the standard broadcast band, the aim will be to arrive at an agreement among the North American nations (United States, Canada, Newfoundland, Mexico, Cuba, and perhaps also Haiti, Santo Domingo and the other Central American nations). Principal South American nations already have a formal regional agreement among themselves reached in Buenos Aires in 1935 and revised in Rio de Janeiro in the summer of this year. To date no necessity has appeared for revision of this agreement. If agreement is reached among the North American nations, it is uncertain whether it will emerge as a formal treaty requiring ratification by the Senate in the case of this country or by what is known as an executive agreement. The third aim of the conference will be to reach formal agreement among all American nations on allocations between 1600-4000 kc., and perhaps also to a limited extent with respect to certain bands of the low frequencies. The principal questions calling for agreement have to do with the claims of broadcasting and aviation. If an agreement is reached on allocations in these bands, it seems likely that it will take the form of an executive agreement and not a formal treaty.

Committees and Observers

Committee B of the Technical Committee has the herculean task of handling questions in the band 550 to 1600 kc. In this band it is faced with the problems raised by the resolutions adopted as a basis for discussion at the March conference, including classification of stations and channels, determination of the degree of protection which each class of station is to receive from objectionable interference, subdivision of channels into several classes, and determination of what facilities shall be assigned to the several North American nations, particularly in the high power or clear channel class. If a satisfactory agreement is to be reached on North American broadcast allocations it will be the work of this subcommittee.

In addition it must decide what, if anything, can be done to meet the claims of nations in the Northern part of South America and in Central America for bands above 1600 kc. for broadcasting, and perhaps also how they will be allocated, as well as to devise recommendations for the Cairo Conference designed to bring to an end the overcrowded conditions of the bands used for international broadcasting.

Consequently, the Technical Committee, with its two subcommittees, is the all-important committee of the conference. It was regarded as extremely significant that the delegations present should have unanimously selected Commissioner Craven as chairman, although he did not seek the position.

American observers attending the conference included:

James W. Baldwin, NAB; Louis G. Caldwell, J. H. DeWitt Jr., WSM, and G. F. Leydorf, WLW, Clear Channel Group; Paul D. P. Spearman and Dr. Greenleaf Pickard, National Association of Regional Broadcast Stations; William B. Lodge, CBS; Dr. C. B. Jolliffe, C. W. Horn, Worthington C. Lent, Philip J. Hennessey Jr., NBC and RCA; J. R.

The story of "Aladdin and His Wonderful Lamp", is duplicated every day for sponsors using the Southwest's most popular radio station.

KFH

(To get things he desired, Aladdin had to more than want them. He had to rub the lamp. Radio Station KFH is your magic lamp for increased customer acceptance.)

KFH CBS WICHITA • KANSAS

National Representative EDWARD PETRY AND CO.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

Poppele, WOR; P. L. Barbour, WIXAL; Kenneth B. Warner, American Radio Relay League; H. H. Buttner and Haraden Pratt, IT&T and Mackay Radio; Francis M. Ryan, AT&T; Paul Goldsborough, Aeronautical Radio Inc.; Mr. Caldwell, Press Wireless Inc.; W. L. Carroll, Pan American Airways; L. F. Bockover and Robert E. Poole (both of whom have left), Western Electric; Maurice B. O'Neill, president APCO; Henry Querens, New Orleans Police Department; Capt. Donald S. Leonard, International Association of Chiefs of Police; E. C. Denstadt, Detroit Police Department.

Among other Americans present who did not participate in the meetings of the American Delegation because of connections with foreign interests were: W. A. Beakes, manager of Tropical Radio, attending as technical advisor for Nicaragua; Charles G. Roberts, RCA, and Walter C. Bay, delegates from Guatemala; Lyman F. Seibert, manager of Teleradio, Press Wireless subsidiary in Havana; F. T. Madsen, Associated Telephone Co., subsidiary of Automatic Electric Co., Chicago, technical advisor to the Dominican Republic.

Religious Campaign

ST. GERMAINE PRESS, Chicago (religious), through Allied Advertising Agencies Inc., Los Angeles, is using a weekly quarter-hour transcribed talk on 14 stations nationally, supplementing this with a similar live-talent program on six stations. Inspirational talks feature Mrs. G. W. Ballard, head of The Mighty 'I Am' Presence, religious movement, and Catherine Rogers, vocalist. Transcriptions, cut by the Don Lee network transcription department, Los Angeles, are being used on KYA KOL KFAC KGB WIND WJBK KXBY KMBC KGER WIP WOL KFXR KOMA KFXD. Live-talent programs are on WMCA WAAB WIP CKLW KHJ KFRC. Series is to be run indefinitely and other stations will be added to the list. Ted Dahl is agency account executive in charge.

Squire Forms Net

BURT SQUIRE, recently general manager of the New York State Broadcasting System and WINS, New York, has organized the Mohawk Valley Broadcasting System, with headquarters at 29 W. 57th St., New York. New company will act as commercial sales organization for a regional network composed of WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. They will be connected by Class A lines. The company will have no New York key station but will hook up the network with any station in the city desired by an advertiser. A number of sponsors are said to be planning to use the Mohawk hookup when it begins operations about the middle of November. For the present at least the network will be available for commercial programs only.

BRYANT Publicity Service, New York, headed by Gordon H. Bryant, has been named national advertising representative of WSAR, Fall River, Mass. Adam J. Young Jr., for the last seven years engaged in sales promotion work for NBC, New York, has joined the Bryant organization as account executive for the station.

S. C. JOHNSON Co., Racine, Wis. (Johnson's wax), currently sponsoring *Fibber McGee & Molly* on NBC Monday nights, is planning to increase its radio advertising by using a daytime network script show directed to women. Needham, Louis & Brorby Inc., Chicago, is agency.

Unions Are Still Active Organizing Stations; Engineers at WOL on Strike

A CIO-supported "sit down" strike at WOL, Washington 100-watter, was terminated temporarily Nov. 11 after the station had been off the air for more than seven hours. The strike was settled the following day with a definite contract covering a new wage scale for the station's seven operators.

The operators, presumably on their own initiative, decided to sit down when the station opened Nov. 11, after the management had rejected a demand for a wage scale of $49.50 to $92.00, similar to that obtaining at WABC, New York. The existing wage scale was from $23.00 to $43.12 for men with the station more than a year.

William B. Dolph, WOL general manager, refused to negotiate with the operators or with CIO-American Radio Telegraphists Association organizers who joined in the affair, until the station was put back on the air. Informing the FCC of the incident, Mr. Dolph was told unofficially that he would be expected to operate as required under his license if union operators were available in Washington. He immediately rallied a number of available operators but by that time the regular men decided to put WOL back on the air and reopen negotiations.

After conversations which lasted from 2:15 p. m., Nov. 11, through the afternoon of the next day, a one-year contract was decided upon. Covering a 40-hour six-day week, it prescribes pay of $30.50 per week for the first year, and $35 per week for the second year, with a maximum of $55 per week to be reached through $1.50 per week increases in pay each six months. Apprentices will be paid $25 per week for the first six months and $27.50 the second six months with the apprenticeship not to be counted as the first year of service.

ARTA reports that it has signed the technical staff of WQXR, New York, 100% and that demands for recognition have been presented to the station management. It is expected that negotiations will be begun within a few days.

An increase of 115 new members within the last month is reported by the American Guild of Radio Announcers and Producers, independent organization. The announcing staffs of two New York City stations, WNEW and WOV, have joined AGRAP 100% and bargaining will be started immediately at both stations, according to Roy S. Langham, president. Bargaining has been begun at WIP and WCAU in Philadelphia, he said, and is continuing at KYW and WPEN in that city, as well as at WORC, Worcester, and WEEI, Boston.

Mr. Langham also said that AGRAP expects to complete its negotiations for the New York sound effects forces at NBC and CBS in the near future, these negotiations having been delayed because the network officials were tied up with their dealings with the musicians union. Langham, who returned to his work as a production man at CBS on Nov. 8 after several weeks absence on leave, stated that the activities of the American Federation of Radio Artists, AFL talent union which is organizing all persons except musicians appearing before a microphone, including announcers, has had little effect on AGRAP's progress.

AFRA Adds Locals

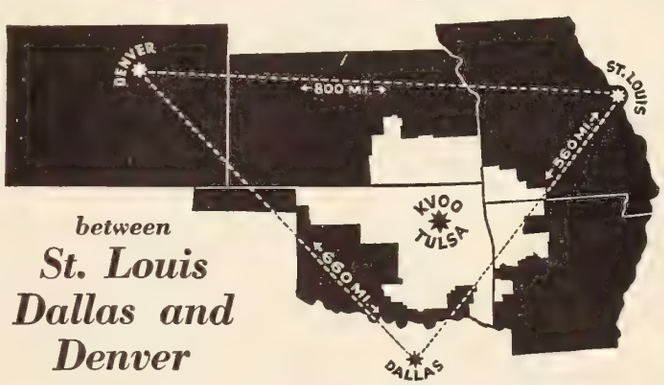
New AFRA locals were organized in Montreal and Detroit early in November, according to Emily Holt, executive secretary of the talent union. Committees in all parts of the country, she said, are busy drawing up conditions of employment, wage scales and other data from which the executive board will formulate the demands which it will present to the individual stations and networks. Just when these demands will be presented Mrs. Holt refused to say, stating that although work is progressing rapidly it is impossible at this time even to hazard a guess as to when they will be ready.

She is planning to leave soon for a visit to the West Coast, where she said that the locals in Los Angeles and San Francisco had overflowed their city boundaries and had spread out into the surrounding communities, becoming regional rather than local bodies. The same condition also exists in Chicago, she said. In New York an open meeting on Nov. 8 was attended by an overflow crowd of more than 600, which was told about the formation and progress of the organization.

The
Intimate Touch
of
Community Service
for
Northern Illinois
and
Southern Wisconsin
ASSURES YOU
LISTENER ATTENTION
when you use
WROK
Rockford, Ill. 1410 K. C.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial 1000 Watts
Michigan's No 1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA" — TULSA

Special Congress Faces Radio Bills

General Legislation to Be Given Priority, However

(*Continued from page 9*)

quest for the inquiry at the new session. As a matter of fact, there appeared to be a substantial agreement among many members of the Senate that they would support the probe.

Since then, however, things have happened in radio regulation. With the assumption of the FCC chairmanship by Frank R. McNinch at the behest of President Roosevelt, and with the promotion of T. A. M. Craven from chief engineer to commissioner, a new complexion has been given that agency. With even greater celerity than anticipated, Mr. McNinch has outlined a sweeping reorganization of the FCC and given it the type of leadership the Administration obviously desired.

While this reorganization is in process, it is doubtful whether Congress will dip very early into FCC activities via the investigatory route. On the contrary, it probably will prefer to await the results. Moreover, Chairman Wheeler is known to hold Mr. McNinch in high esteem, not only as an excellent public servant and executive but also as a man of capacity for effecting a reorganization.

Senator White, regarded as the best-informed man in Congress on radio and communications, is believed to harbor the same views toward the new chairman. And Senator White paid highest tribute to Comdr. Craven at the time the Senate considered his confirmation last August, alluding to him as one of the world's foremost radio engineers.

In addition to the two dozen measures having to do with radio per se, there are numerous other bills indirectly bearing upon radio. These include copyright measures; bills for regulation of the sale and advertising of foods, drugs and cosmetics; measures to broaden the functions of the Federal Trade Commission which would include a greater degree of surveillance over radio advertising; a measure for a Government - owned broadcasting station; and, perhaps most important from the standpoint of subject matter, the Wearin Bill to force complete separation of newspaper and radio stations insofar as ownership is concerned.

The Copeland food and drug bill has now been before five sessions of Congress without enactment, although it has been on the brink of becoming law three or four times. There is a strong possibility that some form of legislation along that line will become law at the ensuing session. Senator Copeland (D-N. Y.) wants the Department of Agriculture's Food & Drug Administration to be the regulatory agency under his bill. The House consistently has refused to go along, proposing that the Federal Trade Commission assume this jurisdiction. That constitutes the major difference over the legislation.

Labor Legislation

Wage and hour legislation and the President's reorganization program, of course, will have a bearing upon the broadcasting industry. In the case of the former legislation, practically all units in the industry are believed to be within the minimum standards which might be specified in such legislation. A 40-hour week is rather generally observed in radio, except for technicians, and the minimum wage, by and large, is believed to be considerably higher than any minimum which might be specified.

Apropos the reorganization bill, under its original terms the FCC would have been absorbed by the Commerce Department, presumably becoming a bureau of that entity under an assistant secretary. In the committee consideration of the measure last session, however, the FCC, along with such other agencies as the ICC, Trade Commission and Securities & Exchange Commission were specifically exempted from absorption by departments. Consequently, it is expected that the FCC would remain an independent entity in any legislation proposed for enactment.

The Celler Bill for a government owned and operated shortwave station, which provoked quite a furore last session, apparently is slated for abandonment. The proposal was to build a high-power international station, financed by government funds, for operation by the Navy Department but with programming handled through the U. S. Office of Education.

Legislation to restrict the activities of music copyright combines, such as ASCAP, likewise has been pending several years. The basic proposal is that the $250 statutory damage minimum for innocent infringement of copyrighted works be eliminated, with the courts to decide the degree of damage. ASCAP has fought such legislative efforts bitterly. While the Senate has been disposed to act favorably, and has on two occasions during the last two years, the measures have been successfully stymied in House Committee. It is hoped that the Senate Patents Committee will hold hearings on three bills involving copyright still pending.

The newspaper ownership bill of Rep. Wearin (D-Ia.) never got beyond the introduction stage. Senator Wheeler also has fostered legislation along that line but did not introduce a bill in the last session. Whether this issue will erupt again in the forthcoming session depends upon the degree of administration support given it, it is indicated in Congressional circles.

The FCC also has this problem before it in a preliminary way and it is expected that some time in the future, there will be a statement of policy on it. Certain groups in the Administration are understood to be opposed to newspaper ownership on the theory that operation of a majority of the stations by anti-administration newspapers might result in a reflection of editorial attitude of an undesirable nature.

Five-year licenses for broadcasting stations, in lieu of those now issued for six months, are proposed in the bill introduced by Rep. Anderson (D-Mo.). The present law permits issuance of broadcasting licenses for a maximum of three years, but the FCC and its predecessor Radio Commission have contended that the short term license is desirable as a means of keeping assignments flexible. The industry practically since the enactment of the 1927 Radio Act has protested the short term license as an obstacle to stability.

Food-Drug Measure

Food and drug legislation is of vital importance to the broadcasting industry because it is estimated that substantially one-third of the annual radio turnover (some $40,000,000) is represented by the purchase of time by food, drug and cosmetic advertisers. In all, a half-dozen bills dealing with the legislation are pending but the Copeland bill has had the spotlight during the last five years. Passed by the Senate at the last session, the bill again failed of House enactment when the House would not agree to a compromise after rewriting the bill several times. After the session ended, a House subcommittee reported out a bill bearing the Copeland designation but totally rewritten in content. Presumably that bill will go before the full committee for further consideration and then get to the House floor at the next session.

The Boylan bill proposing a wattage tax on broadcasting stations is still pigeon-holed by the House Ways & Means Committee. Whether anything will happen to it is questionable. FCC Commissioner George H. Payne sponsored the measure.

Practically all of the oratory during the last session related to measures proposing investigations of radio and of the FCC. Reps. McFarlane (D-Tex.) and Wigglesworth (R-Mass.) introduced several measures. Both of them have taken up the fight of the late Rep. Connery (D-Mass.) who introduced the initial resolution calling for a wide-spread investigation of the FCC and of purported radio monopolies. Mr. Connery's brother, who served as his secretary, was elected to succeed the energetic labor leader of the House.

Another investigation measure has to do with allegations of a "radio lobby" in Washington.

The remainder of the bills dealing with radio touch such matters as advertising of liquor, testimonials, foreign products, and the like and of amendment of the so-called political section of the existing radio law so as to guarantee time for public forum discussions free for sponsorship.

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.

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STATION W•A•B•Y ALBANY, N. Y.

in the CONTROL ROOM

HAROLD J. McCREARY, former chief engineer of the Chicago Television Research Laboratories, has opened a consulting engineer's office at 105 W. Adams St., Chicago. He was formerly with Leich Electric Co., Genoa, Ill., Western Electric Co., and Automatic Electric Co.

ED STARNES, formerly of KFJZ, Fort Worth, has been named chief technician of KABC, Santonio. W. D. Bird, also of KFJZ, has joined the control staff.

JOHN SCALES has resigned as supervising technician of KFWB, Hollywood. His successor has not been announced.

TOM E. ATHERSTONE, formerly transmitter engineer, has been promoted to chief engineer of KGVO, Missoula, Mont.

BERT SEIVER has joined the technical staff of KFEL, Denver.

EDWARD McGINLEY, control operator of WJEJ, Hagerstown, Md., has left the station temporarily to continue his education.

CLIFF SCHOENHARDT, former Federal Barge Line radio operator, has joined the engineering staff of WTMV, E. St. Louis, and has been assigned to handle recordings produced on WTMV's new Fairchild recorder.

LINDSAY L. COFFMAN and J. B. Fuqua, recent graduates of Capitol Radio Engineering Institute, have joined the engineering staff of WIS, Columbia, S. C.

JOHN H. KULIK, veteran NBC engineer and an accomplished musician, has been assigned to handle the Toscanini-Rodzinski concerts over combined NBC networks starting Nov. 13.

REED SNYDER, engineer of WHO, Des Moines, is the father of a baby girl born Nov. 5.

ARTHUR Q. FELTHOUSEN, formerly of Recordings Inc., Hollywood, has joined C. P. MacGregor, Hollywood transcription concern, as chief sound engineer, succeeding Lyle Cain, resigned.

ARIE VAN DYKE, of Amsterdam, Holland, an engineer formerly connected with the Phillips Co. of Holland, has enrolled for a course in television at First National Television School of Kansas City, which operates television station W9XAL and is the parent company of KXBY.

EDWIN RECTOR, chief engineer of WKZO, Kalamazoo, has returned to his duties after a tonsilectomy.

J. R. POPPELLE, chief engineer of WOR, Newark, left Nov. 5 by plane for Havana, Cuba, to attend the International Radio Conference.

SAM HAGGERTY, formerly assistant engineer at CJRM, Regina, has been promoted to chief engineer of the affiliated CJGX, Yorkton. His assistant is Bill Horback.

KFRU

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Lingo Radiators are individually engineered for your Station. They are not mere makeshift assemblies of light-weight pipe, but are made of new full-weight Copper Bearing Seamless Steel Tubing. This material has a greater rust resistance value and a higher tensile strength.

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ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

NOVEMBER 1 TO NOVEMBER 12, INCLUSIVE

Decisions . . .

NOVEMBER 9

APPLICATIONS GRANTED:

WCBS, Springfield, Ill.—Lic. for CP.

WDGY, Minneapolis—Mod. CP re equip.

KLBM, La Grande, Ore.—Mod. CP trans., studio sites, antenna, equip.

WSMJ, Bridgeton, N. J.—Measure power.

KHBG, Okmulgee, Okla.—Lic. for CP as mod. 1210 kc 100 w D.

WGAR, Cleveland—License for CP.

WGRM, Granada, Miss.—Mod. CP.

KCRJ, Jerome, Ariz.—Lic. for CP.

WLAW, Lawrence, Mass.—Mod. CP trans., studio, antenna.

KARM, Fresno, Cal.—Mod. CP re equip., antenna.

WCAT, Rapid City, S. D.—Mod. hours.

WBNX, Springfield, Vt.—Mod. license to Twin States Brdcstg. Corp.

WCHV, Charlottesville, Va.—Lic. for CP.

KOAM, Pittsburg, Kan.—Lic. for CP as mod. 790 kc 1 kw D.

KIEM, Eureka, Cal.—Lic. for CP.

KGEZ, Kalispell, Mont.—Lic. for CP.

Mutual Broadcasting System—Ext. auth. to 6-1-38 exchange programs with CKLW.

KFBK, Sacramento—Exp. auth. facsimile.

KMJ, Fresno—Exp. auth. facsimile.

WTMJ, Milwaukee—Lic. for CP, use old trans. as aux.

WOSU, Columbus—CP move trans. locally, vert. antenna.

WJDX, Jackson, Miss.—Lic. for CP and mod. 1270 kc 1 kw 5 kw D unl.

KATE, Albert Lea, Minn.—Lic. for CP.

WNYC, New York—Lic. for CP and mod. 810 kc 1 kw LS directional.

WGAN, Portland, Me.—Mod. CP extend completion.

WLLH, Lowell, Mass.—Mod. exp. auth. trans. site.

KFGQ, Boone, Ia.—CP new equip.

KNOW, Austin, Tex.—CP new equip., change antenna, increase D to 250 w.

W2XBT, NBC, New York—CP television station, mobile.

SET FOR HEARING—NEW, Y. W. Scarborough, J. W. Orvin, Charleston, S. C., amended CP 1210 kc 100 w 250 w unl.; NEW, Amarillo Brdcstg. Corp., Amarillo, Tex., CP 1500 kc 100 w unl.; WKEU, Griffin, Ga., CP move to Macon, Ga., change equip., change 1500 to 1310 kc, increase 100 w D to 100 w 250 w D unl.; NEW, Thumb Brdcstg. Co., Sandusky, Mich., CP 950 kc 500 w 1 kw D unl.; NEW, Mountain Top Trans Radio Corp., Denver—CP 1370 kc 100 w 250 w D unl.; KOMA, Oklahoma City, CP new equip., radiator, increase 5 to 10 kw 1480 kc unl.; WKBW, Buffalo, CP increase 5 to 10 kw 1480 kc; WGR, Buffalo, CP change equip.; WISN, Milwaukee, mod. license N 250 to 1 kw; WAPI, Birmingham, vol. assign. license to Voice of Alabama Inc.; NEW, Pinellas Brdcstg. Co., St. Petersburg, Fla., CP 1370 kc 100 w 250 w D unl.; NEW, Colonial Brdcstg. Corp., Norfolk, Va., CP 1370 kc 100 w 250 w D unl.; NEW, Fla. W. Coast Brdcstg. Co., Clearwater, Fla., CP 1300 kc 250 w unl.; NEW, Joe L. Smith Jr., Beckley, W. Va., CP 1210 kc 100 w 250 w unl.; NEW, Madison Brdcstg. Co., Madison, Wis., CP 1450 kc 250 w unl. directional; NEW, Great Western Brdcstg. Co., Omaha, CP amended to 1500 kc 100 w unl.; NEW, Brenau College, Gainesville, Ga., CP amended to 1210 kc 100 w unl.; NEW, Greater Greenwood Brdcstg. Station, Greenwood, S. C., CP 1420 kc 100 w 250 w D unl; WJBO, Baton Rouge, La., CP change trans., increase 500 w to 1 kw 1120 kc unl. (exc. 8-9 p. m. Mon.); KUJ, Walla Walla, Wash., CP change equip., change to 560 kc, move station, increase 100 to 250 w.; KROC, Rochester, Minn., CP move trans., locally, change 1310 to 920 kc increase 100 w 250 w D to 500 w 1 kw D; WAIR, Winston-Salem, N. C., mod. lic. increase 250 w D to 250 w unl.; NEW, Southern Brdcstg. Corp., Covington, La., CP amended to 1500 kc 100 w 250 w D unl.; KSO, Des Moines, CP increase 500 w 2½ kw D to 1 kw 5 kw D directional N; NEW, Piedmont Brdcstg. Corp., Salisbury, N. C., CP 1500 kc 100 w 250 w unl.; NEW, Constitution Pub. Co., Atlanta, CO 1240 kc 1 kw 5 kw D unl. directional N; NEW, L. B. McCormich, Greenville, N. C., CP 1370 kc 250 w D; NEW, State Brdcstg. Corp., Gretna, La., CP 1370 kc 100 w 250 w D SH; KSRO, Santa Rosa, Cal., mod. lic. 250 w D to 100 w 250 w D unl.

APPLICATIONS DISMISSED—WJNO, W. Palm Beach, Fla., CP 1350 kc 1 kw LS unl.; WDAE, Tampa, mod. license 1220 kc 5 kw LS unl.; NEW, Mittelo Franklin Moble, Anniston, Ala., CP 1420 kc 100 w D.

MISCELLANEOUS—Petitions to intervene granted: NEW, Greater Greenwood Brdcstg. Sta., Greenwood, S. C. (Broadcasters Inc., Gastonia); Brockway Co., Canton, N. Y. (WFPR); WIP, Philadelphia (Young Peoples Assn. Prop. Gospel); WFIL, Philadelphia (same as WIP); WGNY, Newburg, N. Y. (Platt & Platt Inc., Poughkeepsie).

WJBW, Charles C. Carlson, denied further hearing and permission intervene on WSMB applic.; Radio Enterprises Inc. and Associated Ark. Newspapers, granted joint motion continuance hearing on applic. CP Hot Springs, Ark.; WKBZ, Muskegon, Mich., granted pet. withdraw without prej. applic. mod. license; WCOP, Boston, denied motion dismiss without prej. applic. mod license; NEW, Arlington Radio Service Inc., Arlington, Va., denied hearing in Clarendon, Va., on applic. CP; WOOD, Grand Rapids, granted applic. withdraw applic. CP without prej.; KANS, Wichita, granted pet. withdraw without prej. applic. transfer control; WSAY, Rochester, denied reconsid. action setting for hearing applic. increase power etc.; WESG, Ithaca, granted continuance hearing 60 days; NEW, Richland Brdcstg. Co., Mansfield, O., dismissed pet. withdraw applic. CP new station (denied as in default 10-12-37); NEW, Charles F. Engle, Natchez, Miss., granted withdrawal without prej. applic. new station; WBNX, New York, denied reconsid. & grant without hearing applic. move trans. locally etc.; NEW, Church of Jesus Christ of Latter-Day Saints, Salt Lake City, granted pet. retain hearing date; NEW, Radio Enterprises Inc., Lufkin, Tex., denied pet. that applic. new station be set for hearing and that effective date of decision on No. 4162 and 4312 be postponed; WNBC, New Britain, Conn., changed effective date Ex. Rep. Nov. 16 to Nov. 12.

ACTION ON EXAMINERS' REPORTS:

NEW, Arthur H. Croghan, Minneapolis—Denied CP 1310 kc 100 w D, sustaining Dalberg.

NEW, Charles Poter & Edward T. Eversole, Festus, Mo.—Denied CP 1420 kc 100 w D reversing Seward.

WHOM, Jersey City—Denied CP new trans., increase 250 w to 250 w 1 kw D, sustaining Hyde.

NEW, Gen. Elec. Co., Belmont, Cal.—Granted CP international station 20 kw unl., sustaining Hill.

NEW, Key City Brdcstg. Co., Kankakee, Ill.—Denied CP 1500 kc 100 w unl., sustaining Berry.

NEW, Robert Raymond McCulla, Oak Park, Ill.—Denied CP 1500 kc 100 w D, sustaining Berry.



NEW STUDIOS—WCCO staged a special broadcast when work was started on its new studios, to be ready next March. Wielding shovel and syllable are, left to right, C. R. Jacobs, CBS manager of construction; Hugh S. McCartney, WCCO chief engineer; Earl H. Gammons, WCCO general manager.

KABR, Aberdeen, S. D.—Granted change 1420 to 1390 kc, increase to 500 w 1 kw D unl., sustaining Hyde.

NEW, Don M. Lidenton & A. L. McCarthy, Poplar Bluff, Mo.—Granted CP 1310 kc 100 w D, sustaining Irwin.

NEW, John W. Haigis, Greenfield, Mass.—Granted CP 1210 kc 250 w D, sustaining Berry.

WBNS, Columbus—Granted CP increase to 1 kw 5 kw D, sustaining Irwin.

ORAL ARGUMENT GRANTED—WBAX, Wilkes-Barre. 1-13-38; NEW, Genesse Radio Corp., Flint, Mich., 1-13-38; NEW, Dr. Wm. States Jacobs Brdcstg. Co., Houston, 1-20-38; NEW, Great Lakes Brdcstg. Corp., Cleveland, 1-20-38; NEW, Fall River Herald News Pub. Co., Fall River, Mass., 1-20-38.

RATIFICATIONS—KUMA, Yuma, Ariz., granted ext. temp. auth. remain silent to 11-19-37; KPRC, Houston, granted ext. temp. auth. 5 kw N; WIOD-WMBF, Miami, granted temp. auth. 610 kc; WWJ, Detroit, granted ext. temp. auth. 5 kw N; WFIL, Philadelphia, granted ext. temp. auth. 1 kw N; WMBQ, Brooklyn, granted ext. temp. auth. for Joseph Husid, Receiver, to operate station; WPEN-WRAX, Philadelphia, granted temp. auth. increase to 1 kw N; WTNJ, Trenton, N. J., set for hearing applic. renewal and temp. license, move trans., vert. radiator; WRDO, Augusta, Me., granted ext. license two months; WNBZ, New York, granted ext. license two months; KMAC, San Antonio, granted ext. license two months; KGNC, Amarillo, Tex., granted temp. auth. 1 kw D; NEW, Valley Pub. Co., Harlingen, Tex., denied as in default; NEW, S. L. Slover Corp., Norfolk, Va., dismissed at applic. request CP new station; KYW, Philadelphia, dismissed at applic. request applic. CP increase 10 to 50 kw etc.; WCBA, Allentown, Pa., granted withdrawal applic. vol. assign. license without prej.; WSAN, Allentown, same; accepted appearance in pet. Hazlewood Inc.; Harold Thomas granted ext. 60 days trans. site at Pittsfield, Mass.; WGRC denied pet. hold open record in 4654 and consol. with 4649, 4731, 4679 and denied cont. hearing on applic. Kentucky Brdcstg. Corp.; WPEN effective dates, and WRAX, extended; Zenith Radio Corp. applic. visual station reopened for further testimony; Louis P. Thornton denied request take depositions, Baker, Ore.; Voice of Detroit Inc. granted leave amend applic. new station; Sharon Herald Brdcstg. Co. granted pet. for stipulation; Platt & Platt Inc. granted waiver rule 104.6(b), and accepted appearance.

Petitions to intervene granted George H. Payne (Floyd A. Parton, San Jose); Dorrance D. Roderick (Tri-State Brdcstg. Co.); Isle of Dreams Brdcstg. Corp. (Broward Brdcstg. Co.); Savannah Brdcstg. Co. (Colonial Brdcstrs, Savannah); Southwestern Hotel Co. (J. T. Griffin, Fort Smith, Ark.); KMED (Pacific Radio Corp., Grants Pass, Ore.); KQV (WWPO Inc., Pittsburgh); King-Trendle Brdcstg. Corp. (Cadillac Brdcstg. Corp., Detroit); KDYL (Interstate Brdcstg. Corp.); El Paso Brdcstg. Co. (KTSM), and granted delay in final decision pending court action on Dorrance D. Roderick applic., and denied delay in final decision until Commission acts on applc. El Paso Brdcstg. Co. and Earl Yates.

Continuance of hearings granted Union Tribune Brdcstg. Co., to 3-1-38; Peter Goelet (WGNY) to 1-5-38; Colonial Brdcstrs. Inc. and Seaboard Brdcstg. Corp. to 12-20-37; Charles F. Engle, Natchez, Miss., 11-19-37; Floyd A. Parton, San Jose, to 1-10-38; WLAK, to 12-16-37; KFH, intervenor in applic. Farmers & Bankers Brdcstg. Corp., to 11-23-37; J. T. Griffin to 1-11-38; WCBA and WSAN, Allentown, to 1-5-38; WBNX and Havens & Martin Inc., to 12-10-37; WMFR to 12-1-37; denied pet. Dorrance D. Roderick, an intervenor for postponement hearing of Tri-State Brdcstg. Co., KTSM, pending court decision in Tri-State Brdcstg. Co. v. FCC and Dorrance D. Roderick, intervenor.

Examiners' Reports . . .

KPOF, Denver—Examiner Berry recommended (I-519) that applic. increase 500 w 1/3 time to 1 kw Sh.-KFKA be granted.

NEW, Centennial Brdcstg. Corp., Dallas—Examiner Irwin recommended (I-520) that applic. CP 1500 kc 100 w D be denied if Commission grants applic. Dallas Brdcstg. Co., A. L. Chilton or Richard S. Gozzaldi; and granted if they are denied.

NEW, WFNC, Fayetteville, N. C.; NEW, Capitol Brdcstg. Co., Raleigh, N. C.—Examiner Seward recommended (I-522) that applic. WFNC CP 1210 kc 250 w D be denied; that applic. Capitol Brdcstg. Co. CP 1210 kc 100 w 250 w LS unl. be granted.

Applications . . .

NOVEMBER 1

NEW, Garden Island Pub. Co., Lihue, Hawaii—CP 1500 kc 100 w 250 w D unl.

NEW, Juan Piza, San Juan, P. R.—CP high-freq. 100 w unl.

WBRE, Wilkes-Barre, Pa.—License for CP move trans., vert. antenna.

NEW, WGAR Brdcstg. Co., Cuyahoga Heights, O.—CP relay station 100 w.

NEW, W. A. Barnette, Greenwood, S. C.—CP 610 kc 250 w D.

KRLD, Dallas—CP new trans.

WSM, Nashville—Exp. auth. facsimile.

KFGQ, Boone, Ia.—CP new trans.

KGEK, Sterling, Col.—Mod. license re hours.

NOVEMBER 3

NEW, Gen. Elec. Co., Albany, Easton, Schenectady—Video stations.

NEW, King-Trendle Brdcstg. Corp., Pontiac, Mich.—CP 1440 kc 250 w unl. directional.

NEW, F. C. Todd, Gastonia, N. C.—CP 1420 kc 100 w 250 w unl..

WDAE, Tampa, Fla.—Mod. license 1220 to 780 kc directional.

KGGC, San Francisco—Mod. CP new antenna, move trans., to increase D to 250 w.

NOVEMBER 5

WDEL, Wilmington, Del.—CP vert. antenna. move trans.

NEW, Harry M. Ayers, Anniston, Ala.—CP 1420 kc 100 w D.

WSPA, Spartanburg, S. C.—CP new trans.

NEW, Michael J. Mingo, Tacoma, Wash.—CP 1400 kc 250 w D.

NOVEMBER 8

WOKO, Albany, N. Y.—License for CP new equip.

NEW, Pontiac Brdcstg. Co., Pontiac, Mich.—CP 1100 kc 1 kw D.

NEW, S. B. Quigley, Mobile, Ala.—CP 1200 kc 100 w D.

WKAT, Miami Beach—License for CP as mod.

WHBB, Selma, Ala.—Auth. transfer control to H. A. Shuman and S. A. Cisler.

WHBF, Rock Island, Ill.—CP change 1210 to 1240 kc, increase to 500 w 1 kw D etc., amended to 1 kw N & D.

WTAD, Quincy—Mod. license D to unl. 1 kw, amended to CP, directional N, move trans.

NOVEMBER 11

NEW, Peter J. Caldarone, Providence, R. I.—CP 1270 kc 250 w D.

NEW, Cherry & Webb Brdcstg. Co., Providence, R. I.—CP new trans.

WSIX, Nashville—License for CP new trans., increase power.

KWK, St. Louis—Mod. license D to 5 kw, amended to directional.

NEW, Pulitzer Pub. Co., St. Louis—License for facsimile station.

NEW, Larry Rhine, San Francisco—CP 980 kc 250 w D, amended to 1150 kc 1 kw.

KYOS, Merced, Cal.—Vol. assign. license Merced Star Pub. Co. to Merced Brdcstg. Co.

KVOA, Tucson, Ariz.—Trans. control from Albert Steinfeld & Co. to KTAR Brdcstg. Co.

KTKC, Visalia, Cal.—Mod. license 1190 to 1210 kc, D to unl., 100 w 250 w D (contingent KDON applic. 1400 kc).

Names Reps Abroad

BRITISH American Productions Inc., New York, has announced the appointment of representatives in Great Britain, Australia and New Zealand in addition to representation in Latin America and the United States. Additions in personnel, according to B. Charles-Dean, president of BAP, include Charles S. Pearsall, vice-president; Arthur R. Learey, formerly of Tested Selling Inc., director of broadcast-merchandising, and Irving J. Henry, sales manager in charge of radio.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on Nov. 8 started *Grand Hotel* on 29 NBC-Blue network stations, replacing *Vanity Fair*, which started Sept. 20. Agency: Aubrey, Moore & Wallace Inc., Chicago.

P. LORILLARD Co., New York (Old Gold cigarettes), on Nov. 16 starts *Hollywood Screenscoops* with George McCall on 55 CBS stations, Tues., Thurs., 7:15-7:30 p. m. Agency: Lennen & Mitchell Inc., N. Y.

CHESEBROUGH MFG. Co., New York (vaseline products), on Nov. 7 started *Dr. Christian*, starring Jean Hersholt, on 58 CBS stations, Sun., 2:30-3 p. m. Agency: McCann-Erickson Inc., New York.

SIGNAL OIL Co., Los Angeles (gasoline and motor oil), on Nov. 14 started *Signal Carnival* for 52 weeks on 11 NBC-Red Pacific and Mountain stations, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

OXO Ltd., Montreal (Oxo bouillion cubes), on Nov. 16 starts *Oxo Program* on 4 NBC-Pacific Red stations, Tues., Fri., 9:30-9:45 a. m. (PST). Agency: Doremus & Co., San Francisco.

BENJAMIN MOORE & Co., New York (paints and varnishes), on Jan. 3, 1938, starts *Betty Moore* for 21 weeks on 32 NBC-Red stations, Mon., 11:45 a. m.-12 noon. Placed direct.

CONSOLIDATED Drug Trade Products Inc., St. Louis (McCoy cod liver oil, Acidine, Kolor-Bak), on Nov. 8 started *Charley Stookey's Ozark Mountain Minstrels* on 2 Mutual stations (WGN, KWK), Mon. thru Fri., 5-6 p. m., after Nov. 29 also Sat., 5-6 p. m. Agency: Benson & Dall Inc., Chicago.

BERNARD PERFUMERS, St. Louis, on Nov. 16 started for 52 weeks *Arthur Chandler* on 2 stations of the WLW Line (WLW, WHN), Tues., Thurs., 8:30-8:45 a. m. Agency: Johnson Sel Co., Chicago.

PACKER MFG. Co., New York (Packer's tar soap), on Jan. 9, 1938, starts *Thatcher Colt Mysteries* on 23 NBC-Red stations, Sun., 2:30-3 p. m. Agency: Stack-Goble Co., Chicago.

B. MAX MEHL, Chicago (numismatics), on Nov. 8 started for 4 weeks *Money and Music* on 2 stations of the WLW Line (WLW, WHN), Mon., 7:45-8 p. m. Agency: Guenther-Bradford & Co., Chicago.

CHICAGO ENGINEERING WORKS, Chicago (correspondence course), on Nov. 10 started for 26 weeks *Modern Miracles* on 25 Don Lee stations, Wed., 9:15-9:30 p. m. (PST). Agency: James R. Lunke & Associates, Seattle.

Renewal Accounts

NASH-KELVINATOR Corp., Kenosha, Wis., on Dec. 4 renews for 43 weeks *Professor Quiz* on 61 CBS stations, Sat., 9-9:30 p. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit, on Dec. 7 renews *Hollywood Mardi Gras* for 52 weeks on 62 NBC-Red stations, Tues., 9:30-10:30 p. m. Agency: Young & Rubicam Inc., N. Y.

CARNATION Co., Milwaukee (condensed milk), on Jan. 3, 1938 renews *Carnation Contented Hour* on 59 NBC-Red stations for 52 weeks, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

PHILLIPS PETROLEUM Co., Bartlesville, Okla. (gas and oil), on Nov. 9 renewed *Phillips Poly Follies* on 19 CBS stations, Tues., 10:30-11 p. m. Agency: Lambert & Feasley Inc., N. Y.

Luckies New Show

AMERICAN TOBACCO Co., New York (Lucky Strike), will replace the present Wednesday *Hit Parade* on Dec. 1 or Dec. 8 with a new Warner Bros.-Transamerican show featuring Dick Powell on 74 NBC-Red stations plus KFWB, 10-11 p. m. It will be titled *Your Hollywood Parade*. Lord & Thomas, New York, is agency.

Warners Drop Scripts

FOLLOWING a national survey, Warner Bros. First National Studios, Hollywood, has discontinued supplying radio script versions of its motion pictures to more than 200 small stations. Decision was made, according to a statement by the Warner studios, on the finding that these broadcasts were proving detrimental to the company's interests and those of its exhibitors. Transcription programs however, will be continued, it was said. Other Hollywood motion picture studios it is understood are preparing to follow and discontinue the issuing of scripts on forthcoming films. The elimination of transcriptions is also deemed likely to follow.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on Nov. 8 renewed for 52 weeks *Scattergood Baines* on 6 CBS Pacific stations (KNX, KSFO, KIRO, KFPY, KOIN, KVI) plus KSL, Mon. thru Fri., 8-8:15 p. m. (PST). Agency: Neisser-Meyerhoff Inc., Chicago.

TOWNSEND National Radio Club, Los Angeles (political), on Nov. 1 renewed for 13 weeks *Townsend Plan* talks on 11 California Don Lee stations, Mon., 8:45-9 p .m. (PST). Agency: Lisle Sheldon Adv., Los Angeles.

WM. WRIGLEY Jr. Co., Chicago (chewing gum), on Nov. 8 renewed for 52 weeks *Poetic Melodies* on 49 CBS stations, Mon. thru Fri., 7-7:15 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

CARNATION Co., Milwaukee (evaporated milk), on Jan. 3 renews for 52 weeks *Contented Hour* on 59 NBC Red stations, Mon., 10-10:30 p. m. Agency: Erwin, Wasey & Co. Inc., Chicago.

Network Changes

GROVE LABORATORIES Inc., St. Louis, Mo. (Bromo-Quinine), on Nov. 9 added 12 Mountain and Pacific stations to the Tues. and Wed. schedule for *General Hugh S. Johnson*, previously heard on NBC-Blue.

ZENITH RADIO Corp., Chicago (radio receivers), on Dec. 5 moves *Zenith Foundation* from 67 NBC-Blue stations to 51 CBS stations, Sun., 10-10:30 p. m. Agency: J. Walter Thompson Co., Chicago.

IODENT CHEMICAL Co., Detroit (toothpaste) on Nov. 15 changed *Don Winslow of the Navy* from NBC-Red 6:15 p. m. to NBC-Blue 5:15 p. m., five weekly.

Universal Microphones



Model "XX" Stretched diaphragm. Standard impedance. Gold spots. Low hiss level. Frequency response. 100 to 4,000 cycles. Furnished in 3 sensitivities. Output level -45 db., sensitive: -50 db, medium: or -55 db., damped. Also a single button model. Send for complete catalog.

LIST $15

Microphone Division

UNIVERSAL MICROPHONE CO. Ltd.

424 Warren Lane, Inglewood, Cal., U.S.A.

AFM-Net Accord

(*Continued from page 13*)

tory progress. In these meetings, which were to be resumed Nov. 17, NBC was represented by Mark Woods, treasurer, and C. W. Fitch, business manager of program department; CBS by M. R. Runyon and L. W. Lowman, vice-presidents; and MBS by Alfred J. McCosker, board chairman, and T. C. Streibert, vice-president.

A one-year contract has been negotiated between Muzak Corp., supplier of so-called "wired radio" programs to restaurants, hotels and other places desiring music without talk, and 802, whereby Muzak agreed not to install its equipment without the union's approval and to remove its equipment from establishments in which orchestras are employed. While this agreement applies only to New York, it was said that if Muzak extends its service to other cities the same contract terms will apply there.

Teleprograms Inc., also engaged in "wired radio", has rejected the 802 contract on advice of its lawyers as being in restraint of trade. The New York musicians local is also carrying on negotiations with WINS, New York, which is trying to get its classification changed on the basis that as a part time station it should not be required to employ as many musicians as it has been. The station is temporarily operating without any staff musicians and has been placed on 802's "unfair" list. The union is picketing the station, which protests that this is unreasonable as it gave its orchestra the required notice and as it is attempting to negotiate a new agreement.

Quaker Oats Plans

QUAKER OATS Co., Chicago (Puffed Wheat), will start *Dick Tracy* on 12 NBC stations in the East in January with about 18 other stations in the West and South to carry transcribed versions. The program will be broadcast 15 minutes daily except Saturday and Sunday, both on the network and in transcribed form. Fletcher & Ellis, Chicago, handles the Puffed Wheat and Puffed Rice account.

BILL McINTOSH, formerly m.c. for Ray Noble's orchestra on the British Broadcasting Corp. network, and at one time news editor, announcer and writer with KLZ, Denver, has joined the staff of WEW, St. Louis. George Sutherland, formerly with WISN, Milwaukee, has also joined WEW.

"The Crystal Specialists Since 1925"

SCIENTIFIC

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

NOW ONLY $40.00 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.

Scientific

RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

Late Personal Notes

GERALD V. (Jerry) MOORE, director of sales promotion of WFIL, Philadelphia, resigned Nov. 10. He has not yet announced his new connection. He was formerly on the sales staffs of stations in Baltimore and Washington.

FRED SMITH, for the last two years publicity director of BBDO, New York, and publicity director for Bruce Barton's successful Congressional campaign, has resigned and on Nov. 15 opened his own firm, to handle public relations and promotion. Located at 383 Madison Ave., the new organization will be known as Fred Smith: Promotions.

EDWARD L. FOERTSCH, president of Radiad Service, Chicago, and his former secretary, Miss Betty Sahn, were married in Chicago Nov. 6.

WALLACE FORD, formerly of CKLW, Windsor, and KBW, Buffalo, and more recently of KYA, San Francisco, on Nov. 1 joined the staff of KFRO, Longview, Tex., as production manager and news editor. John Young, formerly of the announcing staff of KFRO has left to free lance in Shreveport, La.

DON CLARK, for the past six months program director of KFI-KECA, Los Angeles, has resigned effective Nov. 15, to become manager of the radio department of H. N. Swanson Inc., Hollywood writer's agency.

HERBERT H. HYMAN, formerly exploitation director of Columbia Pictures, has joined Radio Events Inc., New York, as account executive.



MR. E. H. RIETZKE — PRESIDENT OF CREI

It Pays to Know



How You Can Step Ahead into a Better Radio Job

If you are not satisfied with your present position. If you have the desire to improve your job and your salary . . . "invest" in a penny postcard and send for our new free booklet—"A TESTED PLAN FOR A FUTURE IN PRACTICAL RADIO ENGINEERING". Write today for your copy. You'll thank us many times after you read its 48 interesting and illustrated pages.

CAPITOL RADIO

ENGINEERING INSTITUTE

14th and Park Rd. Dept. B-11

WASHINGTON, D. C.

Merchandising & Promotion

What Food Stores Like—Milk Promotion—Mending Kit—All for Frogs—Dog and Girl—Bus Cards

WAYDE GRINSTEAD, sales promotion manager of WBBM, Chicago, has just completed a survey of food stores in Chicago in which answers to the following questions were obtained: What medium of advertising do the food stores prefer for assistance in moving their merchandise? (2) How many of them have radios in their stores and (3) What brands move the fastest in their particular classification? The survey is said to be significant in view of the fact that in Chicago, America's second market, there are approximately 10,000 grocery stores doing an annual business of more than $250,000,000. Following are highlights from the survey:

Food dealers like advertising assistance—they appreciate it. And they recognize results — recognize them not only by their sales figures, but by the mystic sixth sense that comes from watching the flow of merchandise.

Here's the way they named first choice of media: Radio 65.6%; newspapers 28.2%; counter displays 2.5%; magazines 2.2%; billboards 1.5%. It was found that 53.5% of the stores had radios turned on.

* * *

Prizes for Answers

HILTON Co. Inc., New York (men's clothing), on Nov. 3 started sponsorship of *Quizmaster* on WMCA, New York. Program, conducted by Martin Starr, is broadcast for 30 minutes from the stage of the Strand Theater, Brooklyn, and consists of nontechnical questions. First prize on the weekly show is a suit of men's clothes, or its equivalent in cash if the winner is a woman. Second and third prizes are $10 and $5. At the end of 13 weeks, all previous winners will compete for the $100 grand prize. Agency is Bachenheimer, Dundes & Frank Inc., New York.

* * *

Recorder and C. of C.

WTMV, E. St. Louis, sent its Fairchild recorder and Program Director Woody Klose across Illinois on a St. Louis cavalcade of businessmen, sponsored by the St. Louis C. of C. Drillers in the new Flora, Ill., oil field opened a well for the party, with Klose, Operator Cliff Schoenhardt and the recorder getting sprinkled with oil. Each of the businessmen on the trip received a letter advising when to hear the program.

* * *

The Red River Valley

WDAY, Fargo, has issued a 12-page book of facts and figures about the Red River Valley market and WDAY's coverage of this rich farm section. The brochure is illustrated with maps and charts and decorated with amusing drawings of the little farmer who represents the station's average listener.

* * *

Bread at Fair

JONES FINE BREAD Co., Waco, Tex., operated an elaborate studio at the Brazos Valley Free Fair, originating a number of its WACO programs for the site.

Milk Merchandising

RESPONSE indicating record success for the Salt Lake Milk Producers Association's radio show establishes that juvenile activity angles merchandise milk. Program is heard thrice weekly over KSL, Salt Lake City. Promotion is year round and bears title *Golden Glory Adventure Club*. Local theatres, sporting arenas, youth leaders, etc., execute a planned and varied weekly activity program. Club's Saturday parties have attracted 25,000 at meetings. Ed Broman handles the account. Stevens & Wallis Agency produces. Admission to participation is firm's bottle tops.

* * *

Local Newsreels

WTCN, Minneapolis, in cooperation with local theatres is making a series of newsreels covering events of local interest with emphasis on special events broadcast on WTCN. Stephen Wells, WTCN director of special events, edits and writes the film continuity while Charles Irving of the production department acts as commentator. The theatres furnish the equipment and camera men.

* * *

Rinso and Dime

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Nov. 5 started a daily gift offer on its five-a-week CBS program, *Big Sister*, in observation of the series' first anniversary. The gift, a personally initialed mending kit, is offered daily for three weeks in return for the top of a big box of Rinso, plus 10c. Agency is Ruthrauff & Ryan Inc., New York.

* * *

For the Youngsters

KFOX, Long Beach, Cal., has mailed out 10,000 program pamphlets to its young listeners. The three-page leaflet is done in two colors with illustrations and promotes the station's evening series of juvenile dramas.

* * *

The KMA Market

KMA, Shenandoah, has issued a promotional piece, the *Candid Story of KMA*, showing coverage, market data and results obtained by advertisers.

The Frogs Have It

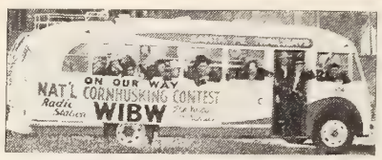
CAPITALIZING on the name, Frouge's Department Store in Tulsa, the store with the two big frogs out in front, has inaugurated a very successful children's program over KTUL five days a week at 5:15 p. m. The program is titled *Old Frougie*. Old Frougie is supposed to be a genial old bull frog who tells the children stories with the assistance of Aunt Sylvia. The stories he tells concern the adventures of a little frog, Bigeye. To tie in with this idea of frogs the store is giving away free to any child who comes in with their parent a little green frog luck charm, the statute of Bigeye of whom Old Frougie tells every day.

* * *

Results of Survey

A PROMOTION piece, summarizing the results of a recent radio survey made by the Minnesota Congress of Parents & Teachers, has been released by WCCO, Minneapolis. Questionnaires for the survey were distributed by PTA groups in 29 Minnesota communities. Over 10,000 were returned and analyzed by Dr. Kenneth H. Baker, professor in University of Minnesota's department of psychology.

* * *



SHUCKING—WIBW, Topeka, with Allis-Chalmers Mfg. Co. as sponsor, went to the Cornhusking Contest at Marshall, Mo., in this bus. A special telephone network was set up for the remote.

* * *

Girl Names Dog

ONE appeal for a name for a Scotch terrier brought 23,139 replies when broadcast on the *Aunt Jenny's Real Life Stories* program on CBS. Sponsor is Lever Bros., Cambridge, Mass., for Spry shortening, through Ruthrauff & Ryan Inc., New York. Jean Jarvis, 14, of Kansas City, submitted the name "Stymie" and won the dog.

* * *

WHIP Promotion Piece

WHIP, new 5,000 watt daytime Hammond, Ind. station, has issued a green-covered folder for agencies and advertisers giving complete data on the station's equipment, coverage, service, etc.



REQUIEM—Too bad, moans WBIG, Greensboro, N. C., sympathizing with those not using its facilities. The folder also carries the WSM creed "I Am the American Radio Listener!"



WMAZ BOOTH — The Macon station was represented at the Georgia State Fair with an exhibit of products sold by all its sponsors. On duty when the photo was snapped was Lew Kent (left). Mrs. Allie V. Williams, program director, is standing at the extreme right.

* * *

In Chicago Buses

WAAF, Chicago, has colored car cards in all Chicago buses calling attention to outstanding programs on the station. The placards, changed monthly, are in all the firm's 750 buses. Although advertisers are not mentioned in the cards they are benefited by them inasmuch as attention is called to the names and time of broadcast of various commercial programs. WAAF has also recently put out a brochure giving facts and data about its *King of the Kitchen* program.

* * *

Interest in Music

DR. JOSEPH E. MADDY'S 1937-38 *Fun in Music* series on the NBC-Red network has received requests for textbooks from every state, all the provinces of Canada, and a dozen foreign countries. Now in its second year over NBC networks and its eighth year on the air, this is the first season the series has included instruction in piano and voice. First printing of the piano instruction books was exhausted within four weeks after the first broadcast, Oct. 12.

* * *

Program Service

WRVA, Richmond, Va. celebrated its 12th anniversary Nov. 2 by publishing its first issue of *WRVA Dialog*, a monthly program selection service. The first copy included a resume of November programs and defined the program policy of WRVA. Offering quick reference to programs by types and filled with descriptive comment, the folders are mailed monthly without charge to all listeners who ask for them.

* * *

Bank Merchandisers

THE three banks using WOWO-WGL, Fort Wayne, Ind., are active merchandisers. Fort Wayne National Bank has a six-foot electric sign with call letters and tips on the next program. Fort Wayne Morris Plan has a four-foot sign of palm trees for the Arabesque series of Radio Events Inc. Lincoln National Bank & Trust Co. sends blotters in all direct mail, listing time of program on WGL.

* * *

WOR Piece Wins Award

OF THESE We Sing, market data book of WOR, Newark, won honorable mention at the Third Annual Exhibition of the New York Employing Printers Assn. held at the Hotel Astor in early November.

THE NO MAN'S LAND OF RADIO

Remote farms, mines, lumber camps . . .
Urban areas choked with local interference . . .
Homes with old and poorly repaired radio sets . . .

THESE MAKE UP "THE NO MAN'S LAND OF RADIO"

THE thousands of listeners in this "No Man's Land" know better than anyone else the value of WLW.

They depend almost exclusively on THE NATION'S STATION for top-flight programs delivered with a clear signal . . . and they are never disappointed.

WLW—THE NATION'S STATION

IMPORTANT NEWS ABOUT THE NEW RCA LIMITING AMPLIFIER

Features Low Distortion during Compression...Triple Action V. I. Meter... All Electron Tube Operation...Regulated Power Supply...Moderate Price!

THE new RCA 96-A Limiting Amplifier prevents excessive levels from causing distortion or over-modulation. Provides normal circuit gain of a program amplifier (58 db maximum), is entirely A.C. operated and has important features offered by no other equipment of this type.

When operated above its critical level, the 96-A provides a compression ratio of about 10-1. If the input is increased by 10 db, the output will increase by 1 db. Below the critical level, it functions as a normal amplifier with linear characteristics. As a result, it is usually possible to increase both modulation and signal levels, before over-modulation causes distortion. Chances of transmitter "off-ons", due to sudden peaks of modulation, are greatly reduced.

96-A uses an all electron tube circuit, assuring uniform compression during normal operation. After a peak has caused compression, the return to normal gain is *slower* than offered by other similar amplifiers. This prevents audible rise in gain, usually apparent by a varying background level. The 96-A will compress completely in one-one thousandth of a second, but gain is restored to 90% of normal value in about 7 seconds.

Because of the circuit used, the 96-A's extremely low distortion does not change appreciably with compression. This equipment's job is to reduce distortion. Hence, it is important that it introduces no distortion itself. Less than 2% RMS distortion over the entire limiting range—and between 50 and 5,000 cycles—is produced. Uniform frequency response is practically unaltered during compression... Convenient to use and moderate in price, the new RCA 96-A is made to order for use in your station. The nearest office will give you prices and technical data without obligation. Write or call today.

SPECIFICATIONS

Constructed in two units—amplifier and regulated power supply. Mounted in chromium-trimmed panels. Matches the RCA de luxe line of speech input equipment. Regulated power supply insures constant limiter action regardless of line voltage changes. By means of a switch, illuminated Volume Indicator Meter may be read as normal V. I. meter, to indicate db compression or to check tubes and plate voltage. Amplifier gain and output controls calibrated directly in decibels. Hum level—75 db below signal for normal settings. Range of inputs for limiting −0 to −40 db. Range of output level for limiting—−10 to +18 db. Separate switch included for disconnecting limiter portion of amplifier. Amplifier panel height—14 inches. Supply panel—10½ inches. Input and output impedances—500 ohms.

Replace weak transmitting and receiving tubes with the tubes preferred by network stations, RCA.

RCA

Broadcast Equipment

RCA MANUFACTURING CO., INC., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue • Chicago: 589 E. Illinois Street • Atlanta: 490 Peachtree Street, N. E.
Dallas: 2211 Commerce Street • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

Vol. 13 • No. 11

WASHINGTON, D. C.
DECEMBER 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

Market Bites Man!

(Please follow this dull charade with your undivided attention; there are so many facts in it...)

Three weeks ago our Chief Statistician called in some people named Ross-Federal. Plucking his slide rule from his tunic, our C. S. said, "Gentlemen, let us descend upon a city known as Newark and conduct a coincidental. Let us know how large an audience L. Bamberger & Co.'s Mr. Ed Fitzgerald has on WOR between 9:00 and 9:15 A.M. in metropolitan Newark and some towns to the east and west of it."

So it was agreed.

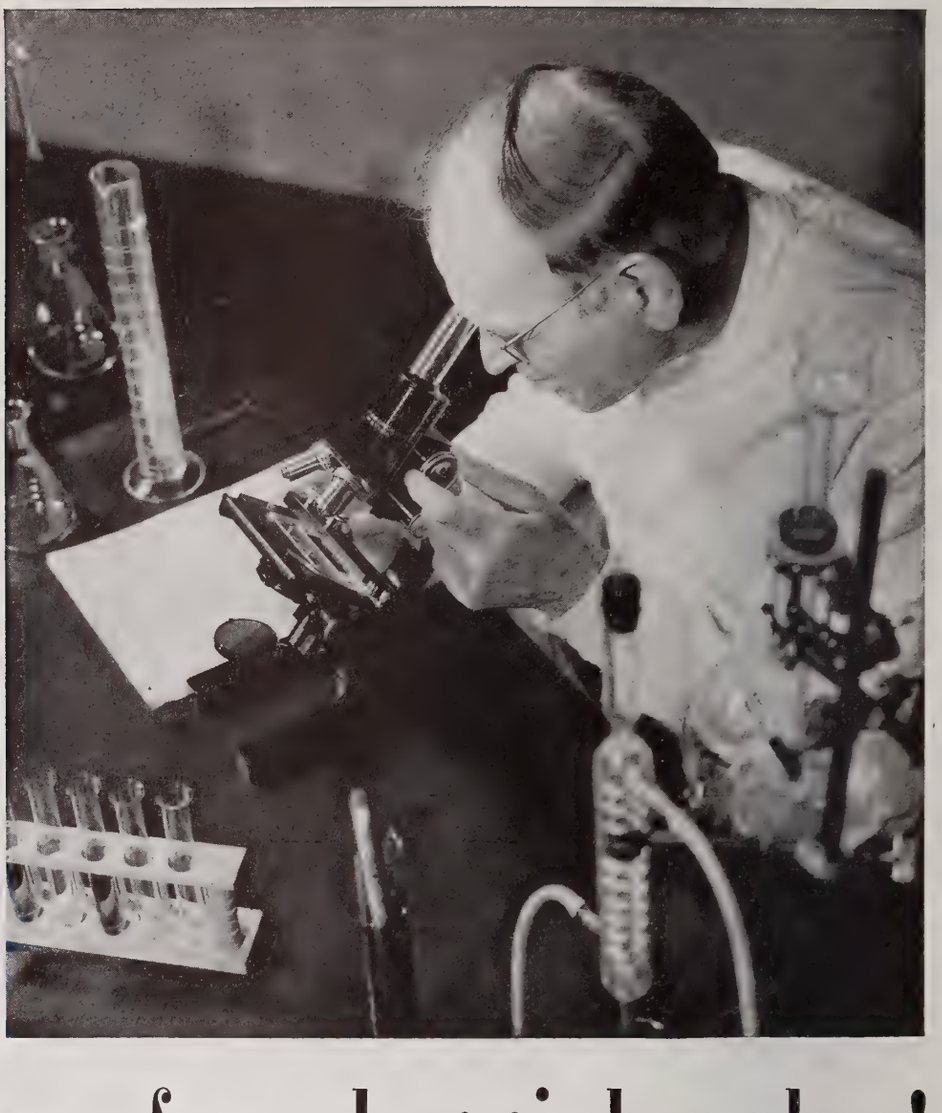
Came back Ross-Federal. In time emerged this report: L. Bamberger & Co.'s Mr. Ed Fitzgerald held 41% of the total audience for three days and on one day niblicked his total to 54%; while 77% of Mr. Fitzgerald's listeners identified his sponsor and on no one day did the second competing station have more than 20% of the total listeners at L. Bamberger & Co.'s time.

Then, the market bit the man!

"Ah!" said our C. S. "Here's this city known as Newark in whose retail trading area 1,000,000 people live. Here's a city where 17% of the total morning radio owners LISTEN. And WHAT have WE been doing? We've been talking about metropolitan New York as if it were the only market we've got, while another of the world's greatest markets is just across the river from us. And each day WOR pumps 50,000 good watts into it. And people LIVE and BUY and have babies and l-i-s-t-e-n!"

Put THAT in your tambourine and thump it!

WOR



RADIO

is the medicine for sluggish sales!

Are your selling efforts suffering from Low Ad Pressure?

Take the radio treatment. It works miracles—but *not* in the hands of those who have not studied the field.

Many of the worst cases of Sluggish Sales on record respond quickly to a radio transfusion of new ideas.

But, before you start to use radio broadcasting, consult a specialist. Select your markets, your radio stations, your programs and your time on the air—as carefully as a skilled physician prescribes the compounding of potent elements to achieve specific results.

We maintain at every Hearst Radio office a staff of Radio Consultants who will gladly advise you on radio potentialities for your particular purpose. Our time is your time.

And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

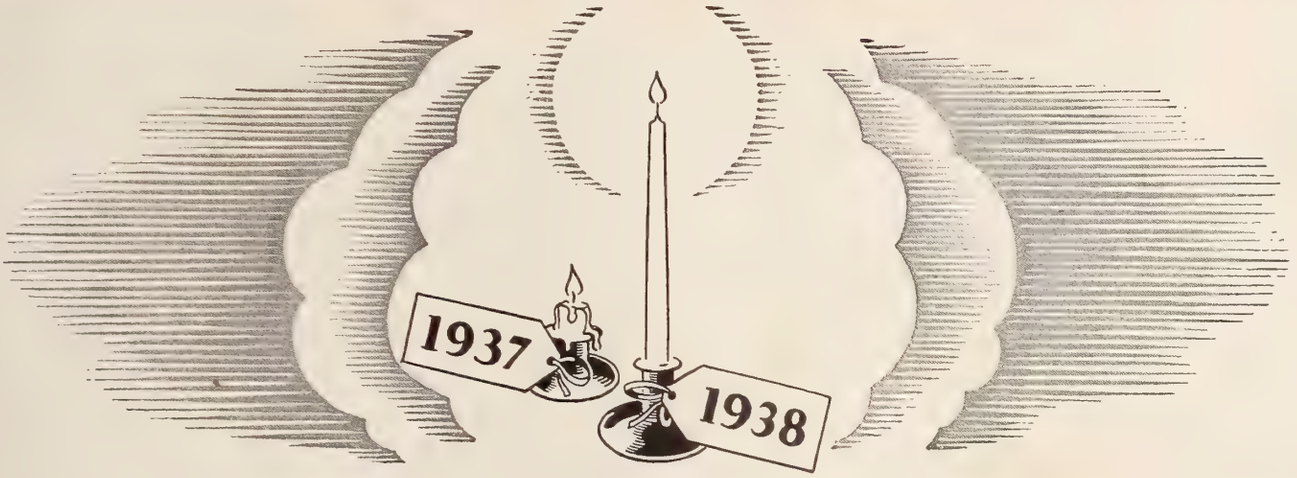
HEARST RADIO presents 10 major markets

WBAL . . . . . Baltimore	KNOW . . . . . Austin
WCAE . . . . . Pittsburgh	WISN . . . . . Milwaukee
KEHE . . . . . Los Angeles	KOMA . . . Oklahoma City
WACO . . . . . Waco	KTSA . . . . San Antonio
WINS . . . . . New York	KYA . . . . San Francisco

Serving the Public Interest

HEARST RADIO

New York • Chicago • San Francisco • Los Angeles



THE YANKEE NETWORK

Attuned to the Tempo of 1937-1938 *Selling*

14 STATIONS

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport
	New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WLLH	Lowell
WLNH	Laconia
WRDO	Augusta

THE past year will be recorded as a period of success and prosperity by The Yankee Network and the advertisers who are using its facilities. With its fourteen popular local stations covering all of New England's major markets and with its programs commanding an audience of steadily increasing size and loyalty, this group of stations is established as the vital factor in New England trade.

The coming year beckons with bright promise. In the future, even more than in the past, the network and its personnel will be equipped for effective service; they offer direct contact with a vast and active shopping region, they are attuned to the tempo of modern selling.

With happy memories and eager anticipations
we offer the time-hallowed greeting

Merry Christmas
and
Happy New Year

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.



... *just* 203 *days to* SUMMER

Not too soon (with next year's advertising budgets coming up) to think of summer radio!

Remember what happened last summer! *Automobile advertisers quadrupled their investment in* CBS *summer-time, over a record-breaking 1936* ★ *Soaps & Household Supplies more than tripled their investment in* CBS *summer-time, 1937 over 1936* ★ *Cosmetics & Toilet Goods on* CBS *last summer went up 31%* ★ *Gasoline* CBS *summer advertising went up 44%* ★ *Cigarette* CBS *summer advertising went up 63% in 1937.*

The largest and most careful buyers of advertising in the world are making *radio's summer-curve* the swiftest-rising curve in all advertising. And this summer, more millions will listen to more radios at home, in automobiles and on vacation than ever before. So—if you want a Merry *Summer* in 1938, start planning now!

COLUMBIA BROADCASTING SYSTEM

NEW STATIONARY MOUNTING FOR THE PRESTO RECORDER



IMPROVE the performance of your Presto recorder by mounting it on this new stationary base. The Presto 180-A mounting adds weight and rigidity to your turntable . . . reducing the effect of vibration from outside sources . . . and it improves immensely the appearance of your installation.

The type 180-A mounting is a high grade, close grained, iron casting weighing 40 pounds. It is equipped with adjustable mounting feet for accurately leveling the turntable. And it is drilled and tapped to accommodate the standard Presto 16" recorder chassis. You can transfer your recorder from the carrying case to the stationary mounting in less than 10 minutes time.

Install these mountings in your control room. Get the advantages of a heavy stationary recorder for studio work and at the same time have a recorder that can be adapted for outside use when necessary.

PRICE OF 180-A MOUNTING

When furnished in place of carrying case	$16.00
Price when purchased separately	36.00

Above Prices Are Net To Radio Stations.

PRESTO RECORDING CORPORATION

147 W. 19th ST. NEW YORK, N. Y.

THE MODERN BOOMERANG

A BOOMERANG ALWAYS COMES BACK WITH A RETURN SAIL

FOR **YOUR** SALES RETURNS

USE THE MODERN BOOMERANG

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

COMPLETING its 16th year of serving Arizona with the best in radio KTAR, Phoenix, pledges a furtherance of progressive policies to maintain its great audience acceptability!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—

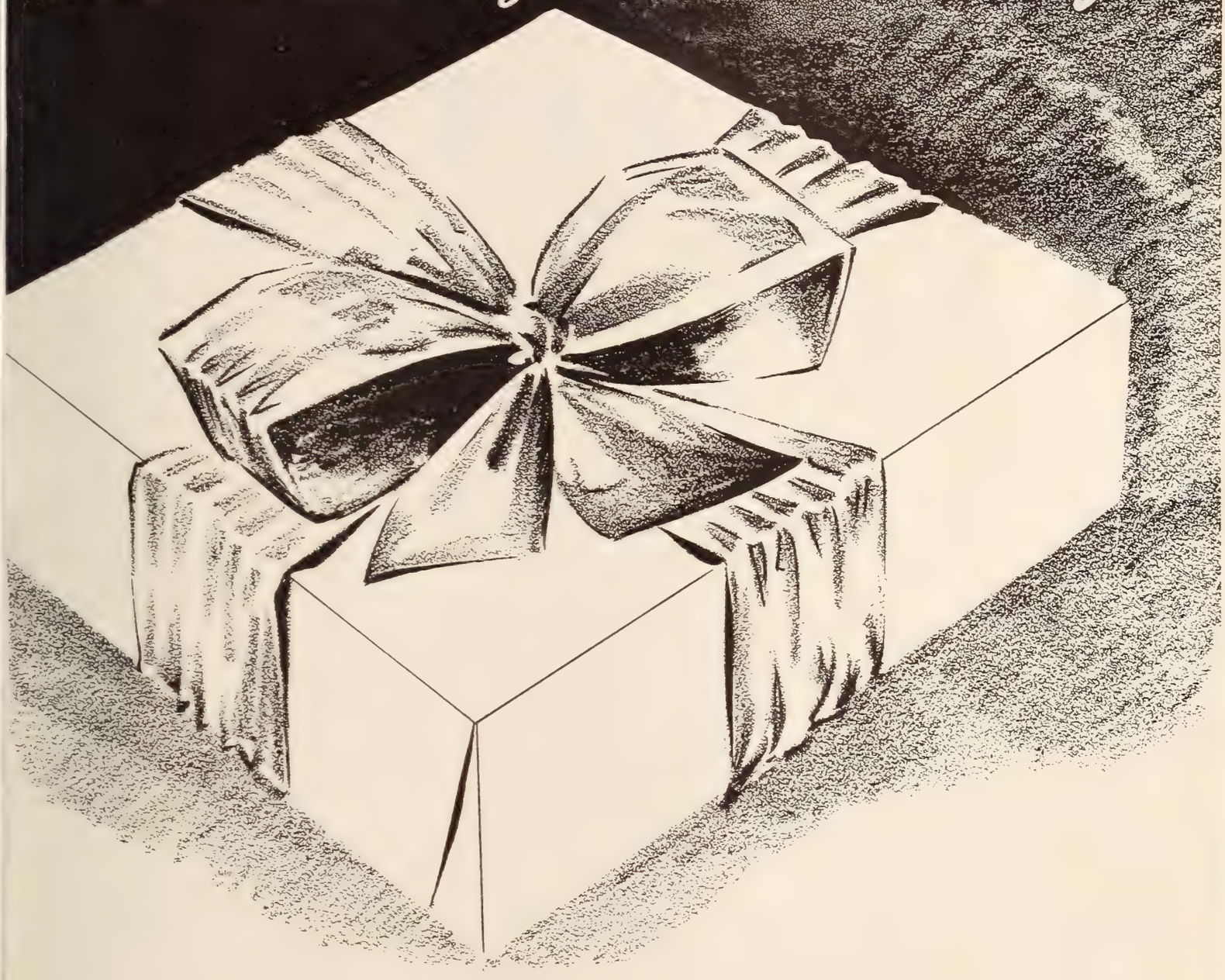
E. KATZ SPECIAL ADVERTISING AGENCY

New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas

WALTER BIDDICK CO.

Los Angeles, San Francisco, Seattle

Northeastern Pennsylvania makes a nice package...



WGBI can "wrap up and deliver" 175,000 radio homes in Northeastern Pennsylvania because these homes are absolutely dependent upon this CBS outlet for satisfactory broadcast service.

WGBI broadcasts from the center of the 17th largest U. S. Metropolitan area and is located in Scranton, Pennsylvania's third largest city.

WGBI is a MUST station on your list if you are to do a complete selling job in Northeastern Pennsylvania.

★ CBS ★

WGBI

SCRANTON, PENNA.

SCRANTON BROADCASTERS, INC
FRANK MEGARGEE, *President*
☆
National Representatives JOHN BLAIR & CO.

1,000 WATTS *L.S.*
500 WATTS NIGHT
880 KILOCYCLES

The ARIZONA Network

Announces the Affiliation of

KSUN

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Phoenix is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major market at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local progress of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer **KGAR Manager—Frank Howe** **KSUN Manager—H. Carleton Morris**

The Arizona Network is affiliated with CBS and Transradio Press.

The Voice of Arizona

KOY

For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

100 Watts • Day and Night Affiliate

Burridge D. Butler, *Chairman*
Fred Palmer, *Manager*

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 11 WASHINGTON, D. C., DECEMBER 1, 1937 $3.00 A YEAR—15c A COPY

Havana Group Focuses on Clear Channels

Conference Is Ready to Take Up Broadcast Allocations; Accord Is Noted on Regional Station Assignments

By Special Correspondent

HAVANA, Nov. 26.—Reserving its most important problem—North American broadcast allocations—for its last order of business, the Inter-American Radio Conference here has about completed all other aspects of its work and now is plunging into the home stretch on an agreement for use of channels in the band 550 to 1600 kc.

While still in the sub-committee stage, the conventional band broadcast allocations are expected to become the major order of business during the first week of December, with adjournment hoped for by the end of that week or in no event later than Dec. 10. The nature of the sub-committee discussions has been kept confidential, and for that reason the status of negotiations on the most important problem before the conference is not known.

Nevertheless, it has been indicated that, as was suspected, the differences between the North American nations have developed entirely on the distribution of clear channel facilities, with the total demands far exceeding the total supply. Involved in this, of course, are the United States, Canada, Mexico and Cuba, and to a lessor degree such nations as Newfoundland, Haiti and the Dominican Republic. The latter two nations have not been attending the meeting, even though a part of the American region, because of internal difficulties, and the Newfoundland delegate, Claude A. Fraser, departed last week, leaving his interests with the Canadian delegation.

Presumably, substantial agreement has been tentatively reached in the sub-committee sessions on all save clear channel allotments in the conventional 550 to 1600 kc. band. The fact that the regional stations are satisfied with the proceedings was indicated with the departure from Havana on Nov. 21 of Paul D. P. Spearman, counsel for the National Association of Regional Broadcast Stations, and on the following day of Dr. G. W. Pickard, consulting engineer for that group.

This presumably means that there has been substantial agreement on regional station assignments and classifications on a shared channel basis, and that the nations are satisfied with the proposals advanced by the United States Delegation on mileage and power limitations on such frequencies, to avoid interference. Basically, the United States proposals for the conventional broadcast band were those embraced in the Engineering Report of last January of FCC Commissioner T. A. M. Craven, then chief engineer, and the chairman of the American delegation to the conference, and A. D. Ring, assistant chief engineer for broadcasting.

This report, proposing six instead of three major classifications of stations and providing for reduction of the number of clear channels from 40 to 25, was agreed to at a preliminary technical conference of the four major North American nations in Havana last March. The broad principle involved was that of recognition of mileage separations even with transmitters of 50,000 watts to be used on a shared channel basis and for definite interference limits on use of power in the regional and local categories. Provision for 5,000 watts power at night on certain regionals was made, as against the present maximum of 1,000 watts night, and for increase of powers of locals to 250 instead of 100 watts night, where interference limits permit through adequate geographical separation.

With all save the regular broadcast band cleared up, and with everything in the broadcast band apparently agreed to except clear channel allocations, delegates are hopeful of arriving at an amicable solution within the next fortnight. While there have been threats of an impasse, confidence was expressed that an agreement, in treaty form, would be reached.

Conciliatory Attitude

All present, including industry observers, were distinctly impressed with the fairness with which all interests are being treated and considered by the delegates and their frank discussion of the problems. No controversies developed within the ranks between the clear channel and regional groups, networks or other industry interests represented. James W. Baldwin, NAB managing director, returned to Washington on Nov. 21 after having been at the conference since it convened Nov. 1, but there was the possibility he would return.

On the clear channel demands, it was apparent that much depended on such questions as the extent to which the band 1500-1600 kc. will be deemed acceptable for some such channels, the extent to which channels will be duplicated as between Canada and Mexico and Cuba, and similar issues. The fact that utmost good will and a conciliatory attitude is being displayed by all North American delegations indicated a determination to reach an amicable agreement.

Chairman Craven of the American delegation left suddenly Nov. 25 for Washington at the behest of chairman Frank R. McNinch. He was expected to spend one business day—Monday Nov. 29 in Washington to work with the FCC in adopting rules relating to its reorganization (See page 14) and probably to vote on certain other matters, and then return to Havana by Dec. 1.

Ultra-High Action

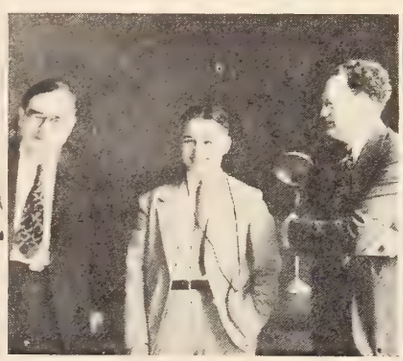
Comdr. Craven has been under considerable handicap because his brother delegate, R. Henry Norweb, American minister to the Dominican Republic, has not been present practically since the first days of the conference due to Haitian-Dominican border difficulties which forced return to his diplomatic post. Thus Comdr. Craven and his advisors have been working day and night, but the Commissioner's tactfulness and ability have won the plaudits of all those present.

Allocations above 1600 and including the ultra-high frequencies in substance have been agreed to, and no longer constitute any serious problem. On international

(*Continued on page 66*)









HARD WORK AT HAVANA—As discerned by our candid cameraman Jack DeWitt, chief engineer of WSM. In left photograph an absorbing conference of U. S. and Canadian delegates, left to right: Comdr. T. A. M. Craven, chief of U. S. delegation; C. P. Edwards, Canadian Department of Transport; Luarent Beaudry, chief of Canadian delegation. Second photo at left shows hard-working group on Havana Country Club beach; left to right: G. F. Leydorf, WLW; James W. Baldwin, NAB; Paul D. P. Spearman, counsel for Regional Channel Group; Senor Emilio Ascarraga, XEW, Mexico City. Third photo shows P. J. Hennessey, NBC; Mr. Spearman, and A. D. Ring, FCC assistant chief engineer. Right photo shows Canadian group at Sevilla Biltmore, where most of the more important committee sessions are held; left to right: Walter Rush, C. P. Edwards, J. W. Bain and Conald Manson. Comdr. Craven left Havana Nov. 25 for Washington, but was due to return there Dec. 1.

Shift in WPG to Clear Way For Bulova Network in East

Atlantic City Mayor Agrees to 1130 Assignment; WOV, WPEN, WELI, WNBC and Boston Included

FORMATION of a North Atlantic coastal network to stretch from Philadelphia to Boston under the direction of Arde Bulova, prominent watch manufacturer and broadcaster, approached fruition with the approval Nov. 19 of a plan whereby WPG, the municipal station in Atlantic City, changes frequency, thus clearing the way for a full-time high-power outlet in New York under Bulova ownership.

An agreement signed by Mayor White of Atlantic City approving transfer of WPG from its present 1100 kc. channel upon which it operates with 5,000 watts except for two evening hours a day, to the 1130 kc. channel on a full-time basis with 1,000 watts, paves the way for the New York full-time outlet. This transaction, however, is subject to FCC approval, and consent also must be procured from KSL, Salt Lake City to allow WPG to operate full time, with a directional antenna, on the 1130 kc. wave.

Subject to these two considerations, Mr. Bulova plans to place in operation a network of a minimum of five stations to be keyed by a full-time outlet on 1100 kc. in New York, probably with 50,000 watts. This outlet will result from the relinquishment of the 1130 kc. limited time assignment now held by WOV, New York, and the two-hour per day operation on 1100 kc. held by WBIL (formerly WLWL). Both stations were purchased by Mr. Bulova within the last year for approximately $600,000, but in separate transactions.

Stations Included

To be known probably as the International Broadcasting System, the Bulova network definitely will encompass such stations as the full-time WOV which will be established in New York; WPEN, Philadelphia, WELI, New Haven, WNBC, New Britian-Hartford, and WCOP or WORL, Boston, in all of which Mr. Bulova is said to have an ownership interest. Participating with him in this project have been the late John Iraci, president and founder of WOV, which he sold to Mr. Bulova, and president of WPEN, which he acquired afterward, and Harold A. Lafount, former member of the Radio Commission, who holds partial interest in several of the Bulova stations and presumably would become general manager of the network.

Mr. Iraci's untimely passing Nov. 24, tended to complicate the network plans and came as a severe blow to Mr. Bulova. At the time of his death, Mr. Iraci not only operated WPEN, but also WOV and WBIL. It is understood Mr. Bulova had contemplated a purchase of a 40% minority interest in WPEN from Mr. Iraci, or had actually acquired such an interest shortly before his sudden demise.

The arrangement with Atlantic City, it is understood, embraced payment by Mr. Bulova of $75,000 to defray the cost of a new 1,000 watt-transmitter for operation on 1130 kc. and to otherwise compensate it for necessary changes in location, antennas and other modern equipment to be installed. Mr. Bulova also agreed as part of the arrangement, to dismiss an application of WCOP, Boston, which he owns, for increased hours of operation from 6 to 8 daily on the 1130 kc. channel, which would eliminate danger of night interference to WPG upon its switch to that wave.

Mr. Bulova's rise in radio has been meteoric. During the last five years, he has become an important owner. He holds half interest in WNEW, New York, and also has control of WAGA, Atlanta, as well as his interests in these other stations. His plan from the outset was to form a North Atlantic regional network, but the procurement of a full-time high-power station in New York constituted the main obstacle. By surmounting these last remaining obstacles—approval of KSL consent for WPG operation on 1130 kc. full time, and approval of the FCC of both transactions—he stands to accomplish his aim.

Paid $275,000 for WLWL

His purchase early this year of WLWL from the Paulist Fathers for some $275,000, culminated a four-year fight which had many repercussions in Congress, and in which CBS was involved in its earlier stages. WOV also was affected in that conflict since WLWL sought full-time operation on the 1100 kc. channel which was blocked by the operation of WOV in the same metropolitan area on 1130 kc—only 30 kilocycles removed. Mr. Bulova purchased both stations and thereby was enabled to clear up the trouble, which had reached industry-wide proportions because of the reaction it precipitated in Congress.

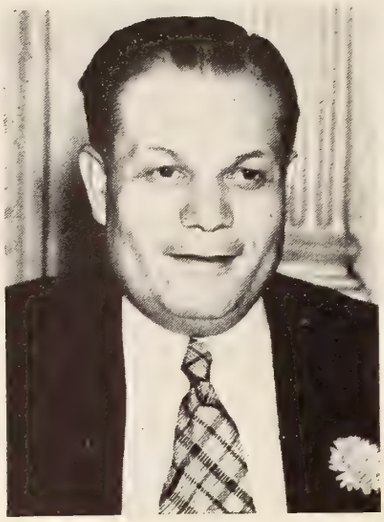
Mr. Bulova is chairman of the board of the Bulova Watch Co. and a pioneer user of radio spots. His "Bulova time" announcements were among the first ever to be placed nationally.

Because of the expansion of network activities of WOV and WBIL, the stations will establish a master control room for network operations only, separate from the present routine control room. Now under construction, new facilities will begin operation Jan. 1, and will also be used by WEVD and WFAB, New York, to pipe programs to out-of-town stations. Expansion of WOV-WBIL also includes installation of A. T. & T. teletype communication.

Boake Carter's Plans

BOAKE CARTER, at the termination of his contract with Philco Radio & Television Corp., Philadelphia, Feb. 1, will be sponsored by General Foods Corp., New York, for an as yet unspecified product. Benton & Bowles, New York, sponsor's agency, will neither confirm or deny the report, however. It is understood that Philco will return to the air with an entirely different type of program.

JOHN IRACI



John Iraci Dies From Heart Attack

Pioneer in Foreign Programs Spent Decade in Industry

JOHN IRACI, president and general manager of WOV and WBIL New York, and owner of WPEN, Philadelphia, died suddenly Nov. 24 of a heart attack following a one-week illness.

Well-known in broadcasting circles, and one of the pioneers in foreign language broadcasting, Mr. Iraci entered radio in 1928, at which time he established WOV. He sold the station earlier this year to Arde Bulova, New York watch manufacturer and broadcaster, but shortly afterward purchased WPEN-WRAX, Philadelphia, and continued management and operation of the New York station as well as the Philadelphia outlets. He also took over general management of WBIL (formerly WLWL) which was purchased by Mr. Bulova several months ago.

Burdened by Overwork

Mr. Iraci suffered a slight nervous breakdown a week ago, precipitated by over-work occasioned not only because of the vagaries of management of three stations, but also because of protracted labor negotiations in Philadelphia and reorganization activities. He returned from a vacation in Europe last September, during which he had visited his native Italy, and was accorded a lavish welcome by New York's leading lights, including Mayor LaGuardia, a close personal friend. Mr. Iraci stood high in New York's Italian community and was a leader in its political and social activities.

Mr. Iraci was born 52 years ago in Riposto, Sicily, and came to this country as a youth. Prior to entering the broadcasting field he was an importer.

Mr. Iraci is survived by his widow, two daughters, Rosaria and Mariania and a son, Sebastian Julio. Burial took place Saturday in Cypress Hills Cemetery, Brooklyn.

Miss Hyla Kiczales, assistant manager of the stations headed by Iraci, is expected to take over active direction, along with Harold A. Lafount, former radio commissioner, and vice president of WOV and WBIL.

Mr. Iraci was a member of the Cavour Masonic Lodge order. At Masonic services on Nov. 26, Mayor LaGuardia participated along with other Masonic celebrities in New York.

Sales Group Plans Steering Session

L. H. Avery Calls Meeting to Be Held in Chicago Dec. 16

TO FORMULATE plans for a national convention of station sales managers, L. H. Avery, sales manager of WGR-WKBW, Buffalo, and chairman of the NAB Sales Managers' Division, has called a meeting of 17 station officials in Chicago Dec. 16. The group, functioning as a sort of steering committee, will develop plans for a national convention of the organization to be held probably in Chicago in January so as not to conflict with the contemplated NAB reorganization meeting the following month.

Mr. Avery appointed seven sectional chairmen, six members of an executive committee and four committee chairmen for local, national, recommendations, and cooperation with the National Radio Dry Goods Association.

Promotion of Sales

The entire effort of the Sales Managers' Division, Mr. Avery declared, is that of procuring "bigger, better and cleaner" sales for broadcasting stations. Numerous station sales managers and executives, he said, had written him since the last NAB Convention in Chicago seeking additional meetings because of the good derived from previous sessions.

The Chicago preliminary meeting will be held at the Sherman Hotel. Personnel appointed by Mr. Avery, who holds title as acting chairman of the Sales Managers' Division is as follows:

Executive Committee: Lewis H. Avery, WGR-WKBW; J. Buryl Lottridge, KTUL; William R. Cline, WLS; Purnell Gould, WFBR; Craig Lawrence, KSO-KRNT; Mallory Chamberlin, WMC-WMPS, and Jack O. Gross, KWKH.

Division Chairmen: New England, William Warner, WAAB; Mid Atlantic, Mort C. Watters, WCHS; Southeastern, John M. Outler Jr., WSB; Southcentral, Herb Hollister, KANS; Northcentral, C. T. Hagman, WTCN; Mountain Division, Frank Bishop, KFEL, Pacific Division, C. C. Mittendorf, KFWB; Local Sales Committee, E. Y. Flanigan, WSPD; National Sales Committee, K. W. Church, KMOX; Committee to cooperate with NRDGA, Harry Trenner, WNBF; Recommendations Committee, Charles C. Caley, WMBD.

Canada's 50 Kw. Soon

THE new 50,000 watt transmitters of the Canadian Broadcasting Corp., CBL at Toronto, and CBF at Montreal, are now slated to be definitely on the air during the early part of December. Both stations are practically finished and ready for tests. CBF is expected to be on a few days or a week before CBL. They will be highest powered transmitters in Canada, the first of a chain of five to be built by the government-controlled broadcasting body in the near future.

RKO PICTURES Corp., New York, has made an official denial of reports that it would enter the radio field with a show similar to that of M-G-M and the coming Warner one for American Tobacco.

Music Strike Date May Be Deferred

Negotiations for Key Station Contract in Drafting Stage; Disc Proposal Still Is Undergoing Revision

By BRUCE ROBERTSON

WITH THE mailing out Nov. 16 of the standard trade agreement drawn up by the international executive board of the American Federation of Musicians and the negotiating committee of the Independent Radio Network Affiliates, the first big step had been taken toward a peaceful settlement of a problem that might easily have ended in a radio-music war.

The committees had fought out the major issues involved; their lawyers had wrangled over wording; an agreement had been reached. Now it is up to the individual stations and local musicians unions to accept or reject this document as a part of each individual contract; to back up the judgment of their committees or to throw it overboard and return the status to that of last July when the AFM first presented to the broadcasters its demands for the employment of more of its members in radio. Dec. 1 has been set as the deadline for the return of the signed contracts, but in view of the late date at which they were sent out it is almost certain that the deadline will again be extended probably to Dec. 15 or Jan. 1.

Key Station Contract

Meanwhile union officers and network executives have reached the drafting stage in their negotiations for a standard contract for the networks' key stations in New York, Chicago and Los Angeles. Spokesmen for both broadcasters and musicians say that they are in agreement on all issues and nearly so on wording and that their work should be completed within the week. The license form which the union will present to the makers of transcriptions and phonograph records is undergoing some revisions and will probably not be ready until later in the month. The recorders are taking no action at present, but are waiting for an opportunity to study the union's demands before deciding on what course to follow. The union has previously stated that its license will be based on the demands presented last summer; the transcription and record companies have stated that they will not accept such terms; but it is probable that a compromise will be reached here also. The Canadian situation has been referred to Canadian local unions, who will follow Schedule A in drawing up new contracts with Dominion stations.

AFM has not yet begun to consider the case of the non-network stations and will take no action with them until the affiliate contracts have been received and accepted. In fact, practically all future negotiations depend on the action of the network stations. If they accept the increased expenditures for staff musicians and the terms of employment as specified in the agreement, it will form a precedent for the union to use in dealing with the independent stations. If they reject the union's terms, there will be no necessity for the union to deal with the independents, as the strike presumably would be on.

Many Changes Made

The plan of settlement calls for the additional expenditure by network affiliates of $1,500,000 annually for employment of staff musicians over the amount spent by this group during the year Sept. 1, 1936 to Aug. 31, 1937, making an aggregate expenditure by these stations of not less than $3,000,000 annually during the two years of the contract. Each station is required to expend either the amount allotted to it as a quota or the amount previously spent, whichever is greater. This network affiliate includes the five Canadian stations affiliated with U. S. networks (CKAC, CFCF, CKLW, CFRB, CRCT) as well as the U. S. affiliates, but excludes the following key stations: WEAF, WJZ, WABC, WOR, New York; WMAQ, WENR, WBBM, WGN, Chicago; NBC studios, KNX, KHJ, Los Angeles. While individual contracts are to be signed by stations and local unions, it is understood that none of these will become binding unless the total number is satisfactory to the AFM as achieving its purpose to increase employment of its members.

The final form of Schedule A, as the standard agreement is called, is considered changed from the document that was originally submitted to IRNA members at their September convention (published in full in BROADCASTING, Sept. 15). Section 10 of the first Schedule A, which required signing stations to agree not to transmit music to any station not signing the agreement and not to contract for transcriptions or phonograph records from any company not licensed by the union, is missing from the final form, which permits the signer to "send to and receive from any station in the United States national and regional network programs." It mentions transcriptions and recordings only in regard to their manufacture by an affiliate station for purposes of record or their use to replace a network program which the station was unable to take at the time of its original broadcast, except to prohibit the use of "pilfered" records.

The revised Schedule A also specifically states that "nothing in this agreement contained shall be deemed to require the affiliate or any local union to violate any law or any regulation of the FCC."

The new agreement specifies that staff musicians may be used for both sustaining and commercial programs; that if the local union makes special rates for advertisers and agencies it shall also give the station the benefit of such rates; that salaries of leaders are to be credited against the station's quota; that the union shall furnish "competent and qualified musicians"; and that the station shall have full control of instrumentations, program material and selection of music. The affiliate agrees to employ only union members as staff musicians and to employ other than staff men upon terms and conditions as agreed upon between the station and the local union.

Original requirement that sta-

(*Continued on page 58*)

Northwest Stations Urged to Refuse AFM Contract; NAB Change Is Favored

A RESOLUTION that broadcasters in the six Pacific Northwest states refuse to sign the contracts for employment of musicians offered by the American Federation of Musicians, "in their present form", was adopted by the regional meeting of broadcasters in Spokane, Nov. 12. Twenty-four stations, represented by 18 broadcasters, attended the meeting, called by Ed Craney, general manager of KGIR, Butte, and KPFA, Helena, who is also a member of the NAB Reorganization Committee.

Proposed by Louis Wasmer, KHJ, Spokane, and seconded by H. E. Studebaker, KUJ, Walla Walla, the AFM resolution followed discussions of the musicians contract, in which the practically unanimous view was evinced that broadcasters of that region "could not give up their rights and their duties to the public that would in any way limit them in what they put on the air." Moreover, it was held that they "could not enter into an agreement which would be in violation of the Sherman anti-trust law or the present radio law."

Committee Appointed

A standing committee comprising five broadcasters and headed by H. J. Quilliam, KIRO, Seattle, as chairman, was named to study the Musicians Union problem and report to the broadcasters.

Another resolution adopted dealt with the NAB reorganization and the group voted that the trade association should be re-established in such a way as to become an efficient organization, properly financed to do a representative job for each station in the country. It proposed that the NAB be composed of state groups and regional groups which would elect delegates to the national convention or elect directors to the NAB board, with the director or delegate having a voting power in proportion to the number of stations he represents. It proposed also that the NAB be geared to represent and to do for the industry everything except representation of individual members before the FCC or any other governmental body.

Unless the reorganization is affected so as to represent the interests of broadcasters along the lines proposed, the resolution stated, the Pacific Northwest broadcasters concluded that their "further support of the present organization is undesirable." The meeting also recommended that the next convention of the NAB be held in Washington "at as early a date as possible."

Delving into broadcast line rates, another resolution adopted concluded that a closer understanding of the rates, rules and regulations of the telephone companies with whom broadcasters do business would lead to advancement of both the telephone and broadcasting industries. The group recommended that every member station be provided with a digest of the fundamental rules, practices, regulations and rates filed with the FCC which relate to telephony insofar as it concerns broadcasting.

The convention also went on record in support of the NAB public domain transcription library and urged members to purchase it. Discussion on this score also developed that broadcasters of the Pacific Northwest were in favor of subscribing to the Lang-Worth public domain library.

Other Speakers

Guest speakers included former Senator C. C. Dill, now a Washington attorney, who spoke on 1937 problems of the broadcasters and warned that broadcasting was not out of its infancy stage and must organize and work as an established industry; Alfred J. Schweppe, NAB copyright counsel in the Montana-Washington ASCAP cases, who presented a resume of what has taken place in these two states on copyright matters and outlined briefly things broadcasters should do in the future; and Ralph Wentworth, of Lang-Worth Features, who discussed problems of transcription manufacturers and of the broadcasting industry under present copyright law.

Mr. Wasmer, president of the Washington State Broadcasters Association, reported on the activities of that organization and discussed his views on what state organizations should do for broadcasters on a country-wide basis. T. W. Symons of KFPY-KXL and NAB board member, spoke on the AFM contracts. Other speakers included Earl J. Glade, KSL, and Mr. Studebaker.

Present at the meeting were:

T. W. Symons, Jr., KXL, Portland; O. P. Soule, KSEI, Pocatello; John E. Gardner, KTFI, Twin Falls; Arthur L. Bright, KFPY, Spokane; Cole E. Wylie, KVOS-KPQ, Wenatchee; Earl J. Glade, KSL, Salt Lake City; W. J. Mosby, KGVO, Missoula; Robert E. Priebe, KRSC, Seattle; Louis Wasmer, KHG-KGA, Spokane; H. E. Studebaker, KUJ-KRLC, Walla Walla; J. A. Murphy, KIT-KMO, Yakima; H. J. Quilliam, KIRO, Seattle; John A. Kendall, KVI, Portland; B. F. Fisher, KOMO-KJR, Seattle; J. B. Toles, KRNR, Roseburg; Frank E. Hurt, KFXD, Nampa; Arthur L. Smith, KFIO, Spokane; Ed Craney, KGIR-KPFA, Butte.

Dog Food Bringing Business to Radio

Makers Begin Schedules After Layoff Since Last Spring

INACTIVE since last spring, leading national dog food manufacturers will shortly launch nation-wide radio campaigns with both network and large spot schedules to be used. Center of all the activity is in the Midwest packing center.

John Morrell & Co., Ottumwa, Ia., (Red Heart Dog food) will launch a quarter-hour weekly NBC-Red network program Jan. 9 featuring Bob Becker, outdoor editor of the *Chicago Tribune*. Show will be broadcast coast-to-coast over 25 stations from 1-2:15 p. m. (CST). Because of his newspaper affiliation, no NBC outlet will be used in Chicago but a special broadcast will be heard on WGN. In addition, spots will be used on a number of stations, to start at the same time as the network show. At present John Morrell is on WOR, Newark, where 5 minute participations and two weekly one minute spots are being used. Henri, Hurst & McDonald is agency.

Doyle Packing Co., with plants in Newark, Momence, Kansas City and Los Angeles, manufacturers of Strongheart dog food, which recently placed its business with Beaumont & Hohman, Chicago, will soon add six stations broadcasting transcribed minute announcements, making a total of 18. Stations already picked are WMAQ, WCFL, KFI, WHB, KOIL, WBEN, KYW, WFBL, WOR, WBZ-WBZA, WHAS and WGAR.

New Firm Using Spots

A new Chicago dog food firm, Davis Dog Products Co., Chicago, has been formed with George W. Davis, formerly vice-president of Willard Tablet Co., Chicago, as head. The firm makes dog tablets containing cod liver oil. One-minute discs have been started on seven stations with 50 to be used eventually. Baggaley, Horton & Hoyt, Chicago, is agency with Steve Horton account executive.

Rival Packing Co., Chicago (Rival dog food), currently using announcements and programs on seven stations, may expand its list the first of the year. Stations are WMAQ, WTAM, WGY, WBZ-WBZA, WHAM, WTMJ, WJR. Charles Silver Co., Chicago, is agency.

Two of the three leading Chicago packers, all of them manufacturing dog food may soon start radio campaigns. Swift & Co., Chicago (Pard) and Wilson & Co., Chicago (Ideal), are potential radio advertisers. J. Walter Thompson Co., and U. S. Adv. Corp. respectively, both of Chicago, are agencies. At Armour & Co., Sam Teitelman, director of research, said the company had no radio plans at this time. Armour's product, formerly known as Sandy dog food, has been changed to Armour dog food. Lord & Thomas, Chicago, is the Armour agency.

Other dog foods that will use radio after the first of the year are Chappell Bros. Inc., Rockford, Ill. (Ken-L-Ration) and Simpson Products Co., Terre Haute, Ind., (Doggie Dinner). Agencies are C. Wendel Muench & Co., and McJunkin Adv. Co., respectively, both of Chicago.

NBC Promotes Three to Vice President



MR. HANSON MR. WOODS MR. HEDGES

NBC, at a board meeting Nov. 26, elected three new vice-presidents—Mark Woods, treasurer; William S. Hedges, in charge of station relations, and O. B. Hanson, chief engineer. All continue their present activities in connection with their vice-presidential responsibilities. There now are 11 NBC vice-presidents.

Mr. Woods has been with NBC since its organization in 1926, and previously had been with WEAF under AT&T for four years. He helped set up and formulate financial policies of the network and established the branch offices in Washington, Chicago, San Francisco, Cleveland, Pittsburgh and Boston. He was elected NBC treasurer Jan. 1, 1937.

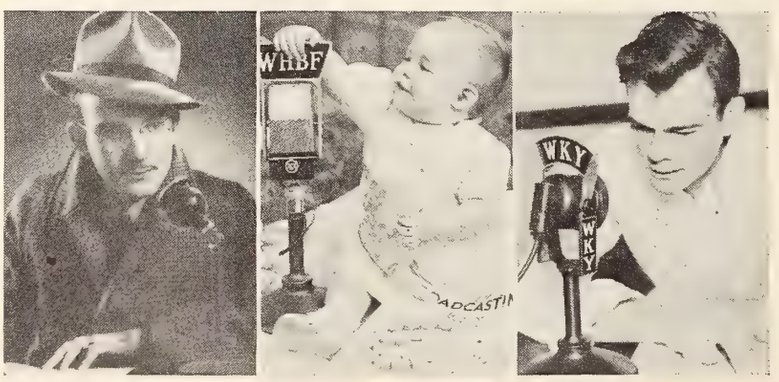
Mr. Hedges entered radio in 1922 as manager of WGU, Chicago, now WMAQ. He became president of WMAQ and in 1928-9 served two terms as NAB president. When NBC bought WMAQ in 1931, he was made manager of WMAQ-WENR. In 1933 he was named manager of KDKA and in 1934 became manager of NBC managed and operated stations. He left NBC Jan. 1, 1937, to become vice-president and manager of WLW and WSAI, Cincinnati, which post he resigned Nov. 1 to return to NBC station relations.

Mr. Hanson is a pioneer in technical radio, having been a wireless amateur in 1912. In 1916 he was operator on the *SS Stephano*, torpedoed by enemy craft. From 1917 to 1920 he was chief testing engineer of the Marconi Co. at Aldene, N. J. Later he was at the then WAAM, Newark, and in 1922 became assistant plant engineer of WEAF. He joined NBC during its organization in 1926 as manager of technical operations and engineering, being promoted to chief engineer in 1934.

Named to Court

ASSOCIATE Justice D. Lawrence Groner was named Chief Justice of the U. S. Court of Appeals for the District of Columbia November 26 by President Roosevelt. At the same time the President nominated Henry White Edgerton of New York and Rep. Fred M. Vinson of Kentucky to be Associate Justices of the same Court to fill existing vacancies. The court is the appelate body sitting on all appeals from FCC decisions. The appointments are subject to Senate confirmation.

YOUNGER AND STILL YOUNGER



NO END IN SIGHT—They keep getting younger every issue, these "youngest announcers" whose qualifications for the mythical title are coming in day by day. Among those of tender years is Emma Kristine Heyer (center), daughter of Clair Heyer, national sales manager of WHBF, Rock Island. Her actual air experience is not listed in the entry. Jack Parker, news commentator of WJIM, Lansing, (left), is 21, having made his radio debut in 1932. At right is Irwin Drake Bingham, 19, of WKY, Oklahoma City, and WKY reports that he fibbed about his age to get the job. WTNJ, Trenton, N. J., submits two entries but no photos. The two are George M. Cahan, 18, who made his debut five years ago as an actor at WCAU, Philadelphia, and is now a full-fledged announcer, and "80" Adams, 20, script writer who started six years ago.

Wessel Preparing New Local Series

Nationwide Cooperative Will Be Launched Early in 1938

WESSEL Co., Chicago agency which is handling the series of NBC programs featuring the Philadelphia Symphony orchestra and sponsored by banks throughout the country, is sending out salesmen in major markets to line up local sponsors of a new cooperative series to be launched about the first of the year.

New program, being transcribed by WBS, Chicago, is a race horse skit called *Boots & Saddles*. Three separate contests will be run in conjunction with the broadcasts in which winners will get their choice of sons of Man O' War, Burgoo King and Bubbling Over or cash prizes of $10,000, $5,000 and $2,000 respectively.

Promotional Plans

Complete merchandising and promotional advertising will be given to local sponsors including placards, banners, direct mail pieces and other literature. Local sponsorship will not be limited to any particular classification, such as department stores, but will be available to any local merchant. Cost of the program will be determined by the size of the city.

The show was conceived by George W. Davis, Chicago, who originally ran a similar program on WGN a couple of years ago for Mars Candy Co. in which choice of a race horse or a cash prize was awarded the winner. The winner chose the cash prize and subsequently the horse has won a far greater amount than the cash award.

The series will be broadcast three quarter-hour periods weekly. Herb Futram, Chicago writer, is author.

Quaker's New Shows

QUAKER OATS Co., Chicago (Aunt Jemima pancakes), currently sponsoring Aunt Jemima's *Cabin at the Crossroads* show on a six-station split NBC-Blue network at 8:45-9:00 a. m. (CT), is planning on adding the preceding 15-minute period with another program to make a half-hour strip Tuesdays through Saturdays. *Margot of Castlewood*, a script show featuring Barbara Luddy is being considered. New setup in no way affects the sponsorship of *Kaltenmeyer's Kindergarten* over NBC Saturday afternoons. Lord & Thomas, Chicago, is the agency. For Muffets, Quaker Oats Co. has started a daily except Sunday half hour show, *Woman's Club*, over WFIL, Philadelphia. Arthur Kudner Agency, New York, handles the Muffets account.

Radio School Buying

DE FOREST'S TRAINING Inc., Chicago (radio correspondence courses), on Nov. 21 began quarter-hour periods on WOR, Newark. The firm, a new radio advertiser, has been using three five-minute periods on WJR, Detroit, and one-15-minute program on WTIC, Hartford. Presba, Fellers & Presba Inc., Chicago, is agency.

Dust on the Trailer--A New Menace

Film Exhibitors Hiding Advertising Raids Behind Wails

By T. E. KRUGLAK
Radio Department
E. Katz Special Advertising Agency

WITH the radio hegira to Hollywood, lamentations have poured in about the fate of the poor exhibitor, harried by the spectre of vacant seats, while audiences sit at home, listening to Charlie McCarthy belabor W. C. Fields. In all the clouds of dust kicked up by the exhibitors, their own onslaught on the 100 watters, and local radio stations, has been carefully concealed. To get the entire story, a movie technique, the "flashback" must be utilized.

It is the early days of radio—and the stations are trying to break down the resistance of advertisers to auditory advertising. And you remember the terrific battle we had.

With that picture in mind, return to the present. To a great degree, advertisers have been convinced that radio, bringing entertainment to the listener, is a splendid medium for sugar-coating an advertising message.

A Place for Both

With the chains and stations in most cities, radio advertising to a great degree supplements the space used in newspapers, but in the small stations, and in the bulk of the towns, despite protestations on the part of radiomen that their product does not compete with the newspaper, it has resolved itself into the condition, where an advertiser impressed with radio goes the whole hog, and abandons his newspaper campaigns.

Radio, having conditioned the advertiser to the point where he does not look upon the newspaper as complete coverage, also places him in the frame of mind of being open to a further development of the same theme.

At this point another medium steps up and produces a logical argument which runs somewhat as follows: "We admit that the printed word and photographs have a great deal of authority in the presentation of a good sales argument. We also admit that there is another important medium, the auditory reception, which can hear demands and be swayed by a convincing voice. The voice is an important medium, gentlemen—balanced only by the power of the printed word or photograph.

"Now, just supposing—now mind you, just supposing there were a medium, combining both these powerful weapons—wouldn't it be terrific? We don't mean television—that's not perfected, we mean something practical—a medium which has a guaranteed attendance each week—where the audience is entertained, and placed in a receptive mood."

The advertiser, drooling at the mouth at the vision of this juicy morsel, is all ears and eyes. Then comes the revelation—the medium is none other than the motion picture theatre. The advertisers' objections about audience resentment are answered by pointing out that most theatre audiences have been conditioned by radio into accepting advertising as a part of the price of amusement. It is pointed out that the small town motion picture house is the center of the community's activities, and it would have to be a pretty dull picture to keep the average movie-goer away from the theatre.

Raiding the 100-Watter

How has the motion picture advertiser fared. Examples are in order. One of the important distributors of screen advertising is "Screen Broadcast". It lists as its customers, in each small town covered, the local restaurants, cleaners, garages, and other independent merchants—in other words, the source a 100-watter draws on for spot announcements and sponsored recordings. With the trend of the advertiser to the screen, the point may soon be reached where he uses the motion picture theatre as the medium, to the exclusion of the radio station.

In line with this, is the relation of a motion picture theatre to the local radio station. Up to the present, the movie has been looked upon as a type of entertainment, not in conflict with radio. Operators have good-naturedly cooperated with the movies in plugging shows, or engaging in promotion stunts. In a large number of towns, there have been "swaps", whereby the radio station presents a daily resume of the movie showings, in exchange for a trailer plugging the radio. The radio station presents a sprightly program of recorded music, in exchange for a dull, dispirited trailer. The net results has been a boosting of theatre attendance by means of the daily program. The benefit to the radio station is less tangible. The movie audiences, which still resent trailers, transfer some of the resentment to the radio station; it's true the station can point to the trailer in its promotion copy, as a means of publicizing their outfit. But this is more than counteracted by loss of income from the free advertising; and the fact that the motion picture company has the advantage of a good program at no cost.

A Hard One to Answer

These same stations, going after the local trade, find the advertisers turning to screen broadcasts—and when the salesman points out the superiority of radio advertising, he is confronted with the fact "why do you advertise in the movies yourself, if you think it's no good."

Even more important has been the trend of national advertisers to the screen. One of the methods used is a local newsreel, using professional camermen, to cover events overlooked by the big newsreel outfits. Presented on the screen with a commentator, it has been simple to utilize the radio technique of introducing credits. Pure-Oil, for example, uses this type of advertising.

What is radio to do about it? First of all, to get out of the reciprocal arrangement with motion picture houses—for the radioman can't cry "advertising under false pretenses" to the movieman under the theory that even a slightly soiled kettle is barred from describing pots. He must be ready to demand payment for his services.

The other phase of the matter is merchandising. It is in this respect that the station can perform a service for its advertisers. It should be able to cite figures, draw diagrams, and present material so that the advertiser knows what he is buying. It is on this line that the radioman can stand up against the movie threat—for with proper merchandising, radio can do a job which will render the trailer as impotent as an infant trying to bite a nine-pin.

UNHERALDED, a competitor to radio is mushrooming into serious proportions, the author warns. He then proceeds to peel off the disguise of box office mourning that exhibitors are displaying. Worst of all, he states, many stations actually are offering their facilities to nourish this sprouting enemy through the medium of screen-radio promotional tieups, usually conducted on a swap basis. These deals are one-sided, befitting the screen medium but providing stations with little more than a stiff sock in the rebuttal, he warns broadcasters.

Thomas J. Watson Seeks Permit for 'Peace' Station

NEWEST big business figure to seek to enter the ranks of the broadcasters is Thomas J. Watson, president of International Business Machines Corp., who as president of the International Chamber of Commerce was recently decorated by Chancellor Hitler of Germany. He seeks a new 1,000-watt station on 1240 kc. in Endicott, N. Y., where his firm's factories are located. His case was concluded Nov. 16 before FCC Examiner Bramhall, where the new station was urged on the plea that it is intended "to promote the cause of education and world peace." IBM is also interested in the radio-typewriter invented by Walter S. Lemmon, who heads a division of that company devoted to its development and who heads World-Wide Broadcasting Corp., operating international shortwave station W1XAL at Boston, a recent applicant for more shortwaves for its non-commercial service. The Washington law firm of Davies, Richberg, Beebe, Busick and Richardson represents the Watson application.

WBBM, RADIO SALES USING SAME STAFF

WBBM, Chicago, consolidated its local sales force with the Chicago staff of Radio Sales Inc. Nov. 19, according to H. Leslie Atlass, vice-president in charge of the western division of CBS. The change was made to increase sales efficiency rather than for economic reasons. Consolidation of the spot and local sales forces will give Radio Sales a field staff of 10 salesmen in Chicago, in contrast to the three-man staff of the past, with each salesman serving a smaller number of agencies and accounts.



Mr. Smith

J. Kelly Smith, general sales manager of Radio Sales is in charge of the combined sales forces. He served as local sales manager of WBBM for six years, before assuming his Radio Sales post last year. Harry Mason Smith, WBBM sales manager for the past year, and Paul S. Wilson, recently appointed manager of the Chicago Radio Sales office, will act as J. Kelly Smith's Chicago assistants.

WBBM salesmen will continue to service their Chicago accounts in addition to representing the nine owned and operated CBS stations, the CBS Pacific network and the New England regional networks with midwestern agencies and advertisers. Radio Sales staff members will continue to service their present accounts and handle time clearances, contracts, and other administrative phases of the national spot business.

The Chicago consolidation had no effect on Radio Sales offices in other cities. In New York, all sales of WABC, both local and network, are handled by Radio Sales.

Radio-Education Session Is Convened in Chicago

THE Second National Conference on Educational Broadcasting convened Nov. 29 at the Drake Hotel, Chicago, with numerous prominent figures in radio and education scheduled to speak. Chairman of the conference was George F. Zook, former U. S. Commissioner of Education, who delivered the opening address.

Following his talk, William S. Paley, CBS president, was scheduled to speak on behalf of the radio industry, with Merrill Denison, author, as spokesman for the radio audience and Harry Woodburn Chase, chancellor of New York U, speaking for education. Commissioner George H. Payne, of the FCC, was to speak at the closing session Dec. 1.

Shoe Firm Testing

SHOE CUSTOMIZER Co., Danville, Ill. (Heal-locks), has started five-minute daily except Sunday programs on WDZ, Tuscola, with the possibility that other stations in Illinois and Indiana will shortly be added. Burton-Keith, Chicago, is agency.

ADAM HAT STORES, New York (national chain) has assumed sponsorship of 13 championship boxing matches on NBC-Blue network. The matches, for which NBC has exclusive rights, had been sponsored by Buick.

Duplicated Clears Project Is Revived

WAPI Petition for 50 kw Indicates Others' Plans

REVIVAL of the project to bring about full-time operation on a duplicated basis of a half-dozen clear channel stations now dividing time on clear channels was revealed Nov. 19 with the filing of an application by WAPI, Birmingham, to switch its frequency from 1140 to 1020 kc.

Five of the six stations are expected to seek increases in power to 50,000 watts in lieu of their present powers which range from 5,000 to 25,000 watts. In addition to WAPI, these include WOWO, Fort Wayne; WWVA, Wheeling; KVOO, Tulsa, and KYW, Philadelphia, the latter already having asked an increase from 10,000 to 50,000 watts.

In each instance, with the exception of WOWO, the stations plan directional antennae. Only KEX, Portland, which already has filed for full-time operation on a duplicated "clear", will not seek for the present the increase to 50,000 watts. It would operate jointly with WOWO on 1160 kc.

Class B Category

All of the applications, which likely would be set for hearing, would fall within the "Class B" category of duplicated channel application as proposed in the allocations recommendations pending before the FCC and which also are a fundamental part of the deliberations at the Inter-American Radio Conference in Havana.

The 1020 kc. assignment sought by WAPI is the clear channel on which KYW now operates full time and with which it would operate jointly. WAPI is a half-time station owned by three Alabama colleges and shares time with KVOO. An application whereby WAPI would be taken over under lease by a new operating company in which CBS holds a 45% interest, recently was designated for hearing by the FCC.

In addition to the 1020 application which seeks an increase in power from 5,000 to 50,000 watts, WAPI also has filed a second application seeking a switch to the KYW channel but on an experimental basis with its present 5,000 watts and a directional antenna. That presumably is in the nature of a "stop-gap" application.

The original plan for duplicated operation on time sharing channels was projected early this year in a series of applications. In its initial phase, this project contemplated allocation of the 1020 kc. clear channel exclusively to WCFL, Chicago Labor station, but this plan was rejected by the late E. N. Nockels, general manager of the station, who then insisted upon clearing of the 970 kc. channel on which it operated jointly with KJR, Seattle, to which the channel originally was allocated as a West Coast clear wave.

All these applications were founded on testimony at the allocation hearings before the FCC Broadcast Division in October, 1936. At that time it was testified that operation of half-time stations on clear channels was both uneconomical and contrary to public service, since listeners were not given a continuity of service throughout the day. WOWO now operating half-time on 1160 with 10,000 watts, has an application pending for full time on the channel and shortly is expected to supplement that with the request for 50,000 watts. WWVA, sharing time on this channel with WOWO, has an application for full time on 1140 kc. to duplicate with KVOO and both stations are expected to file their 50,000-watt applications shortly.

Air School Director

ELOISE DAUBENSPECK, formerly national radio director of the Girl Scouts of America, has succeeded Helen Johnson as broadcast director of the CBS *American School of the Air.*



Miss Daubenspeck

Miss Johnson, who held the post for eight years, recently resigned to marry. Miss Daubenspeck before coming to New York a year ago, taught school for six years. In her work with the Girl Scouts, she wrote scripts, directed programs, occasionally acted in them, and publicized the broadcasts.

AL PEARCE has renewed his contract with Ford Motor Co. on CBS for one year.

Clean Scoop

AMONG the promotion ideas being executed by KIEM, Eureka, Cal., is the placing of cakes of soap in the rooms of hotels in Eureka and adjacent cities. The wrapper on each bar bears the compliments of the station — "the voice of the Redwoods".

CENSORSHIP charges made against CBS by Ferdinand Louis Kerran, British Labor candidate for Parliament, have been withdrawn. Mr. Kerran, now in New York, spoke on WABC, Friday, Nov. 19, and disapproved of deletions made in the text of his address. Later, however, Mr. Kerran said that the incident was entirely due to a misunderstanding, and that there was no question in his mind of CBS' good faith in the matter.

Promulgation of New Rules By the FCC is Expected Soon

Preliminary Revision Is Now Being Considered; Rotation Duties and Motions Court Studied

NEW rules to govern operations of the McNinch-revamped FCC have been completed in the rough and probably will be promulgated within the next week.

A flying trip to Washington on Nov. 29 was undertaken by Commissioner T. A. M. Craven, chairman of the United States delegation to the Inter-American Radio conference in Havana, to consider the new operating structure along with other matters. Comdr. Craven has been in Havana since Nov. 1, when the conference began, and his absence resulted in delay in the drafting and promulgation of the rules. Because of the pressure of his Havana duties, Comdr. Craven was unable to leave earlier. He planned to be in Washington for one day only and to return to Havana immediately.

In addition to the approval of the reorganization structure, which is designed to make fully effective the new mode of operation necessitated by the abolition Nov. 15 of the three divisions of the Commission, the board is expected also to render its opinion in the case involving proceedings against Paul M. Segal and George S. Smith, Washington radio attorneys. A fortnight ago, Chairman Frank R. McNinch announced that the decision was delayed because of Comdr. Craven's absence and that action would be taken as soon as the commissioner could find opportunity to leave Havana.

How far-reaching the new rules and procedure will be is not ascertainable at this time, since the discussions are yet in the preliminary stages, Chairman McNinch having been forced to devote much time to the power-utility problems at the President's behest. He has been working day and night since he joined the Commission Oct. 1.

The proposed new order dealing with allocation of functions on a permanent basis to individual commissioners has been the question of greatest concern, it is understood. During the last fornight a series of "conferences", as distinguished from regular meetings, have been held by the Commission. At these sessions the proposed new rules have been considered together with recommendations received from the Rules Committee comprising the heads of the five departments of the Commission which, practically since its formation, have engaged in the preliminary preparation of rules and orders.

May Rotate Work

It is likely that the order allocating functions on a permanent basis will carry a clause for rotation of those functions among the commissioners rather than making the assignments themselves permanent. For example, one commissioner may be delegated to handle miscellaneous broadcasting matters of a non-policy making nature for a one-month period while another commissioner may devote his interests to public utility-common carrier matters of a routine nature, and a third to supervision of a motions docket likely to be set up, with a fourth handling some other phase of non-policy making operation and so on. By rotating such assignments month by month, or possibly even on a fortnightly schedule, each commissioner would become familiar with every phase of FCC activity.

This same order presumably would delegate authority to boards or committees of the FCC—constituting possibly such officials as the secretary, general counsel and chief engineer and in other cases the immediate assistants of these department heads—to pass upon routine license renewals, special authorization and other matters of a non-policy making nature. Only the approval of one commissioner would be necessary to make these authorizations operative.

Formation of a Motions Court is regarded as a foregone conclusion under the revised rules. This motions docket would pass on all routine pleadings such as motions to intervene, demurrers and other legal papers. Whether an examiner will be made the presiding official of this court, or whether a commissioner will be so delegated remained to be determined. More than likely this function will be delegated to a commissioner, again on a rotating basis, but probably confined to the five lawyer members of the agency rather than to all seven commissioners. Comdr. Craven and George H. Payne are not members of the bar.

Should the commissioners themselves take over the motions docket, it is possible that an examiner will be detailed to work with whatever commissioner is serving and to whom the commissioner might delegate authority. Only on matters of controversy, in such instances, would the commissioner be called in.

Handling of Docket Cases

This all-inclusive order on allocation of functions also may cover the handling of individual docket cases after the customary hearing before an examiner. It might be decided to have the Commission function as does a court. When a report is issued by an examiner, it might be assigned to an individual commissioner for study and submitted to the full Commission for action by that member rather than direct from the examiner. The commissioner so delegated would have the benefit of advice from the law and engineering departments. Thus, cases might be rotated among the six commissioners by the chairman, with the chairman possibly taking his turn.

Since the abolition of the division form of operation Nov. 15, temporary assignment of all emergency matters having to do with broadcasting was delegated to Commissioner E. O. Sykes. Commissioner Thad H. Brown has handled all miscellaneous and emergency matters dealing with public utility common carriers. In the case of broadcasting, this covers temporary special authority to broadcast special events outside of regular hours, authority to operate without approved equipment and similar miscellaneous but nevertheless important matters.

No meetings on broadcasting have been held since the abolition of the division. Docket cases, therefore, have been held in abeyance. But on matters encompassing more than routine emergency items but which would not involve actual policy making, action has been taken by the circularization process.

Some disappointment over the slow evolution of new procedure has been expressed but this is generally regarded as unavoidable due to the enforced absence of Comdr. Craven and to other duties which have taxed the chairman's time.

While the FCC staff still appears to be jittery about the future, there have been no further indications of immediate changes in the staff beyond the Nov. 15 elimination of directors of divisions. Nevertheless the view persists there will be additional deletions as the reorganization process develops.

McNinch Reform Defers FCC Inquiry

Congress Stands By as Chairman Continues to Act; Copyright, and Food and Drug Bills Inactive

By WALTER BROWN

CHAIRMAN Frank R. McNinch's handling of the FCC since he became its "emergency" head has allayed, for the time being at least, the demand in Congress for a sweeping investigation of that agency.

The special session of the 75th Congress, which convened Nov. 15, is considering farm legislation along with modification of the undistributed profits and capital gains taxes to help business. This probably will be the only legislation seriously debated until the regular session in January. The feeling on Capitol Hill, even among those who have sponsored a FCC probe, is against hauling Chairman McNinch before a Congressional committee until he has had ample time to put through his reorganization program, study the problems before the Commission and make whatever recommendations to Congress he thinks desirable.

Most prominent of the dozen resolutions proposing an FCC investigation is that sponsored by Senator Wallace H. White (R-Me.) and which Administration influence, at the last session, caused to be pigeon-holed in the Senate Audit & Control Committee after it was approved by the Senate Interstate Commerce Committee of which Senator Wheeler (D-Mont.) is chairman.

Not in a Hurry

Senator Byrnes (D-S.C.), chairman of the Senate committee that clears all resolutions providing appropriations, told BROADCASTING he would "certainly resist any effort to take up the White resolution until Chairman McNinch has had time to reorganize the Commission and put in the reforms the President has requested."

"I believe that when this is done there will be no need for a special investigation," he added.

While Senator White did not go that far, he has no intention of pushing his resolution during the special session. "I do not think that the appointment of new men down at the Commission will obviate the need for such a fact-finding study as my resolution proposes," Senator White said. "But I think Mr. McNinch is doing a good job and I feel it would be unfair to have him before a committee until he has had time to make a full study of conditions at the Commission and acquaint himself with the problems facing the radio industry."

He explained it had never been his intention to go on a fishing expedition into the Commission with the desire of uncovering "Administrative skeletons". "I think we did a good job for radio in the 1927 act," he stated. "We were pioneering then, and during the last ten years radio has moved a long way. I think there is need for a real fact-finding study of the new and broad problems facing the radio industry. That is the real purpose of my resolution."

Asked if Chairman McNinch should submit specific recommendations for Congressional action, and if he thought regular hearings by the Senate Interstate Commerce Committee would be sufficient to accomplish his objectives without a special Senate investigation, Senator White said that he did not care to comment until the recommendations had been made.

No Immediate Action

He said he had been collaborating with Senator Wheeler, and until he had the opportunity to confer with him, did not care to make any further statement. He does not expect any action at the special session on legislation directly affecting the radio industry.

Senator Wheeler returned to Washington Nov. 24 but said he preferred not to talk about radio until he had opportunity to survey the situation.

In the House side there is a similar attitude toward a probe of the FCC. Representative Wigglesworth (R-Mass.) has been an outspoken critic of the communications agency and a supporter of the resolution sponsored by his late colleague, Rep. Connery (D-Mass.), ordering a House probe.

"I have a great deal of confidence in Mr. McNinch," Rep. Wigglesworth said. "I am still supporting the Connery resolution but I am not disposed to push it until the new FCC chairman has had an opportunity to deal with the big job before him."

He said that although Rep. Connery is dead, his resolution will remain before the House Rules Committee and can be acted upon at any time. His chief complaints are against "monopolistic control" in radio and "profiteering" in licenses. two subjects Mr. McNinch has said will have his attention.

"I do not see why the Government should grant a license to me without cost and then allow me to sell it for a half-million dollars," Rep. Wigglesworth observed.

The one discordant note toward the FCC as Congress returned to work was sounded by Rep. W. D. McFarlane (D-Tex.). In a long letter to Chairman McNinch, the oft-heard Texan called for an explanation of the action of the Commission in disqualifying Commissioner George H. Payne in the Segal-Smith case. Chairman McNinch, in a curt reply to Mr. McFarlane, stated he had presented his letter to the members of the Commission who participated in the Payne action and all deemed it improper to debate with him "the merits of action taken in judicial proceeding."

The Actual Facts

"Such action can only appropriately be discussed or argued by the Commission in its opinion in the case," Mr. McNinch added. Meanwhile Rep. McFarlane addressed another letter to Chairman McNinch, but it was not made public.

The first McFarlane letter, sent Nov. 16, asked why Commissioner Payne had been disqualified in the light of a precedent established in 1932 when Commissioner Thad H. Brown was permitted to participate in a case involving WNYC, New York municipal station, over objections of that station. He further stated that the WNYC application was rejected "by a vote of 3 to 2 with Commissioner Brown's vote constituting the majority".

The official Radio Commission minutes of May 6, 1932 in the WNYC case, disclose that the Texas Congressman was in error. It is shown that the vote was 4 to 1, and not 3 to 2, and that Commissioner W. D. L. Starbuck dissented. Moreover, in the arguments on the appeal taken by the station to the Court of Appeals, Duke M. Patrick, then Radio Commission general counsel, argued the point of Commissioner Brown's participation and held it did not prejudice WNYC. The court, in its opinion the following April, evidently attached so little significance to this that it made no mention of it whatever.

While the special session is not slated to take up any of 50-odd measures pending before the Congress affecting radio, the legislative wheels are being oiled to begin consideration of some of these measures in the regular session.

Senator Duffy (D-Wisc.) intends to resume his efforts for copyright legislation and also ratification of the copyright treaty which ties in with his copyright bill.

"I will move for consideration of the copyright treaty during the special session if possible," he told BROADCASTING. "If I do not have the opportunity at the special session, I certainly will do it early in the regular session."

In explaining the need for early action on the copyright treaty, Senator Duffy said an edition of Margaret Mitchell's *Gone With the Wind* was being published in Holland, and the Atlanta author was powerless to stop it. "Holland is a signatory to the treaty, and if the United States had ratified it, Miss Mitchell could prevent republication of her book," he said.

Although Senator Duffy asserted that ratification of the treaty will help, he feels that passage of his copyright bill is needed to straighten out the copyright situation. This measure passed the Senate during the Seventy-fourth Congress and Senator Duffy will move to again put it through during the next regular session with the hope that it will not again be bottled up by the House Patents Committee. He does not minimize the power of ASCAP in opposing his bill but feels there is a good chance of getting favorable action, especially in view of the international situation.

Administrative Court

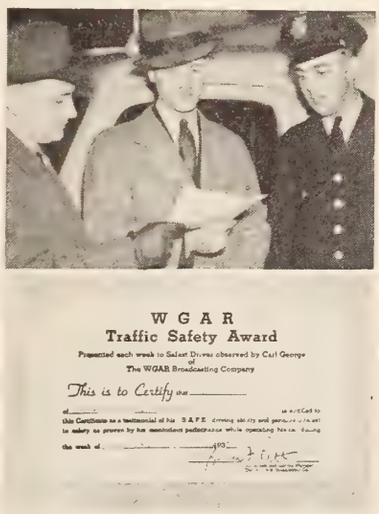
Another bill to have serious consideration during the regular session is the proposal of Senator Logan (D-Ky.) for establishment of an administrative court. He pointed out that France already has such a court and it is functioning in a highly satisfactory manner. "Early in the regular session I expect to ask for hearings by the Senate Judiciary subcommittee selected to consider the bill," he said.

Under the Logan bill the proposed court would have powers to review the "final action" of departments and commissions over the granting and revocation of licenses, permits, registrations, or other grants for regulatory purposes, including radio station licenses.

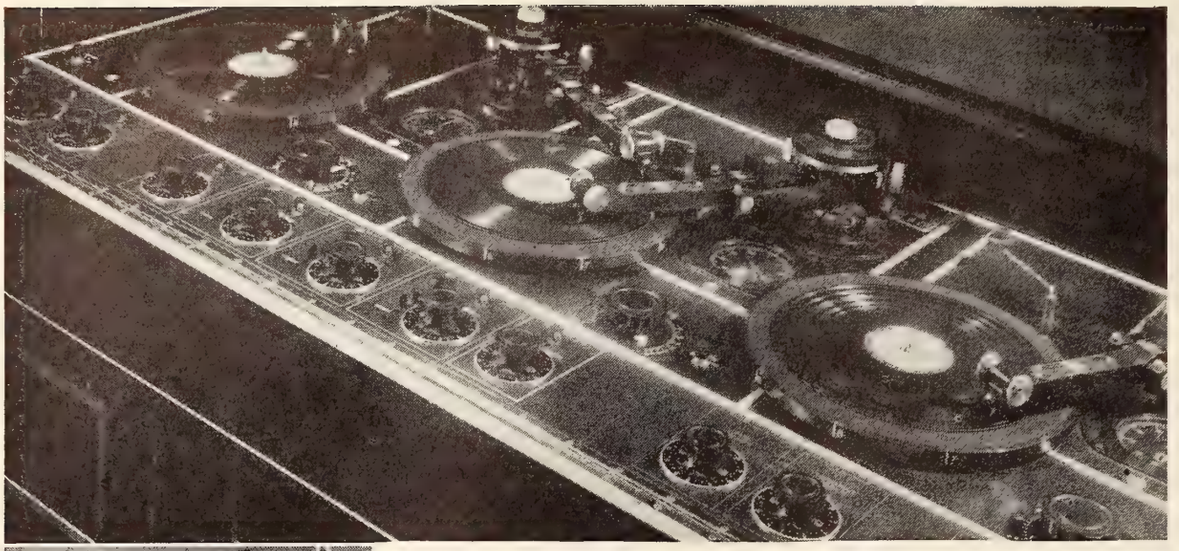
A House Interstate & Foreign Commerce subcommittee is expected to meet during the special session to perfect a new print of the food and drug bill which has already passed the Senate. No action, however, is expected by the full committee until the regular session. The main difference between the House and the Senate is on whether the Department of Agricluture or Federal Trade Commission will administer the bill. Because of the estimate that one-third of the radio turnover (some $40,000,000) is represented by the purchase of time by food, drug and cosmetic advertisers, this legislation is important to the broadcasting industry.

There is a much more friendly attitude in Congress toward private business than has existed since the depression. More and more Congressmen apparently feel that if the nation is to continue a recovery march, then private business must be encouraged in order to bring capital out of hiding and take up where government spending leaves off.

Senator Byrnes attempted to bring up the government reorganization bill before the Senate on the second day of the session, but was blocked by those advocating the anti-lynching bill. The Byrnes government reorganization bill, as well as the separate bills passed by the House, exempt the FCC.



SAFETY AWARD—Carl George (left), of WGAR, Cleveland, active in Safety Council activities, has started a series designed to point out good and bad points of city driving. Three times weekly Mr. George with a Cleveland Safety Department representative, drives Cleveland streets in WGAR's mobile transmitter. Listeners hear from Mr. George and the patrolman who describes actions of motorists in the city's busier sections. Broadcasts are scheduled at rush hours. To the "Best Drivers of the Week" WGAR awards a merit certificate, which tells of the honor conferred. Others in upper photo are Frank Austin and Safety Representative Holsinger.





SOUNDS WHEN THEY'RE WANTED

New CBS Turntable Removes the Guesswork From Transcribed Effects by Novel Devices

DEVELOPMENT of sound effects records to the point where more than 75% of radio's sound effects come from discs has relieved the sound effects engineer of much brain-racking to produce his own sounds, but it has raised a new problem—that of dropping the needle on the record exactly at the desired point and time so that the wished for effect arrives on the dot and not five seconds too soon or too late.

Chalk marks have been of some help but not nearly enough in this split-second business where a miss of a single groove may entirely spoil the effect. But such worries are a thing of the past in CBS studios in New York, which now boasts a new turntable equipped with an automatic spotting device so exact that it can split a word in half, dropping the first syllable.

Secret of this device is a dial which registers the position of the tone arm so exactly as to enable the spotting of the needle not only to the desired groove but to any spot on that groove. In rehearsal the sound effects technician presses a button beside the dial. When the desired effect is reached he lifts his finger; the dial hands stop and he makes his reading. During the broadcast he sets the dial at that point and when he gets his cue and starts the record the motor-driven tone arm lowers the needle to the disc at exactly the right spot at exactly the right time. The whole spotting operation can be done in six seconds.

One Man, Not Three

Three turntables, each individually driven by its own variable-speed motor drive, accurate to within a fraction of 10% at any set speed from 10 to 120 r.p.m., and each with its own automatic tone-arm, are contained in the CBS console. The parts are so carefully tooled and constructed that a record may be rehearsed on one table and played on another at the same reading. The tone arms may be swung either to the right or left, permitting the use of two simultaneous pick-ups from a single record. The individual and master speed controls, the low pass and high pass filters and the volume controls for the basis and intermediate speakers are accessible to one engineer, who can handle as many effects as would require three men with ordinary reproducing equipment.

A separate unit contains the two 18-inch Jensen dynamic speakers, each mounted in its own loading column. Each speaker has its individual power amplifier, giving clearer tone and better quality and allowing complete control of both high and low frequencies. Other turntables or electrical effects or microphones may be plugged into the turntable console and fed through these speakers.

This unique reproducing instrument is the result of more than three years of experimentation by Walter R. Pierson, head of the CBS sound effects division. After conferring with many manufacturers and himself building several spotting models, he collaborated with Mr. Proctor of the B. A. Procter Co. in planning this device. Additional refinements of design and construction were carried out by Fairchild Aerial Camera Co.

Proof that such a machine aids rather than replaces the ingenuity of the sound effects engineer was illustrated recently when a script called for the sound of a glacier breaking up. After contacting museums, colleges and explorers' clubs to locate someone who had witnessed such a spectacle and learning what it sounded like, the CBS sound staff achieved a perfect imitation through the simultaneous use of a record of bacon frying, played at 10 r.p.m. and with all the high frequencies filtered out, a record of corn popping, likewise played very slowly, and a thunder record.

STAR RADIO PROGRAMS Inc., New York, has released a new holiday series entitled *Christmas Tree of 1937*, which includes 25 scripts. Subscribers to the series include KDYL, KMO, WBLK, KGU, KFBK, KFXM, WMC and WQBC. New subscribers to the organization's program, *Good Morning, Neighbor*, are CHAB, KLZ and WMMN.

Pepsodent's Plans

PEPSODENT Co., Chicago (toothpaste), will use either a 3:30-4 p. m. spot or the 5:30-6 p. m. half-hour on Sunday afternoons for its Walt Disney show starting on the NBC-Red network Jan. 2. Forty-eight stations will be used in the coast-to-coast hookup. Basil Loughrane, head of the radio department of Lord & Thomas, Chicago, agency handling the account, will go to Hollywood to handle production for the first two programs. Whether he will stay in Hollywood or return to Chicago and let the West Coast office of the agency handle production of the show is still undetermined.

Fairbanks Dealers

FAIRBANKS-MORSE Home Appliances, Indianapolis (Conservator refrigerators), through local dealers will shortly start placing one-minute transcribed dramatized commercials on a group of stations. Discs were cut by RCA, Chicago, and produced by Arthur W. (Tiny) Stowe. Henri, Hurst & McDonald, Chicago, is agency.

Smith Bros. Spots

SMITH BROS. Co., Poughkeepsie, N. Y. (cough drops), started Nov. 15 a series of spot announcements to be heard on a list of more than 50 stations throughout the country. Agency is Brown & Tarcher, New York.

OUT of 102 broadcasting stations in Australia, 20 are "national stations" operated by the government and 82 are privately owned, deriving their revenues from advertising. Of the latter, newspapers control 20 and have an interest in 11 others.

Smith Takes Post With Gruen Watch

LEAVING WLW to become director of advertising of the Gruen Watch Co. in Cincinnati, Frank M. Smith, sales manager of the Crosley station for the last three years, was to assume his new duties Dec. 1 and immediately begin plans covering an extensive advertising campaign which will include radio.

Mr. Smith's duties at WLW have been taken over by Robert G. Jennings, heretofore identified with the management of WSAI. Whether this assignment will be permanent was not divulged. James D. Shouse, former general manager of KMOX, St. Louis, has taken over active direction of the Crosley stations as vice-president and general manager with Mr. Jennings serving as his chief assistant.

Mr. Smith's decision to join the Gruen Co. developed after several months of negotiation, it is understood. Arrangements were completed on Nov. 17. He will continue to make his headquarters in Cincinnati. It was learned Gruen plans to concentrate the major portion of its advertising budget on radio under Mr. Smith's direction. The nature of the contemplated campaign, however, has not yet been divulged.

Euclid Candy Expands

EUCLID CANDY Co. of California Inc., San Francisco, manufacturers and distributors of candy bars, which formerly concentrated radio activities to the San Francisco Bay region, has expanded its coverage and on Nov. 23 started sponsoring *Knox Manning*, news commentator, on two CBS California stations (KNX, KSFO), Tuesdays, 5:30-5:45 p. m. (PST). Initial contract is for 13 weeks. Sidney Garfinkel Adv. Agency, San Francisco, has account.

Live Show for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., sponsoring the *Voice of Experience* five days a week on 56 stations, some live and some transcribed, on Dec. 27 will start broadcasting the program live throughout on a special hookup of the same stations. WOR, Newark, is the key station, plus WMCA, New York, WLW Line, and Colonial Network. Agency is Erwin, Wasey & Co. Inc., New York.

Hecker Adds Four

HECKER PRODUCTS Corp., New York (Silver Dust, Gold Dust), has added four stations to the list carrying the transcribed program, *Beatrice Fairfax*. New contracts, with WBEN, Buffalo; WFAA-WBAP, Dallas-Ft. Worth; WFBR, Baltimore, and WCAU, Philadelphia, will run for 52 weeks, two quarter-hours weekly, starting Nov. 30. Total list now carrying the program includes 8 Mutual stations, 14 Don Lee and nine spot. Agency is BBDO, New York.

CALCIUM CARBONATE Co., Chicago (Hen-Dine poultry food), has started three weekly five-minute periods on two Wisconsin stations, WIBA, Madison, and WTAQ, Green Bay, its first use of radio. K. E. Sheppard Adv. Co., Chicago, handles the account.

Baseball Leagues Plan Discussion of Radio at Sessions in December

POLICIES that minor and major league ball clubs will take regarding baseball broadcasts next year probably will be determined when the minor league club owners meet at Milwaukee Dec. 1-3 and the major league meeting in Chicago December 6-8. Representatives of General Mills Inc., Wadhams Inc., Socony and other leading baseball advertisers together with representatives of their agencies, are planning to attend both meetings.

Among major league problems to be discussed will be broadcasting the New York Giants and New York Yankee games in New York. In the past, the New York clubs have been adamant in their stand not to permit broadcasts from their grounds. Also up for discussion will be the question of curtailing the number of stations in one city broadcasting ball games. In Chicago last season, five stations (WBBM, WGN, WCFL, WIND and WJJD) broadcast Cubs and Sox games.

The National League will hold its meeting on Dec. 6-7 at the Congress Hotel, the American League at the same time at the Palmer House. A joint meeting of both leagues will be held at the Palmer House Dec. 8. L. C. McEvoy is radio director of the American League while Ford Frick, president of the National League and a former announcer, has charge of radio policies affecting his league.

College and Club Groups Form Texas Air School

RECOGNIZING the potential force of radio in the field of education, representatives of various colleges and prominent clubs in Texas met Nov. 20 in Dallas and began organization of the *Texas School of the Air*. Through the general education board, the new radio project—described as first of its kind in the United States—is asking for a grant of $126,000 from the Rockefeller Foundation to finance the school for two years.

Destined to go on the air in September, 1938, tentative plans call for four daily radio programs ranging from broadcasts for the youngsters to college bands and adult educational features. The plans include establishment of radio workshops at the University of Texas, Southern Methodist University and Texas State College for women at Denton. Broadcasts would be recorded at these shops and records sent to stations throughout Texas.

Mrs. J. C. Vanderwoude, State Radio Chairman of the Parent-Teachers Association, was elected president of the new *School of the Air*. Other officers elected are Dr. T. H. Shelby, University of Texas, vice president, and Dr. G. O. Clough, Southern Methodist University, secretary-treasurer.

AKRON LAMP Co., Akron (farm lamps), has started weekly quarter-hour participation of the *Grand Old Opry House* on WSM, Nashville. Additional outlets will be limited to farm stations, according to the agency, Guenther-Bradford & Co., Chicago.

BAD NEWS OF GOOD
M-G-M Spectacle Runs Into Internal Trouble

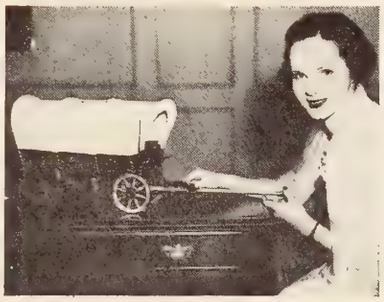
WITH Bill Bacher resigning as production head of the M-G-M-Maxwell House program, *Good News for 1938* on Nov. 19, Ed Gardner and Sam Moore, his former assistants on the show, have temporarily taken over production under supervision of Louis K. Sidney, M-G-M executive in charge of radio.

Bacher, who had a seven-year production contract with M-G-M which called for motion pictures as well as radio, said he had asked to be released from his obligation to the studio because of conflicting elements in producing the show. Breach between M-G-M and Bacher is understood to date from two weeks before the starting of *Good News of 1938* on the NBC-Red network Nov. 4. Bacher wanted "free rein" and better cooperation from the studio, which he claims was not forthcoming. Efforts were made by both sides to patch up the difficulties but without success. Bacher is credited with selling General Foods Corp. the idea and it is reported in Hollywood that the organization might step in to bridge the difficulties.

It is understood *Good News of 1938* will be revamped with a motion picture star added as master-of-ceremonies in an attempt to build the series around a personality, much like the new Warner Bros.-Lucky Strike program which starts on the NBC-Red network Dec. 8.

WBS Auto Campaigns

NEW YORK Automobile Show prompted WBS, New York, to publish in *World News* the list of auto manufacturers for which it makes transcriptions, and the number of stations each uses. Chevrolet leads with 401 stations; others are Ford, 331; Buick, 93; Plymouth, 82; Oldsmobile, 65; Pontiac, 62; DeSoto, 58; Willys, 50; and Studebaker, 29.



COVERED WAGON — Built to scale is this model, symbol of United Broadcasting Co. and WHK, Cleveland. It was made and presented by W. E. Braun, Cleveland specialist in the art. With the model is Helen Thornton, of the WHK-WCLE staff. WHK was the pioneer Cleveland station.

Packard Signs for Year

PACKARD MOTOR CAR Co., Detroit, is renewing its *Hollywood Mardi Gras* Tuesday evening hour program on NBC's Red network for 52 weeks beginning Dec. 7 and on the same date is adding Walter O'Keefe as a permanent member of the cast, which also includes Charles Butterworth and Lanny Ross, with Raymond Paige's orchestra. Program originates in Hollywood and is placed through Young & Rubicam Inc., New York.

Scott's Powders Adds

SCOTT'S POWDERS, Chicago, have added 7 more stations carrying their 2 and 5 minute spots making 15 stations now carrying the schedule with others to be added shortly. New stations are WDBJ, WMMN, KFEQ, WWL, KFJB, and KOAM. Two and 5-minute programs are being broadcast three and six times weekly. First United Broadcasters Inc., Chicago, is agency.

FOURTH season of *Baseball School of the Air* started Nov. 16 on WAAB, Boston, under the direction of Jack Onslow who interviews prominent players, holds studio class discussions and answers all questions about the game.

NBC TELEVISES FASHIONS
Experimental Program Shows Styles and Such; Effect of Makeup Is Demonstrated.

FIRST all-fashion television demonstration was held Nov. 18 by NBC, under the supervision of Betty Goodwin, NBC fashion editor, and Ben Grauer. Purpose of the demonstration was to determine how much fashion detail can be transmitted by television at the present stage of its development. Lenox R. Lohr, NBC president, introduced the demonstration, and C. W. Farrier, the network's television coordinator, gave an explanatory talk.

Although conducted along lines of a laboratory experiment, rather than an entertainment, the demonstration indicated possible television technique in covering arrival of fashion celebrities at an airport, televising guests at a luncheon table, and possibilities of showing by television how to arrange an elaborate hairdress, how to apply make-up, and "Christmas shopping made easy by air." Daytime and evening ensembles in silk, wool and cotton, coiffures, accessories and make-up were the subject of the test.

One phase of the demonstration was a scene featuring the artist, Lester Gaba, and his much-photographed mannequin, Cynthia. Introduced as "Mr. Gaba Goes Shopping," close-ups of jewelry, brocade handbags, evening sandals, handkerchiefs and various small accessories were shown.

Make-up experiments televised in successive short scenes showed the medium's demand for dark reddish-brown or dark purplish-red lipstick, rather than orange shades, which are too light to be effective. Blue eye-shadow failed to show up until brown was applied over it. Television make-up technique requires a special base similar to that used for motion picture work.

Demonstration was given in honor of committee members for Fashion Futures, annual style pageant, and was viewed at about 20 experimental television receivers set up on the 62d floor of the RCA Bldg.

NEW YORK SCHOOLS START BROADCASTS

NEW YORK City School System, on Nov. 23 started its first action in presenting programs produced by and for public school students. Programs are heard Tuesday mornings on WNYC, New York, and will run for seven weeks, according to Dr. Harold G. Campbell, superintendent of schools. Series will include adaptations of plays, poetry readings, songs, and a symposium on housing problems. They will be broadcast from the studio recently established by the Board of Education in Brooklyn Technical High School, supervised by the school's principal, Albert L. Colston.

While city schools have at times taken part in broadcasts, this is the first time the Board has taken action of its own. All new schools in the city are equipped with radio receiving sets with speakers in individual classrooms. The present series is designed for junior and senior high school students, but tentative plans are being discussed for a spring series to include broadcasts for parents and for elementary school children.

According to Dr. Campbell, the Board of Education will not permit commercially sponsored programs to be broadcast in the schools, and feels that most of the sustaining programs now broadcast are of little educational value.

Imperial Optical Discs

IMPERIAL OPTICAL Co., Toronto, (optical supplies) starting Jan. uary 2 will sponsor for 26 weeks *Wade Lane's Home Folks*, transcribed dialog and song serial by Mertens & Price Inc., Los Angeles production concern, on six Canadian stations, CJRC, Winnipeg; CJRM, Regina; CFQC, Saskatoon; CKBI, Prince Albert; CFCN, Calgary, and CJCA, Edmonton. Series is also being sponsored by Pacquine's Limited, Montreal (hand cream), on CRCT, Toronto and CFCF, Montreal. The business was placed thru All-Canada Broadcasting System which has also placed the Merten's & Price Inc., *Sunday Players* series on CKCW, Moncton, N. B.

Lead on Eaton

EATON PAPER Corp., Pittsfield, Mass., announces that leaders in its poll for radio's favorite artist are Jack Benny, Rudy Vallee, Bob Burns, and Gracie Allen. Offering a $1,000 prize for the listener writing the best letter about a radio star, the contest closes Dec. 15. The poll is being broadcast on WBZ-WBZA, WHN, WCAU, WHAS, WTAM, WJR, WMAQ, KFI [BROADCASTING, Oct. 1] and the agency is N. W. Ayer & Son Inc., Boston.

Jewelry Schedule

PEOPLES CREDIT Jewelers Ltd., with main office in Toronto and branches throughout Canada, is running a *Community Sing Song* once a week over CKCO, Ottawa; CKCL, Toronto, and CHML, Hamilton. Each program uses local live talent and will run all winter. Fifteen-minute programs are carried five times weekly. MacLaren Advertising Co. Ltd., Toronto, placed contract.

NAB Group Plans New Setup; Will Invite Wheeler to Speak

Washington Meeting Considers Loucks Resume of 100 Reorganization Proposals; Plans Report

GRADUALLY crystallizing its plans for revamping of the NAB, the Reorganization Committee of the association already has made tentative arrangements for Senator Burton K. Wheeler, key legislative figure in Congress, to address the forthcoming convention of the NAB, to be held in February.

The invitation was advanced through Ed Craney, director of KGIR, Butte, and a member of the Reorganization Committee. A formal invitation probably will be advanced shortly through the NAB board of directors. Under the instructions of the special NAB convention held in New York in October, at which the Reorganization Committee was appointed, broad plans for the convention were to be advanced by this committee and ratified by the board.

Meanwhile, the Reorganization Committee has scheduled its first meeting since its appointment at the New York session for Washington on Dec. 8. On the agenda were some 100 suggestions for reorganization, which have been reduced to a composite plan by Philip G. Loucks, former NAB managing director and counsel for the committee. Members of the committee are Edwin W. Craig, WSM, author of the reorganization proposal; Mr. Craney; John Shepard, 3d, Yankee Network; Walter J. Damm, WTMJ, and Edward A. Allen, WLVA, with Mark Ethridge, business manager of the Louisville *Courier-Journal* and *Times* operating WHAS, as ex-officio member.

Will Issue Report

The committee, immediately following its meeting, proposes to send out to all NAB members and to nonmembers alike its first report on the reorganization recommendations. Under the resolutions adopted at the special convention in October, these must be in the hands of all members 60 days in advance of the next regular convention which would act on them. Upon receipt of criticisms on this broad plan, the committee will draft its final proposals, to be submitted by mandate of the recent New York convention at least 30 days in advance of the next regular convention.

It is expected the convention will be held the first or second week in February, assuming that the two deadlines on the preliminary reports will be complied with. Washington appears the most likely place, although some committee sentiment exists for Chicago and possibly New York.

At this time it is likely the reports will be devoid of any specific recommendations as to the identity of the man or men who might be considered for the paid presidency of the NAB. While the Committee is known to be giving thought to such a personage, it nevertheless does not feel it is in the position of making any direct propositions to a man of such stature until the NAB membership authorizes it.

Sentiment on this point largely surrounds the retention of a man of demonstrated ability but not of the so-called "czar" status. It is felt the industry neither needs a dictator nor desires one and that it requires simply a man of impeccable reputation and recognized ability to take over the helm and direct the broadcasting industry as a foremost instrumentality of public service. Similarly, the committee is not expected to recommend individuals for particular positions within the NAB, such as heads of the legal, technical, information or other departments which may be created. It is felt the man designated as the head and as paid president should have the opportunity of selecting his own aides. But the committee is expected to recommend departmentalization to provide for such branches of the NAB. It may also provide in the by-laws for appointment of standing committees and recommend establishment of committees or departments to deal with regional, local, clear channel and other groups which make up the industry. Such plans have been suggested.

Getting Out of Politics

Based on the multiplicity of recommendations already received it appears obvious that the committee will recommend that election of officers and of the board of directors go out of the convention itself. The preponderant view is that politics should be taken out of conventions and that broadcasters, by states or districts, should designate their own directors or council members, as the case may be. Both the president and the secretary would be paid executives, under most of the proposals. The honorary office of chairman of the board would be designated by the new board or counsel, as would the post of treasurer.

By adapting the best portions of the procedure of other trade associations, and making them applicable to the broadcasting industry, it appears likely the committee recommendation will be that delegates or board members be selected by broadcasters in the various states. Each director might represent a maximum of 15 stations.

Thus every state would have at least one director but states having more than 15 but up to 30 stations might have two directors, with those having more than 30 stations three directors. In that fashion, it is estimated that the board or council would be composed of some 60 broadcasters. An administrative committee of possibly seven members could be designated by the board and by association statute, and possibly be required to hold a number of meetings during the year. The board of 60 would meet on special call and before and after each annual convention, with the convention time and place probably designated in the new constitution.

The proposed board would be given broad authority in the constitution to carry on from year to year all of the trade association functions. That could be done in very brief by-laws under which the board would be empowered to delegate as much or as little power to the new paid executive as it sees fit. That provision would coincide with those of other trade associations, it is indicated.

Cost of Conventions

The probable proposal for election of directors or members of the council, of course, could not take effect until after the annual meeting, since membership approval is required. So far as indicated, there is no proposal to change the basis of voting for directors, with each station to carry one vote but with the voting to take place before future conventions and by states.

Consideration also has been given to a proposal that the NAB pay the expenses of delegates to conventions on a bare mileage basis. This would be premised upon the requirement that the delegate attend every meeting on time or forfeit the payment of transportation. In that manner, it has been found in other trade associations, full attendance is practically guaranteed. The cost is absorbed in the membership dues.

The matter of paying dues under the proposed new structure is still in doubt and depends upon the final plan worked out and approved. Some thought is being given to payment of dues on the basis of percentage of gross receipts of stations rather than on a flat fee based on income brackets. The NAB has had an income of from $80,000 to $90,000 annually, based on quarterly payment of the station's highest quarter-hour rate. At the special convention, however, a 50% increase in dues was voted, with the requirement that stations pay their highest quarter-hour rate six times instead of four times a year, which would bring the income up to between $120,000 and $130,000, provided the membership of 400 odd remains intact.

Another proposal likely to be advanced is that for provision of a class of associate memberships with nominal dues and a non-voting classification. This group would include set manufacturers, transcription companies and possibly radio set dealers and service men.

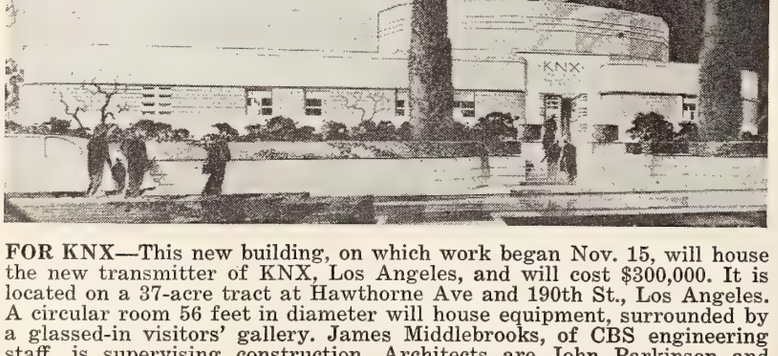
The plan also will encompass a project for establishment of cooperation with other groups directly and indirectly interrelated with broadcasting, such as the Radio Manufacturers Association, Association of National Advertisers, American Association of Advertising Agencies, Institute of Radio Engineers, and Advertising Federation of America.

The Reorganization Committee is expected to decide definitely the place and time of the next convention for recommendation to the NAB board during its Washington discussions. The tentative plan is to have all of the guest speakers appear at the initial day's session after which broadcasters would be expected to take off their coats and get down to the work of reorganization.

James W. Baldwin, NAB managing director, returned Nov. 21 from Havana, where he attended the Inter-American Radio Conference, still in progress. He immediately plunged into accumulated NAB affairs but intended to return to Havana in event the situation there required it.

WATL Prizes

WATL, Atlanta, is sponsoring a College Scholarship Contest for seniors in high schools and accredited private schools of Atlanta. A total of $700 will be awarded to three boys and girls, in the amounts of $200, $100, and $50, as the first, second, and third prizes, with a special award of $50 each to the school whose pupil wins first prize. Competition is based on the writing of a half-hour radio drama. The dramas will be presented over WATL, with the winners selected in a series of eliminations. J. W. Woodruff Sr., president of WATL, who initiated the contest, is personally contributing the $800.



FOR KNX—This new building, on which work began Nov. 15, will house the new transmitter of KNX, Los Angeles, and will cost $300,000. It is located on a 37-acre tract at Hawthorne Ave and 190th St., Los Angeles. A circular room 56 feet in diameter will house equipment, surrounded by a glassed-in visitors' gallery. James Middlebrooks, of CBS engineering staff, is supervising construction. Architects are John Parkinson and Donald D. Parkinson. Construction will take several months.

Resort Tests Radio

PALM SPRINGS Business Men's Association, Palm Springs, Cal., is using radio for the first time in a three-month test campaign on KFI, Los Angeles. The weekly quarter-hour program is institutional with no commercials. Besides a vocalist and guitar accompanist, program includes a "Letter to Kim" read by a woman narrator who sets forth the desirability of Palm Springs as a homesite. Resort attractions, hotels or rentals are not mentioned. Copy is confined to Palm Springs real estate, but with no individual names mentioned. Palm Springs is a fashionable Southern California desert resort community. If test is successful it will be continued through the winter and other stations will be included. Allied Advertising Agencies Inc., Los Angeles, has account.

BIG, YES! — BUT REASONABLE!



IF YOU think we're chesty and self-sufficient just because we're big — you've got another guess coming to you!

Here at WHO we realize deeply that we're big because we are still in step with the little every-day lives of five million *little* people — of whom we ourselves are a few.

And so they continue to listen to us, and advertisers continue to give us the bulk of their business — not only because we've got nine times as much power as all other Iowa stations combined, but also because lots of them would *prefer* to do so, even if the power story were reversed. . . .

WHO for IOWA + PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Manager . . . FREE & PETERS, INC., Representatives

Facsimile's Place in Radio Spectrum

Four Stations Already on The Air; Six Others Plan Service

THE PLACE facsimile broadcasting is destined to hold as a radio program service medium may be defined in new experiments now under way in various sections of the country, undertaken largely at the suggestion of the FCC.

Taking advantage of the new rules governing such experimental operations, placed in effect early this year and permitting facsimile transmission on regular broadcast frequencies, four stations already have been granted licenses for facsimile experiments and six others have applications pending. In addition, five stations are experimenting with facsimile in the general experimental high-frequency band, rather than on their regular broadcast frequencies.

Already an established commercial medium for "record communication" in the transmission of weather maps, photographs and other record material, facsimile is still an unknown quantity as a supplementary listener service. Technically, it is feasible to accomplish transmission of record material, such as halftone ads, newspaper pages and the like, through a comparatively simple attachment to the regular radio receiver. Similarly, relatively inexpensive equipment can be used in conjunction with the regular broadcast transmitter.

Advocated by Judge Sykes

In its early stages, facsimile was regarded as a possible competitor of the newspaper, but this view largely has been dispelled. More rapid transmission of recorded news to remote and outlying areas is possible with facsimile, it is pointed out, but it is not regarded as a likely competitor of the newspaper in metropolitan areas.

In an address before the NAB Convention in Chicago last June, Judge E. O. Sykes, then chairman of the Broadcast Division, said the FCC was "very much interested to know whether the general public wants a facsimile broadcast service, and if such a service can be supplied at this time." He urged broadcasters to engage in the experimentation and test public reaction.

Stations already holding licenses for experimental facsimile transmission on their regular broadcast frequencies are WHO, Des Moines; KFBK, Sacramento; KMJ, Fresno, and WGH, Newport News. Under authorizations given them, they are permitted to broadcast from midnight until 6 a. m. and in each instance they plan to pick up the signals on receivers strategically located in both urban and rural points. WHO and WGH are installing the Finch facsimile system, invented by W. G. H. Finch, former assistant chief engineer of the FCC. The McClatchy stations — KFBK and KMJ—also are understood to be planning use of this system.

Pending applications for similar authority to transmit facsimile are those of KSTP, St. Paul; WOR, Newark; KSD, St. Louis; WSM, Nashville; WGN, Chicago, and WCLE, Cleveland. It is anticipated that the applications will be granted, since they are definitely in the experimental category and the FCC has adopted a liberal policy on experimental operations.

In addition to these projected experimentations, five other broadcast organizations have been experimenting with facsimile for periods ranging from several months to several years but on the ultra-high frequencies. These include the Journal Co., which operates WTMJ in Milwaukee, with two stations; Oregonian Publishing Co., operating KGW and KEX, Portland; Radio Pictures Inc., Long Island City, headed by John V. L. Hogan, radio engineer, and the Yankee Network, Boston.

Receiving Sets Placed

WHO, according to its vice-president and manager, J. O. Maland, plans to undertake rather extensive experiments, and proposes to work in conjunction with certain other stations, such as WGN and WSM. Fifty receivers have been leased from the Finch organization by WHO, 30 of which will be placed in Iowa and 20 outside the State. Recorders will be located in such cities as Chicago, Washington, Denver, San Francisco and Omaha, in addition to those in Des Moines and in every other section of Iowa. The receivers are equipped with automatic time clocks so they will shut off after the transmission is concluded, and they therefore are more expensive than the recorders likely to be used when mass production is possible.

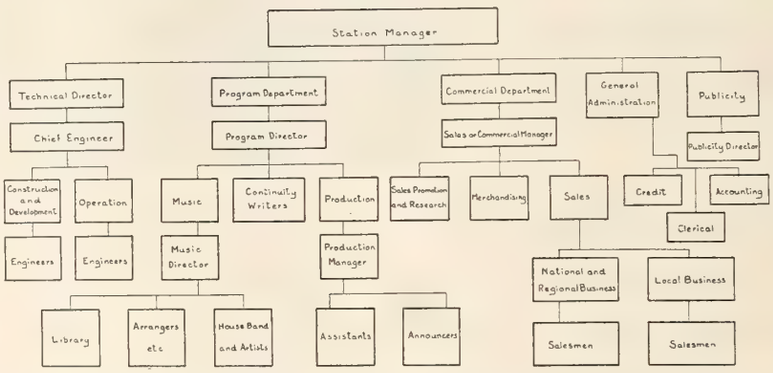
The production cost of the experimental recorders, it is understood, averages about $100, but it has been estimated by experimenters that on a mass production basis the cost could be brought down to $30 or $35.

WHO, it is understood, plans to transmit news in typewriter type rather than set up a regular newspaper format. Initially, its transmission schedule will be from midnight to 1 a. m. Since the same system will be used by a number of stations, the receivers placed in the field by such stations will be able to pick up the transmissions of all stations within range with the identical system. In other words, the signals of such stations as WHO, WGH, WSM and WGN, all of which will use the Finch system, will be able to pick up the visual transmissions of all those stations. KSD, it is understood, plans to use RCA facsimile equipment.

Regular reports on the results achieved in this transmission will be sent to the FCC periodically, under the experimental rules.

A new facsimile station to operate in the ultra-high frequencies was applied for Nov. 23 by the *St. Louis Star-Times*. An applicant for a regular broadcast station, the *Times'* facsimile request sought use of the high frequency station transmitter of its station W9XOK with 100 watts.

MODEL CHART FOR STATIONS



IDEAL CHART—Drafted by Herman S. Hettinger, former NAB research director and Walter J. Neff, head of Neff-Rogow Inc., advertising agency, which will be included in their new book *Practical Radio Advertising* to be published early next year by Prentice-Hall. The volume will be the first, its authors claim, to deal comprehensively with the planning and execution of a radio advertising campaign from determining at the outset whether the product should go on the air and, if it does, to checking the results after it is under way.

By HERMAN S. HETTINGER
Assistant Professor of Marketing
University of Pennsylvania

RADIO stations vary greatly as to organization. This is due in part to the fact that there is much doubling up of jobs, especially in smaller stations. However, the infancy of radio as a business and the extent to which stations have grown by chance rather than planning are still reflected in the majority of station organization charts.

Because of the confusion in the field, it is advisable to approach the problem of station organization from the viewpoint of an ideal organization chart. The chart reproduced in connection with this article is based upon a study of the organization of a group of representative larger stations, as well as a detailed analysis of station functions as revealed in the excellent classification of accounts developed several years ago by the NAB Cost Accounting Committee as part of its standard accounting system.

The Basic Functions

Four basic activities must be performed by radio stations, and these have been used as the basis for the organization chart. A signal must be produced, programs must be broadcast, station facilities must be sold to advertisers and the general activities of the station must be carried on by an adequate administrative and clerical force. Consequently four departments are necessary: (1) Technical or engineering; (2) program; (3) sales and (4) general office. Frequently there is a publicity director responsible to the station manager. Since his work is to aid the three major divisions in their contacts with the public, this activity can be considered as a portion of the administrative function.

The technical or engineering department is to the station what the mechanical department is to a periodical. However, in addition to its routine activities, it also is charged with responsibility of developmental work. The pressure of securing better coverage and the desire to receive a more favorable assignment from the FCC make research of this type highly important to the station. In the larger stations, this work may be carried on by specially trained engineers. The chief engineer and his principal assistant usually perform this task in the smaller stations.

The work of the program department includes the production of sustaining programs, together with those commercial programs which are under the direction of the station. The department also cooperates with agencies producing programs over the station. The work of the department is usually divided into three subdivisions; Music, program production and continuity. All except the smallest stations have a musical director, whose work usually includes copyright clearance and maintenance of the music library as well as the preparation of musical programs.

Larger stations maintain separate personnel for national and local sales work. The service function is usually delegated to a merchandising department. Often this department consists of a single individual known as the merchandising manager. In other than the largest stations the merchandising manager frequently includes sales promotion and research among his duties.

New Lucky Strike Series Will Make Debut Dec. 8

AMERICAN TOBACCO Co., New York, on Dec. 8 will replace its *Your Hit Parade* series on NBC-Red, broadcast Wednesdays from 10 to 10:45 p. m. EST, with a full hour program, 10 to 11, originating at KFWB, Hollywood, to be known as *Your Hollywood Parade*. Program, advertising Lucky Strike cigarettes, will feature Dick Powell as master of ceremonies, an orchestra directed by Leo F. Forbstein, musical director of Warner Bros., a choir of 30 to 40 voices directed by Dudley Chambers, and previews of forthcoming Warner Bros. pictures with the featured players taking the same roles on the air as they do in the pictures.

Unlike other radio-movie tie-ups, this series will advertise only the sponsor's product and Warner Bros. need not be mentioned on the air. The sponsor is free to use whatever guest talent he wishes from other studios or entertainment fields. Program was originally planned by Transamerican, representing Warner Bros., and will be produced jointly by this firm and by Lord & Thomas, sponsor's advertising agency. Don Becker of Transamerican and Thomas A. McAvity of Lord & Thomas are in charge of production.

Powered for Results



CUSTOMER: My 35 mile drive has been well worth while.
CLERK: 7 years on WJR has brought customers from many states.

WJR

MICHIGANS GREATEST ADVERTISING MEDIUM

THE *Goodwill Station*
DETROIT

50,000 WATTS

COLUMBIA BASIC NETWORK

G. A. RICHARDS
PRESIDENT

REPRESENTATIVES
EDWARD PETRY & COMPANY INC

LEO FITZPATRICK
VICE-PRES. & GEN. MG

New Station in Richmond, WRNL, Now on the Air

WITH its old staff as a nucleus, the new WRNL, Richmond, Va., went on the air Nov. 14, using Western Electric transmitter and speech input equipment and a 280-foot Blaw-Knox tower. The station, operating with 500 watts daytime on 880 kc., was formerly known as WLBG and operated at Petersburg, Va. It was purchased about a year ago by the owners of the *Richmond News-Leader* and authorized by the FCC to move into Richmond.



Mr. Sowers

Manager of the station is Earl Sowers, formerly with the newspaper, and commercial manager is C. Alden Baker, who held the same post with WLBG. Walter Selden continues as chief engineer. John Stewart Bryan, publisher of the newspaper and president of William & Mary College, is president and chief owner of WLBG Inc., the licensee corporation, with minority stock held by his son, Tennant Bryan, managing editor, and Douglas Freeman, editor.

Discs for Horlicks

HORLICK'S Malted Milk Corp., Racine, Wis. (malted milk), on Nov. 29 cuts its NBC *Lum & Abner* series from five to three programs a week and also increased coverage to include several more stations. Series is now heard Monday, Wednesday and Friday, 8:15-8:30 p. m. (PST) on the NBC-Blue network from Hollywood. Under a new contract, Chester Lauck and Norris Goff who enact the roles of Lum and Abner, received a salary increase. This change in schedule is their first in seven years of continuous network broadcasting. Horlick's is also considering transcribing the series for placement on stations not available to the network, it is said. Agency is Lord & Thomas, Chicago.

New Maryland Station

THE Maryland Eastern Shore's first broadcasting station, WSAL at Salisbury, went on the air Nov. 17 with a large booking of local and nearby advertisers. It operates with 250 watts daytime on 1200 kc. Licensed to Frank Stearns, former Washington insurance man, the station was designed and built by Glenn D. Gillett, Washington consulting engineer. It uses a Doolittle & Falknor transmitter with RCA speech input and a 150-foot Lehigh self-supporting tower. Its manager and commercial manager is J. Roy McLennan, formerly assistant advertising manager of Firestone and recently owner of his own advertising agency in Salisbury. Deane S. Long, formerly with WMFD, Frederick, Md., is program director, and Richard W. Bullers, formerly with WJEJ, Hagerstown, Md., is chief engineer.

CHESTER A'BECKET, of WHAT, Philadelphia, on Nov. 23 presented the 1500th *Dorothy Dix* column dramatization. More than a score of persons are included in the cast.

Mohawk Valley Net Has Six Sponsors

Three Stations Are Added to Original Group of Five

WITH six sponsors having signed contracts for four hours time a week, the newly organized Mohawk Valley Broadcasting System, which began operations the middle of November, feels that it has started on the right track. Basic idea of the new regional hookup, according to Burt Squire, its manager, is to supply coverage in New York State and lower New England to advertisers without affecting their broadcasting in metropolitan New York. The network has no New York City key station, but will pick up programs from any station in the city the advertiser may desire.



Mr. Squire

Beginning with five stations that were formerly members of the Hearst-controlled New York State Broadcasting System, which ceased operations on Nov. 20 and which Mr. Squire formerly headed, the Mohawk Valley network has added three more stations, and now includes WABY, Albany; WIBX, Utica; WSAY, Rochester; WBNY, Buffalo; WNBF, Binghamton; WMFF, Plattsburg, in New York, and WDEV, Waterbury, and WSYB, Rutland, in Vermont. Syracuse may also be added if desired, with a choice of stations being available to the advertiser.

Accounts Signed

The freedom to use any metropolitan station desired and the fact that the stations are connected with class A lines have gained the new network a ready reception by advertisers and agencies, Mr. Squire stated. Business signed by the chain includes: Five quarter-hours weekly for Hecker Products Co., New York (Hecker H-O cereal), placed through Erwin, Wasey & Co. Inc., N. Y.; two weekly quarter-hours for Maine Development Commission (Bangor potatoes), placed through Brooke, Smith, French & Dorrance Inc. N. Y.; a weekly 15-minute program sponsored by American Chicle Co., Long Island City (chewing gum), placed through Badger & Browning Inc., N. Y.; two quarter-hours weekly for Clear Again Inc., Chicago (cold tablets), placed through Schwimmer & Scott Inc., Chicago; a Sunday half-hour talk by the Rev. Gerald K. Smith, head of the Committee of One Million, placed through Transamerican Broadcasting & Television Corp., N. Y.; and a Sunday one-hour sermon by the Rev. Elmo Bateman.

L. C. Paine, who was associated with Mr. Squire when he was general manager of the New York State network, has joined Mr. Squire's new organization as a salesman.

KPBM are the call letters assigned for the new 100-watt daytime station on 1310 kc. which the FCC on Nov. 9 authorized Don M. Lidenton and A. L. McCarthy to construct at Poplar Bluff, Mo.

GENERAL GROCER CO. OF ST. LOUIS Has Used KSD IN ST. LOUIS TO PUT GROCERIES IN ST. LOUIS HOMES for the 5th Consecutive Year

This big distributor has used KSD to popularize its brands. What better testimony can be given than that of a local sponsor who knows the results he gets from a local station.

KSD daytime programs include a population of 5,099,802.

(Based on population of counties receiving one-half millivolt service or better.)



The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



WBIL
NEW YORK, 5000 Watts

WOV
NEW YORK, 1000 Watts

WPEN
PHILADELPHIA, 1000 Watts

A MARKET THAT SURPASSES EVERY LARGE CITY IN AMERICA BUT TWO: NEW YORK & CHICAGO

There are 2,300,000 Italo-Americans living in New York, New Jersey, Connecticut, Pennsylvania and Delaware. It is a market with a population larger than any city in America, with the exception of New York and Chicago; larger than Philadelphia and Detroit; about twice the population of Los Angeles, and three times the population of Cleveland • This market is concentrated one hundred miles around New York City. We specialize in this market. We reach the Italo-American population of this territory every hour of the day and every day of the year. It is a billion dollar market. Are you overlooking it?

INTERNATIONAL BROADCASTING CORPORATION
132 West 43rd Street - Tel. BRyant 9-6080 - New York, N. Y.

Policy of Cash Discounts Endorsed by the AAAA

REPLYING to newspapers which have eliminated the 2% cash discount, the American Association of Advertising Agencies, in a printed circular, has released a resolution adopted recently by its executive board declaring the AAAA "as being unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted this wide policy."

The standard cash policy of the advertising business, says the circular, is the principal stimulus to prompt payment to advertising media owners by agencies and to agencies by their clients. It adds that the cash discounts are regularly passed on to the advertiser by the agency when the advertiser pays on or before the agency's discount date, and thus the agency has no profit motive in suggesting that media allow it.

BELL CLOTHING Co., Oklahoma City, sold 185 suits of men's clothes in response to a program on WKY, no other medium being used.

Regular Series of School Broadcasts On 12 Stations Arranged in Chicago

FIRST OF the educational radio broadcasts to start on a regular basis as the outgrowth of the successful use of radio by Chicago schools, closed in September because of an infantile paralysis epidemic, will begin Dec. 2 on WGES, with a special weekly education series directed primarily to foreign born citizens.

Under the direction of Harold W. Kent, who has been appointed radio director of the project, programs will shortly be launched on 11 other Chicago stations. The 12-station setup represents the largest educational broadcasting experiment ever undertaken by any board of education.

Although scripts from the Federal Radio Script Exchange in Washington will be used on the first eight programs of the WGES show, the Radio Council of the Chicago Public Schools, as it is officially known, will handle the writing and production of all subsequent programs. The council will also write and produce all other shows in cooperation with the various Chicago stations. For the most part acting talent will be drawn from high schools, with other schools contributing talent later.

Personnel Assigned

Three Chicago teachers have been assigned to write scripts, another is in charge of auditions, while a fifth has been appointed music supervisor. Luella Hoskins, Cecelle Mulroy, Genevieve Forbes are writing scripts and doing research work, assisted by Lillian Novotny, acting as clerk and librarian. Lucille Steinmetz is handling production. No music director has been appointed. Allen Miller, head of the University Broadcasting Council, Chicago, is acting in an advisory capacity.

According to Mr. Kent, the school board's programs will generally be directed to elementary and high school pupils while the University Broadcasting Council's shows will be directed to college students and adults. Eventually a tieup is hoped to be made between the UBC and the newly formed radio council.

Although many of the broadcasts will be heard in the evening, some will go on in the afternoon and will be tuned in by entire classrooms. Radio lessons in these broadcasts, will be tied in with regular school lessons.

Mr. Kent, radio director of the air education program, has been detached from Prussing Elementary School, where he has been principal, to head the experiment. He conducted the *School of the Air* over NBC for some time and in the early days of radio was in charge of 15 educational broadcasts weekly over WMAQ, Chicago. He recently returned from Detroit where he conferred with Miss Kathleen Lardie, director of a similar radio educational project there. Miss Helen Johnson, director of the *American School of the Air* over CBS for the past eight years, who retired from that post last week, was also in Chicago Nov. 10 discussing the Chicago plans with Mr. Kent.

Stations that will carry the broadcasts are: WAAF WBBM WCBD WCFL WENR WGES WGN WIND WJJD WLS WMAQ WSBC.



"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls . . . half city and half country . . . in every nook and corner of Kansas.

Here are USABLE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW—"The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

More Townsend Spots

TOWNSEND National Weekly, Chicago, on Nov. 21 added four more stations carrying transcribed talks, making 24 stations throughout the country being used either by *Townsend National Weekly* or local Townsend clubs. Townsend National Radio Club of Los Angeles, recently renewed weekly quarter-hour talks on 11 Don Lee stations, placed through Lisle Sheldon Adv., Los Angeles. The national headquarters in Chicago, is sponsoring weekly talks on WCAZ WLBC WMBD WHBF WKBV WDZ with other stations shortly to be added. Burton Keith, Chicago, is agency. Local Townsend Clubs, placed direct, are sponsoring weekly broadcasts over KGGC WMEX WRAW KYOS WHAT WSPD, with daily except Sunday programs broadcast over WTMV and KWJJ.

Perfection Expands

PERFECTION BISCUIT Co., Fort Wayne, has signed a new contract with WOWO in commemoration of its 1,200th program, and its ninth consecutive year of broadcasting. The company, one of the largest in the Midwest, has in the past broadcast two programs weekly, and these all live talent shows. Results have been so successful that the coming year will see three 15-minute programs weekly instead of the previous two. Plans are in the making to feed the Friday program to an Indianapolis station, as the company has recently opened a branch in that city.

Biscuit Firm Returning

NATIONAL BISCUIT Co., New York (crackers, cookies), now sponsoring *Dan Harding's Wife* on NBC-Red network, originating in Chicago, and who last year had *Twin Stars* nationally, is planning to return to the air on a national scale this winter. No details are available. Agency is McCann-Erickson Inc., New York.



and WWJ Is First in Detroit!

With Detroit now THIRD among America's markets, measured by both personnel and payroll in business and industry; and with WWJ FIRST in listener interest in Detroit (proved by actual survey), there is no doubt about Detroit being a MUST market and WWJ a MUST medium. The figures below and impartial WWJ coverage facts completely substantiate this claim. Investigate before planning future schedules.

Rank	County	Leading City	Percent of U. S. Total Personnel Employed*	Payroll†
1	New York County	New York	4.31%	9.27%
2	Cook County, Ill.	Chicago	3.36%	5.94%
3	**Wayne County, Mich.**	**Detroit**	**1.95%**	**3.67%**
4	Philadelphia County	Philadelphia	1.76%	2.84%
5	Los Angeles County	Los Angeles	1.70%	2.38%
		Total for five counties	13.08%	24.10%

* Employed in industry and business and on farms.
† Payroll for industry and business; farm figures not available by counties.

Authority: 1935 U.S. Census of Business—"Personnel and Payroll in Industry and Business, and Farm Personnel." Published in June, 1937.

WWJ

National Representatives
The PAUL H. RAYMER COMPANY
New York • Chicago • Detroit
San Francisco

America's Oldest Radio Broadcasting Station
Owned and Operated by The Detroit News

Work Started by WOL On 1 kw. Transmitter

WITH the last legal obstacle removed from its path, WOL, Washington, has begun installation of its 1,000-watt transmitter which will increase it from local to regional status on a full-time basis, William B. Dolph, station manager, announced Nov. 18. The station will operate on 1230 kc. in lieu of its present assignment on 1310 with 100 watts night, 250 watts day. A two-year quest for the regional facility was terminated last month when Continental Radio Co., Scripps-Howard subsidiary, dropped its appeal in the local courts against the FCC grant.

A Western Electric transmitter is being installed in a new transmitter house to be located in northwest Washington, just outside the District line. Two Blaw-Knox self-supporting antennas, each 230 feet high, will be installed for directional effect. Mr. Dolph said he hoped to have the new transmitter on the air in February or March.

Lucky Campus Plans

COLLEGIATE news broadcasts, which American Tobacco Co., New York, has been testing at Yale and Cornell in the interest of Lucky Strike cigarettes, may be extended to other colleges and universities early next year. Some 10 or 15 schools which publish campus dailies and which are located near broadcasting stations have been picked for consideration by the sponsor, but no decision is expected to be made until after the Christmas holidays. Plan calls for daily quarter-hour broadcasts of campus news, written, edited and broadcast by the staff of the school paper, with only the commercials being furnished by the agency, Lord & Thomas, New York. First tested at Yale for a month last spring, newscasts are currently broadcast for Yale students on WICC, Bridgeport, and for Cornell undergraduates on WESG, Elmira.

WHFC, which operates on 250 watts days and 100 watts nights, is now consolidated with WEHS and WHBI, also in Cicero.



ALL GRINNED—When Le Moine C. Wheeler, commercial manager of WHEC, Rochester, N. Y., got himself right in the middle of a bevy of beauties during a Lake Ontario yatching party. Mrs. Wheeler is on the left and the big grin on the right belongs to the popular Peggy Stone of CBS station relations. The little girl in the middle is Peggy's sister, Teddy. W. S. Shockley, local manager of Atlantic Refining Co., who took the picture, says he doesn't know what prompted the grins unless it's the success of Atlantic's sportcasts.

Networks Realign Cincinnati Setup

KTSM Affiliated With NBC As Supplementary Outlet

PARTIAL alteration of network service in Cincinnati, occasioned by the peculiarly dominant position of WLW, together with a curtailment of sustaining service of the WLW Line, new independent network project, developed during the last fornight.

The only other development in the network-station sphere was the affiliation of KTSM, El Paso, Tex., with the NBC-Pacific supplementary group to become effective next April 1. To be available either to the Blue or Red networks, KTSM will join as soon as lines between El Paso and Albuquerque, 230 miles away, are installed by AT&T. The network rate will be $120 per evening hour. KTSM operates on 1310 kc. with 250 watts day and 100 night but has a pending application for a shift to 1350 kc. with 500 watts full time. Karl O. Wyler is manager.

Cincinnati Setup

Under the new Cincinnati arrangement, all NBC outlets in the city—WLW, WCKY and WSAI—become available to advertisers on either the Red or Blue Network on an optional arrangement. WLW continues as optional to either Red or Blue advertisers. WSAI has been the Red outlet and WCKY the Blue.

It was also reported that Mutual programs might be made available in Cincinnati on an optional arrangement covering the three stations. While no formal announcement of this was made, negotiations have been in progress on it and it was thought likely that the arrangement would ensue to enable Mutual to clear time in the Cincinnati area when WLW is not available.

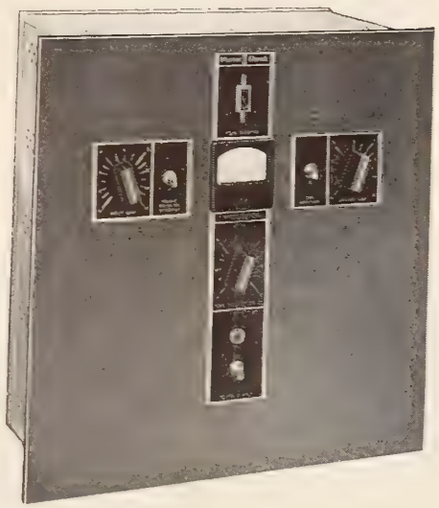
Transamerican Broadcasting & Television Corp., sales representatives for the WLW Line, has announced discontinuance of permanent lines to WJJD-WIND, Chicago-Gary, WXYZ, Detroit, and KWK, St. Louis. Henceforth, it stated, only commercial programs will be fed to these outlets. Sixteen-hour service will be retained for the original WLW Line group, comprising WLW, KQV, Pittsburgh, WFIL, Philadelphia, and WHN, New York, plus WBAL, Baltimore. These stations will continue receiving the Line's sustaining as well as commercial features. The reason ascribed for dropping the sustaining service to the midwestern cities, it said, was that these stations were broadcasting only a few of the sustaining programs and they did not require this service. It was felt that to continue the heavy costs of permanent lines was uneconomical.

Thrift Plan May Place

THRIFT & SECURITY Foundation, New York, headed by Herbert N. Fell, a non-profit philanthropic society, which has for some time been contemplating use of radio to promote thrift, has concluded plans for a campaign to arouse public interest in its "automatic savings plan". Use of radio will probably start in New York, and the Foundation is now seeking the cooperation of local stations.



They took our word



Even before the Western Electric 110A Program Amplifier was officially announced, orders began pouring in from broadcasters. They'd heard what *we* said it would do—and they bought on faith. Now they've been using it for some months—and some of them have written us what it has done for them. Today you need not take *our* word . . .

. . . you can take THEIRS!

WINS: "marked improvement in signal . . . certain dead-spots eliminated . . . both quality and volume improved."

WKBH: "signal at outer edge of service area noticeably improved . . . a great help in maintaining high program level without over modulation."

WOR: "areas where signal was hashed with monkey chatter now cleared considerably . . . 3 db audio increase has definitely aided in clearing this condition."

WTAG: "no difficulty in normal operation at level 3 to 4 db higher than previously used."

WAIM: "a very good investment . . . has increased fidelity of signal."

WDAE: "normal coverage increased 25% . . . quite possible to use 5 db of compression without any particular change in quality of transmission . . . never worry any more about any conceivable sort of line surge."

WISN: "Materially aids in maintaining higher average percentage of modulation . . . signal boosted between 3 and 4 db."

WMBD: "better signal to noise ratio."

KFYR: "average modulation percentage very much higher . . . interruptions due to high audio surges have ceased to exist . . . stations separated 10 KC can be tuned in without monkey chatter."

KXRO: "any station without it can hardly be called modern . . . makes it possible to broadcast most any voice, ballyhoo or shouting without spoiling effect."

WMBH: "unsolicited reports from localities and distances never or rarely heard from before, best prove the 110A is really doing its stuff."

WDAY: "unsolicited reports that we come-in much better . . . average modulation level about 3.5 db higher."

WJBO: "consider the 110A the outstanding development during the past 5 years . . . decided increase in signal . . . practical abolition of monkey chatter."

WHAM: "no fear of distortion from over modulation . . . will raise standards of any station which has one."

KQW: "has improved signal about 100% . . . much favorable comment from listeners and sponsors."

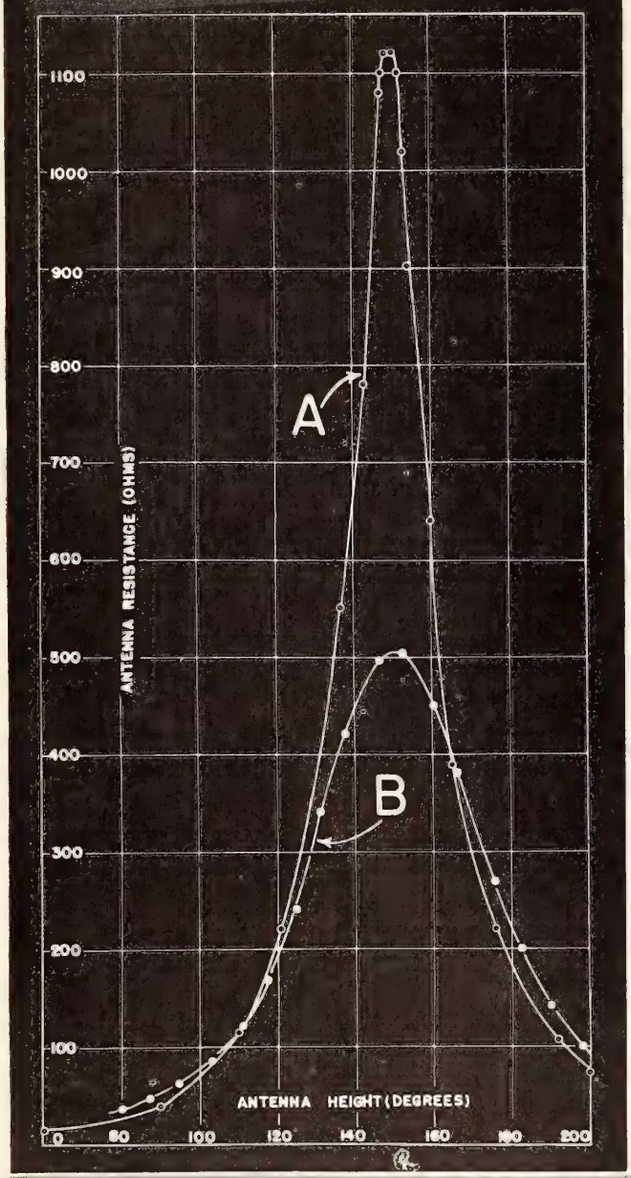
Distributed by GRAYBAR ELECTRIC COMPANY

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

ACTUAL FIELD TESTS* REVEAL THAT LINGO TUBULAR STEEL RADIATORS GIVE A NEW PERFORMANCE VALUE NEVER BEFORE ATTAINED BY ANY ANTENNA





*The chart illustrated here shows comparison of a Lingo Tubular Steel Radiator from tests made by Paul F. Godley and Dr. George H. Brown, well-known consultant engineers . . . and of an actual structural steel tower of conventional type from test figures published in June, 1937, issue of "Proceedings of the Institute of Radio Engineers." Note that the tower radiator (B) reaches a peak of 500 OHMS, with the Lingo Radiator (A) reaching 1200 OHMS . . . over *TWICE* that value.

The Curve "A" shows the measured resistance of a Lingo Tubular Steel Radiator, varying as a function of antenna height. (Note that the antenna height is given in degrees).

The Curve "B" is a similar curve for a guyed uniform-cross-section structural steel tower now in use, and considered up to now, the nearest approach to an ideal antenna yet obtained.

These facts, based on actual tests made by well-known antenna authorities, prove the superior performance characteristics of Lingo Tubular Steel Radiators, and denote the sinusoidal current distribution of an ideal straight wire, and give proof of the extremely low base capacity.

WRITE FOR ILLUSTRATED, DETAILED FOLDER
Describes Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

JOHN E. LINGO & SON, INC.
Established 1897
CAMDEN, NEW JERSEY

JOHN E. LINGO & SON, Inc., Manufacturers and Erectors of

VERTICAL TUBULAR STEEL RADIATORS

in the CONTROL ROOM



JACK SMITHSON has been promoted to chief engineer of KFVD, Los Angeles, and succeeds James H. Brown who resigned to join the NBC Hollywood technical staff. Added to the KFVD technical staff is Robert Clark, formerly of KRKD, Los Angeles.

WALTER J. SWENSON, formerly with Paramount Newsreel in Washington, has resigned from WNEW, New York, to become recording engineer for International Audio-Video Corp., New York.

M. B. LOWE, chief engineer of WDGY, Minneapolis, has left that station to join the engineering staff of Bendix Radio Corp.

A. C. TIFFANY, of WKBZ, Muskegon, Mich., is the father of a baby boy born in November.

NORWOOD PATTERSON, 15-year-old son of S. H. Patterson, manager of KGGC, San Francisco, recently was awarded a first-class radio operator's license, after but five months study. He is believed to be the youngest licensed operator in the West.

R. MORRIS PIERCE, chief engineer of WGAR, is the father of a baby boy born Nov. 6, his third child.

HAROLD SWANSON, engineer of WJJD, is in a serious condition at the Libertyville, Ill., hospital following an accident when his motorcycle collided with a truck Nov. 21.

PAUL KRIEGER and Paul Ernest Walden have been added to the operating staff of KUJ, Walla Walla, Wash.

EDDIE MILLER, NBC New York studio engineer, has been transferred to the network's Hollywood technical staff.

ARTHUR BENZON has been transferred to the Seattle studio of KVI, Tacoma, as studio and remote operator. Rodney McArdle has joined the transmitter staff.

GORDON JOHNSON, former radio maintenance man for Northwest Airlines, Inc., is now on the control staff of KSTP, St. Paul.

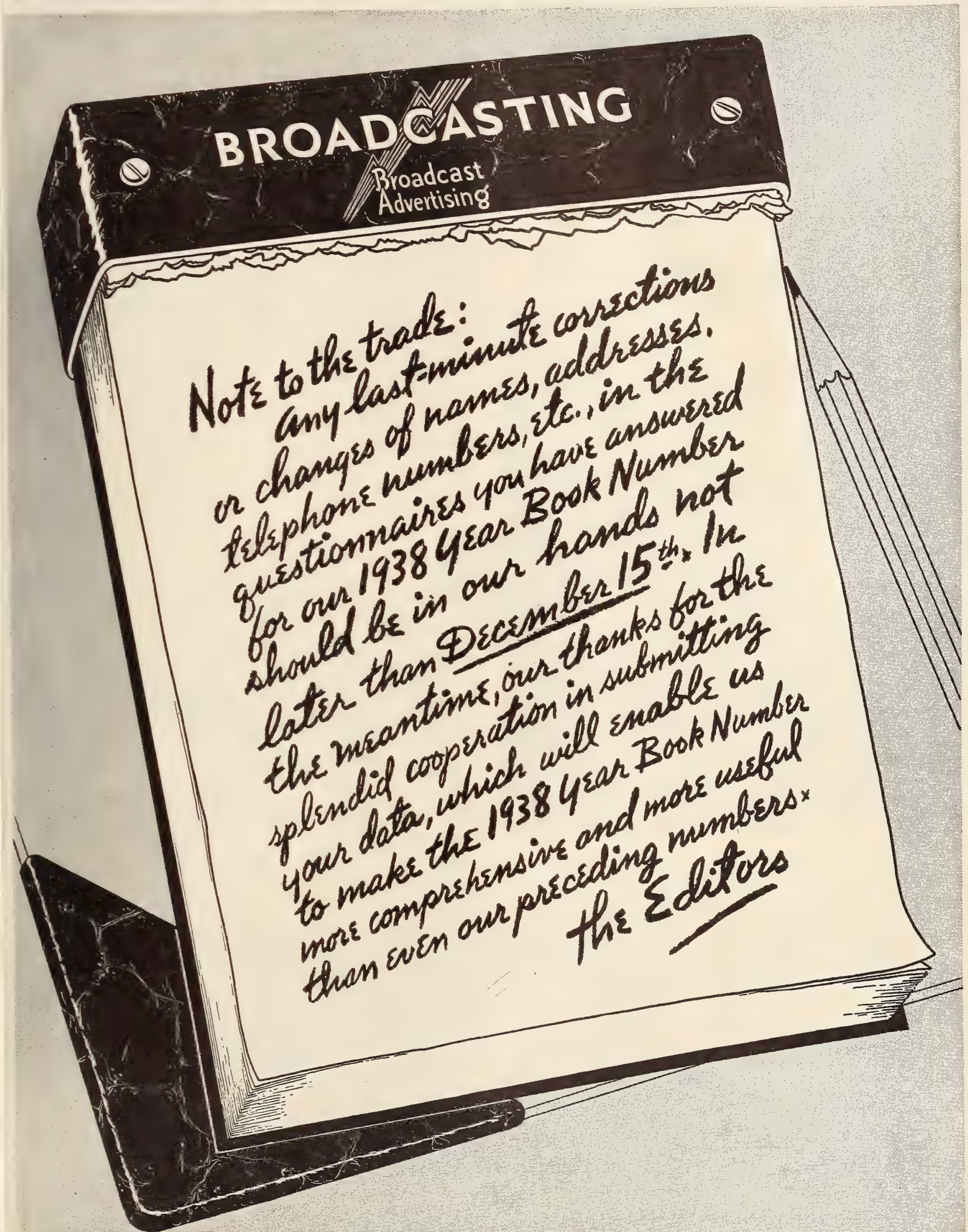
C. W. COMEGYS, KFAC, Los Angeles, technician, and Mary Lou Stack of that city were married Nov. 13.

PHILIP WHITNEY, of Keene, N. H., has joined the engineering staff of WJEJ, Hagerstown, Md., as control operator.

Fred S. Liggett

FRED S. LIGGETT, chief engineer of WTMV, East St. Louis, died Nov. 17 of complications following a siege of pneumonia more than a year ago. He had gone to Florida a few weeks ago for a rest and succumbed at Lee Memorial Hospital, Fort Meyers, Fla. He was a native of Virden, Ill., where he was born in 1898. He is survived by his wife and 5-year-old daughter. Mr. Liggett entered radio as a sea-going operator more than 15 years ago. He was at one time transmitter chief for KMOX, and chief engineer of KSD, St. Louis, and joined WTMV in 1935 as its chief engineer.

FOLLOWING the example of the British Empire shortwave broadcasts, which are regularly done as recorded repeats of BBC programs due to time zone differentials, CBS is recording its Sunday night *Headlines & Bylines* feature and repeating it next night for Europe on W2XE's frequency of 11830 kc.


BROADCASTING
Broadcast Advertising
Note to the trade:
Any last-minute corrections or changes of names, addresses, telephone numbers, etc., in the questionnaires you have answered for our 1938 Year Book Number should be in our hands not later than December 15th. In the meantime, our thanks for the splendid cooperation in submitting your data, which will enable us to make the 1938 Year Book Number more comprehensive and more useful than even our preceding numbers.
the Editors

HERE, TOO...

MODERN ACOUSTICAL TREATMENT

by Johns-Manville



MODERN in design . . . construction . . . and appearance—this WWJ Auditorium Studio in Detroit, Michigan. And typical of the complete acoustical service provided by Johns-Manville in studios the country over!

Using J-M Acoustical Materials and Sound Isolation, J-M Engineers assure permanent protection against faulty acoustical conditions. Moreover, studios designed by these men are outstanding for their attractiveness, as well as for their assurance of high-fidelity reproduction.

Your own acoustical problems, whether in connection with new or existing studios, will be handled effectively and economically when you call in J-M Acoustical Engineers. Helping to design and build your studios in accordance with present-day sound-control methods developed by Johns-Manville . . . they create and safeguard broadcasting quality. For full details, write Johns-Manville, 22 East 40th Street, New York City.

Johns-Manville

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Equipment

THE Oct. 1 BROADCASTING reported in this column that KOAM, new station at Pittsburg, Kan., was equipped with Western Electric equipment throughout. In the interest of accuracy, we are glad to make a correction. Complete speech amplifying equipment for studio and transmitter installations were purchased by KOAM from Collins Radio Co., Cedar Rapids, Ia., and has been used since the station was opened. This equipment includes Collins 12Q and 12L speech input consoles, 12X remote amplifier, 7R-2 amplifier, 19G equipment cabinet and miscellaneous accessory units.

RADIO ENGINEERING & MFG. Co., Jersey City, maker of Remco radio equipment, has issued a bulletin describing its new 26B transcription playback, which is designed for advertising agencies, radio stations, educational institutions and producers of recordings or transcriptions.

WBRC, Birmingham, has purchased from RCA Manufacturing Co., Camden, a 5-D 5,000-watt broadcast transmitter together with speech input equipment.

WJR, Detroit, has ordered a complete new Western Electric master control equipment at a cost of $30,000. Andrew Friedenthal, WJR technical supervisor, who has been working on the plans for several months, placed the order in New York. The equipment will be placed in a new control room early next year.

CAPITOL Radio Engineering Institute of Washington, has published a new catalog titled "A Tested Plan for a Future in Practical Radio Engineering". Copies are available on request.

KFEL, Denver, has installed Remler recording equipment, under direction of Chief Engineer Pade Veatch.

RALPH ATLASS, president of WJJD, Chicago, and WIND, Gary, has instructed his attorney to file an application with the FCC for permission to use facsimile broadcasting for WIND. If application is granted the station will be the first in the Chicago area to get a facsimile license.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., as of Dec. 1, has announced that all model microphones listed above $10 will thereafter be manufactured with a plug instead of connecting cable direct to the microphone. The new arrangement is a locking plug, developed especially for that purpose. The microphone will be separated. The velocity and dynamic models are at present going through production on the new schedule, according to James R. Fouch, president.

RADIAGE STUDIOS, Chicago, has been appointed midwestern representative of Radiotone Inc., Hollywood. Radiotone will soon announce a complete new line of studio, portable and home recording equipment. Leslie Noel Zemer heads the Radiage Studios in Chicago.

WCNW, Brooklyn, N. Y., has completed its new 180-foot transmitting tower, located in nearby Greenpoint. On Nov. 26 the station celebrated its 11th anniversary.

KDLR, Devils Lake, N. D., has installed a new Collins speech amplifier. It also has added a Western Electric saltshaker mike to its studio in the Grand Theatre. Other new equipment recently installed included a Blaw-Knox shunt-excited radiator.

Digest Making Plans

LITERARY DIGEST, New York, after Jan. 1 will test use of radio, starting with one New York station. Detailed plans have not yet been made by the agency, Prins & Keifer, New York.

Grove Considering Johnson Rebuttals

May Sponsor Discussions of General's NBC Comments

NEGOTIATIONS are under way whereby Grove Laboratories Inc., St. Louis, may pay for the time requested by reputable groups and individuals to discuss and refute issues raised by General Hugh Johnson during his regular NBC series for Grove's Bromo Quinine. According to Stack-Globe Adv. Agency, New York, the possibility of radio discussions and rebuttal broadcasts suggested itself as a result of the nationwide publicity attending the refusal Nov. 10 of NBC to air the General's speech on venereal diseases [BROADCASTING, Nov. 15].

Questions of policy and the method of selecting worthwhile and representative groups are being discussed by the network, the agency and the sponsor. Whether this type of program would open the way to a flood of controversial broadcasts or be a public service with strong listener appeal, remains to be seen.

Dr. Fishbein Speaks

Meanwhile, NBC clarified its policy on social disease broadcasts by having Dr. Morris Fishbein make an address Nov. 16 on its Blue network after he had been introduced by Gen. Johnson who said in part: "I don't care who talks about venereal diseases to the radio audience so long as the subject is brought out in the open and frankly discussed." So keen was the nervous tension of the NBC staff that in presenting General Johnson the announcer introduced him as "Doctor Johnson."

Dr. Fishbein, editor of the *Journal of the American Medical Association* and a recognized authority on social diseases, spoke at 10:30 p. m. He told of experimental work on venereal diseases, of the discovery of organisms causing syphilis and gonorrhea, of the Wasserman test and of the introduction of salversan in treatment. Dr. Fishbein gave credit to Dr. Thomas Parran, Surgeon General of the U. S. Public Health Service, for "bringing the control of these diseases more prominently to the public mind."

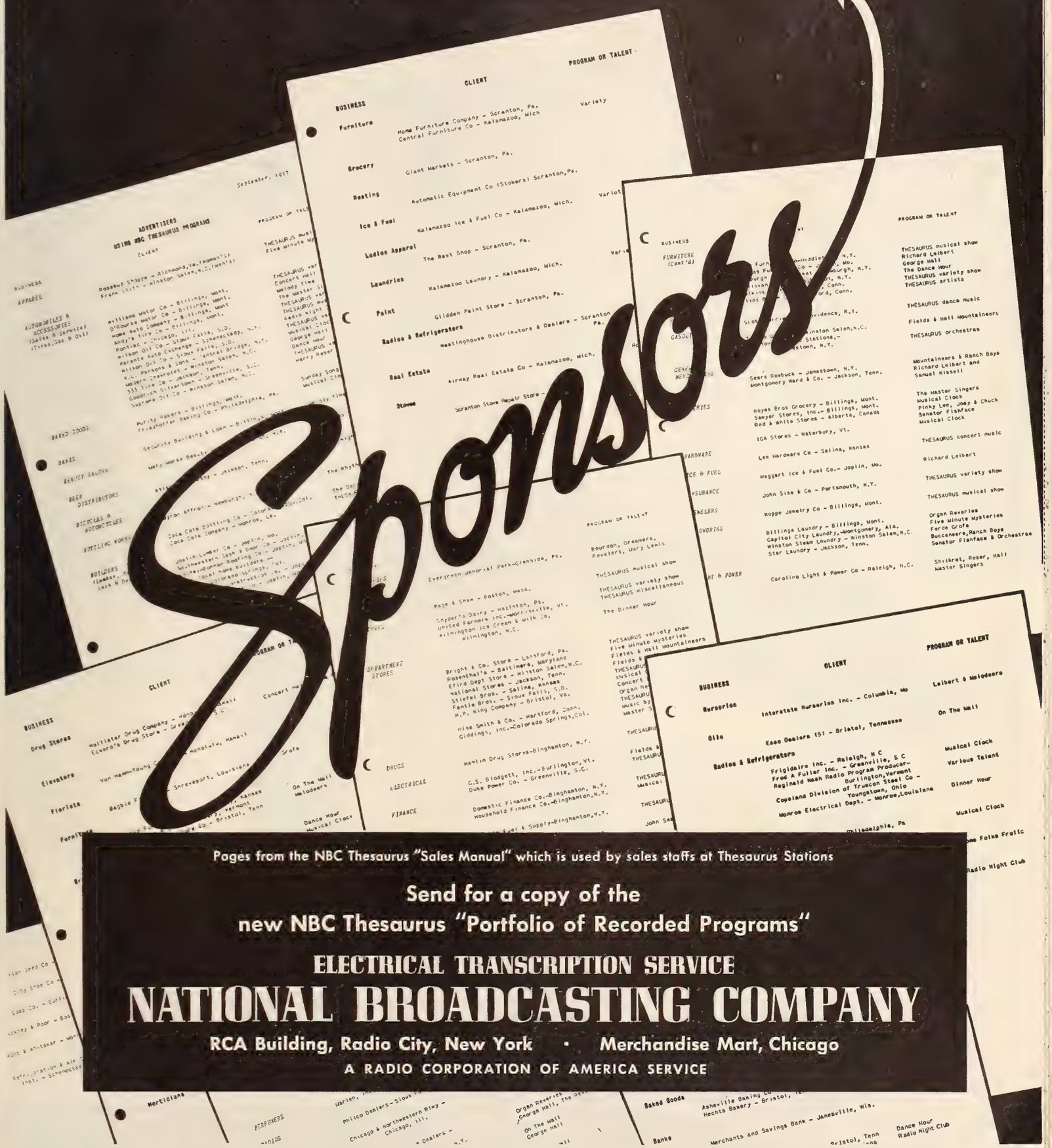
After the cancellation of Gen. Johnson's speech, WJR, Detroit, and WCAU, Philadelphia, CBS outlets, invited the General to deliver his speech over their facilities. These invitations were refused because of the General's contract to present his series on NBC. KSO, Des Moines, and WMT, Cedar Rapids, wired General Johnson for his script and asked permission to have their newscaster read the speech. This permission was granted and Benedict Hardman, news editor of the Iowa Broadcasting System, read the speech on these stations Nov. 15. According to IBS, many letters of commendation were received and the speech had a large audience appeal.

Chevrolet Increases

CHEVROLET MOTOR Co., Detroit, on Dec. 6 renews *Musical Moments*, WBS transcriptions, for 13 weeks, and will increase its station list to 350, an increase of about 85 stations. Campbell-Ewald Co., Detroit, is the agency.

NBC THESAURUS

[LISTS SUBMITTED BY STATIONS OFFERING THESAURUS PROGRAMS]



Pages from the NBC Thesaurus "Sales Manual" which is used by sales staffs at Thesaurus Stations

Send for a copy of the new NBC Thesaurus "Portfolio of Recorded Programs"

ELECTRICAL TRANSCRIPTION SERVICE

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, New York • Merchandise Mart, Chicago

A RADIO CORPORATION OF AMERICA SERVICE

New FCC Considers Policies In Two Newspaper-Radio Cases

Hears Arguments on Kansas City Star Application For WREN and Transfer of Station in Oregon

THE FIRST of a series of more than a dozen pending cases involving newspaper acquisitions of existing broadcasting stations was presented to the reorganized FCC Nov. 18 in oral arguments involving the proposed purchase for $295,000 of WREN, Lawrence, Kan., by the *Kansas City Star*, which operates WDAF.

In a second case, that of acquisition of Station KOOS, Marshfield, Ore., by Sheldon Sackett, publisher of the *Coos Bay Times* of Marshfield and the *News* of Eugene, Ore., and copublisher of the *Statesman* of Salem, Ore., members of the FCC likewise showed considerable interest in both the purchase price and newspaper acquisition of the only radio station in the city. The purchase price was $14,000 but the examiner found that the equipment of the station had only an estimated $5,000 replacement value.

In both newspaper acquisition cases, the nature of questioning by FCC members indicated that some policy might be evolved on both newspaper ownership and transfers of stations. It has been contended that the FCC does not have any control over the purchase price of stations. Consequently, on that score the FCC may undertake to determine whether or not it does have such jurisdiction and if it concludes that it does, what formula it proposes to adopt in evaluating such properties.

The fact that Paul M. Segal and A. W. Scharfeld were asked to file a brief by Dec. 15 on the WREN sale and that Ben S. Fisher, counsel for KOOS, was asked to file a memorandum covering his views on the factors which should be taken into account in considering newspaper acquisition of stations, was viewed as particularly significant and pointing to the desire of the newly-constituted Commission to lay down policies on those subjects.

The cases were heard by five members of the seven-man Commission in the first day's oral argument before that agency since its reorganization Nov. 15 under which the division form of regulation was abolished. Commissioner Sykes, former chairman of the Broadcast Division, presided at the request of Chairman McNinch, who was present, however. Also present were Commissioners Brown, Case and Walker. Altogether, oral arguments on five separate cases were heard, with the most important involving the WREN sale on which Examiner Hill had recommended denial on grounds that it would be "a step" toward monopoly.

Precedents Are Cited

Deep interest in that issue was evinced by Messrs. McNinch and Walker, the latter participating in his first regular broadcast case, and counsel for WREN and for WDAF were plied with questions.

The issue is a live one, in the light of legislation proposing complete separation of newspapers from radio station ownership, now pending in the House, and because the FCC under the McNinch chairmanship is making a thorough investigation of this whole subject due to Administration and general interest in it from the purported monopoly standpoint.

Numerous precedents for acquisition of second stations in the same area were cited during the oral arguments of Mr. Segal, counsel for WREN, and Mr. Scharfeld, counsel for the *Kansas City Star*. The latter pointed out that the FCC during the last year had granted a half-dozen transfers to present station owners in the same locality with no question of monopoly raised, and he held that the monopoly question was not a part of the testimony in the formal hearing and therefore could not be made a part of the examiner's recommendation under the FCC regulations precluding an examiner from establishing policy.

It was pointed out that there are now seven stations in the Kansas City metropolitan area and that acquisition of WREN by the interests operating WDAF would not constitute a monopoly.

Prefacing his question with the statement that he was not familiar with the precedents and procedure, Chairman McNinch inquired as to the best evidence that the transfer of WREN would serve public interest. He said this point should be cleared before the matter of monopoly was even considered, since the law prescribes that the FCC must regulate broadcasting in such manner as to assure itself that the proposed operation will serve public interest, convenience and necessity. He said the Commission, in this instance, could not take into account the fact that WREN might profit from the sale.

Answering this point, Mr. Scharfeld stressed the present high quality of WDAF programs and of the promise in the record that if the transfer were approved, the *Kansas City Star* would place all of its resources behind the station in an effort to give maximum public service.

Commissioner Walker frequently

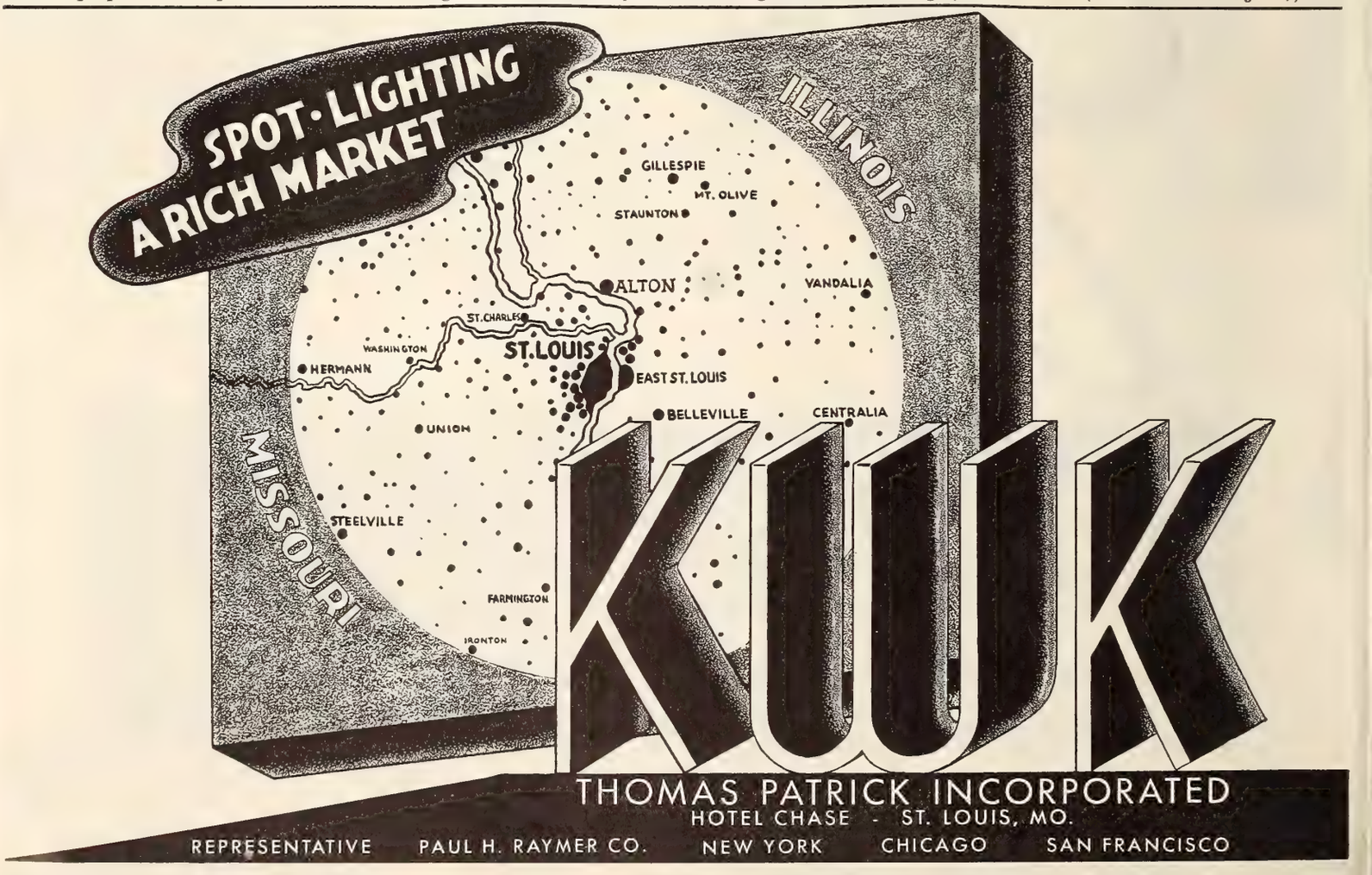
(*Continued on Page 34*)

Oh, Mr. Gehrig!



Chicago Herald-Examiner.

"I forget the name of the cereal—but it was awfully good!"



WKY DELIVERS ADVERTISERS THE BIGGEST AUDIENCE OF OKLAHOMA'S BEST-BUYING LISTENERS!

APPROVED BY *Oklahoma City's Approved Laundries*

OKLAHOMA CITY'S APPROVED LAUNDRY *Approved Laundries*

APPROVED BY THE AMERICAN INSTITUTE OF LAUNDERING

November 17, 1937

Mr. M. H. Bonebrake, Adv. Mgr.,
Radio Station WKY,
Skirvin Tower Hotel,
Oklahoma City, Okla.

My Dear Mr. Bonebrake:

During the past two years our Approved Laundries programs over WKY have attracted national attention. Almost every week we receive letters from radio stations and laundries all over the country regarding the effectiveness of our radio advertising.

We feel, of course, than an important factor in the success of our programs has been our continuous effort to put on interesting shows. But a show without an audience would be a flop, so we are glad to give full credit to WKY's ability to deliver a tremendous daytime audience.

Daytime programs have proved both productive and economical for us. For two consecutive years we have had one or more daytime programs running on WKY and we have never failed to get results. This record speaks for itself.

Just as housewives of Oklahoma City have "approved" our Approved Laundry service and our radio programs, so do we "approve" WKY's daytime audience. It delivers the goods.

Sincerely yours,

OKLAHOMA CITY'S APPROVED LAUNDRIES

Ben Barnett

Ben Barnett, President

BB:fs

Dixie Parrish Perfect Laundry and Zoric Cleaners • King's Laundry and Zoric Cleaners • New State Laundry and Zoric Cleaners • White Swan Laundry and Zoric Cleaners

• Modern, efficient facilities enable WKY to provide satisfactory daytime reception in more Oklahoma homes than any other station. The aggregate attractiveness of its programs makes WKY the top-heavy favorite wherever it is heard. Added together, these give WKY "ownership" of Oklahoma's biggest audience of active, practical housewives . . . radio's best-buying listeners.

Best able to approve this statement (and ready and willing to talk) are the WKY advertisers who day by day see and feel the power of WKY stimulate sales . . . steadily, economically and surely. Typical is the statement at the left. Significant is the fact that every-day WKY results have "attracted national attention" and interest.

On its production record, WKY is the first buy in Oklahoma . . . ranks high in the "must" list of the country's best-selling stations.

WKY *Oklahoma City*

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN
Representative — E. KATZ SPECIAL ADVERTISING AGENCY



FROM January 1st to and including November 14th, station KDYL participated in no less than 28 events of community interest. At every event except two, the broadcast was *exclusive* over KDYL.

That's an example of the audience-building, goodwill-building service which has won leadership for KDYL as the popular station.

Alert advertisers are quick to recognize the advantages of such popularity in the most important market between Denver and the Pacific Coast.

KDYL

SALT LAKE CITY

An N.B.C. Station

Nationally Represented by

JOHN BLAIR & COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO

LOS ANGELES

Newspaper-Radio Cases

(*Continued from Page 32*)

inquired as to the "public advantage" that would accrue as a result of the transfer. He asked whether it was the intention of the *Star* to "junk" WREN and thereby eliminate a competitor in the Kansas City area. Mr. Scharfeld disclaimed any such intention, pointing out that the $300,000 purchase price indicated the serious intentions of the proposed purchaser to continue operation of the station. He pointed out also that even with the acquisition, there would be five other competitive stations in the Kansas City area.

Finally, it was pointed out that the FCC has never denied an application either because of newspaper ownership or because of multiple ownership. Thus, Mr. Scharfeld contended, if two stations out of seven in a metropolitan area can be adjudged a monopoly, then such monopolies exist all over the country.

WREN and WDAF counsel were given until Dec. 15 to file a brief on the transfer. The decision is regarded as of great importance since it will constitute the first expression of the reorganized FCC —under the chairmanship of Mr. McNinch and with a second new commissioner, T. A. M. Craven participating—on the formulation of policy regarding newspaper ownership and acquisition of stations.

During Mr. Segal's argument, Chairman McNinch inquired whether the purchase price on WREN did not represent a "capitalization of the station's license." He said it was not clear to him that the Commission could shut its eyes to the price and that he desired to know what the station has to sell in addition to its license. His assertion that the mere desire of two parties to buy and sell could not be construed as sufficient basis to warrant approval, indicated that in the future stations must make an affirmative showing that improvement of service will result from transfers of licenses.

Mr. Fisher made a strong plea on newspaper ownership, pointing out that in no few instances newspapers pioneered commercial broadcasting. In a market the size of Marshfield, he said, economic injury could result if the two separate advertising media were under separate ownership. He contended further that those who are fostering separation of newspapers from station ownership do not understand the factors involved and the elements that unite to make for improved public service.

Sterling in Canada

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia, Dr. Lyons' toothpowder), on Nov. 22 started a Canadian sales campaign using 11 stations. Contracts are for five quarter-hours weekly, 52 weeks, placed through Weed & Co. Program is the RCA transcription version of *Stella Dallas*, now heard on WEAF, New York, for Tetley tea, and on WJR, Detroit, for Calaspirin. Agency is Blackett-Sample-Hummert Inc., New York. Canadian stations are CKWX CJAT CFAC CKY CFCF CJKL CFCY CFRB CHNS CKCO CHSJ.

Transamerican Appoints Bill Ray to Be Manager Of West Coast Activity



Mr. Ray

WILLIAM (Bill) RAY, for the past 18 months production manager of KFWB, Hollywood, has been made western manager of Transamerican Broadcasting & Television Corp., the appointment being announced by John L. Clark, president, on Nov. 20, on his departure from that city for New York, his headquarters.

Ray has been with KFWB 13 years and became production manager when Harry Maizlish took over management. Ray stated Transamerican production activities will be centered in Hollywood. He will make his headquarters on the Warner Bros. Sunset Blvd. lot in that city. An extensive production organization is being set up with the assistance of Don Becker, production manager, who will divide his time between New York and Hollywood in the future. A San Francisco office will also be established. KFWB and Transamerican are subsidiaries of Warner Bros.

With Ray's promotion, Manning Ostroff, producer, was elevated to production manager of KFWB and Robert Kennett brought in as his assistant. Kennett was formerly production manager of WLW, Cincinnati.

Following affiliation with the California Radio System, production at KFWB is also being increased and a heavy schedule of network programs is to originate from there. Network includes 7 California stations, KFWB, KMJ, KWG, KERN, KFWB, KFOX, and KYA. Transamerican represents the network nationally.

CBS Asks Reargument In Plea to Buy KSFO

REARGUMENT of the proposal of CBS to acquire KSFO, San Francisco, through a long-term lease, was requested by the network in a petition filed with the FCC Nov. 17. The petition was filed pursuant to the announcement last month, coincident with the reorganization of that agency, that cases still undecided but which had been argued before any division, would be reheard by the newly constituted Commission.

Oral arguments on the KSFO-CBS application were heard last summer but the Broadcast Division did not render its opinion prior to its dissolution Nov. 15. The proposal was for lease on a five-year basis with options to renew for succeeding five-year periods. Examiner R. H. Hyde recommended denial of the transfer, which proposed that CBS pay to KSFO a rental of $25,000 a year plus an amount equal to one-seventh of the gross annual income in excess of $175,000.

THOUGH MANY STATIONS have been receiving literature from Radio Bands Inc., 180 N. Wacker Drive, Chicago, a BROADCASTING reporter was unable to contact any such firm at the address. The firm had been writing stations regarding a new transcription library service.



It takes a well-stocked platter to see the family through a holiday dinner without skimping. And the only way to get a full measure of coverage in the Connecticut-Southern New England market is to use the station that's right for the job—WTIC.

WTIC does a thorough job of reaching all of Connecticut, and big slices of Western Massachusetts, Eastern New York as well as Vermont and New Hampshire. About 4,000,000 people are included in WTIC's primary and secondary coverage areas. As prospects for most anything you have to sell, they rank like this, according to government figures: 15% more spendable income than the national average, 23% more retail sales—and 50% more food sales per capita.

As for their listening habits, Ross Federal's carefully chosen sample shows that at any given time 60.72% of these prosperous people can be expected to tune in WTIC compared to 24.37% for the next most popular station. You will find, as other national advertisers have, that this 149% greater coverage in the Hartford market makes WTIC a paying proposition.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC

50,000 WATTS
HARTFORD, CONN.

THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.

CHICAGO DETROIT NEW YORK SAN FRANCISCO

WCKY

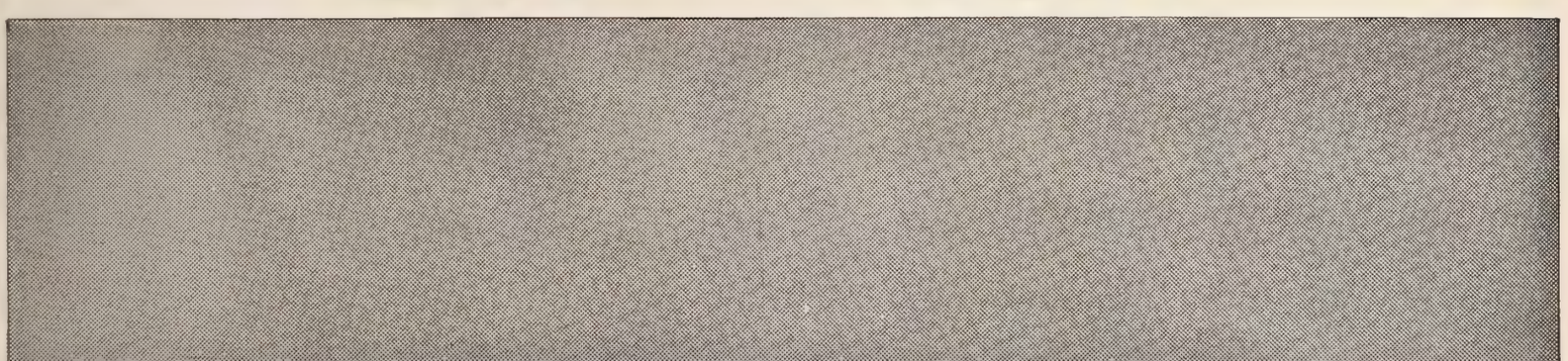
IS DOING THE FOR THE

NBC RED *and* BLUE...

REAL JOB ADVERTISER !

L. B. Wilson

TEN THOUSAND WATTS
DAY *and* NIGHT



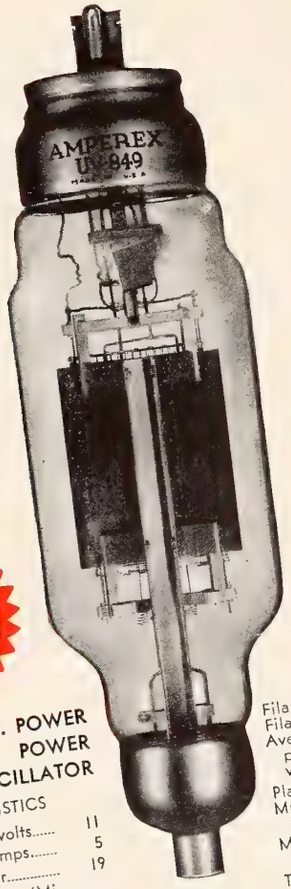
FREE & PETERS *National Representatives*

Ig-.0 Ig-.0 Ig-.0 Ig-.0

GAS . . . the enemy of tube life . . . is entirely absent in

AMPEREX

GRAPHITE ANODE AIR COOLED TRANSMITTING TUBES



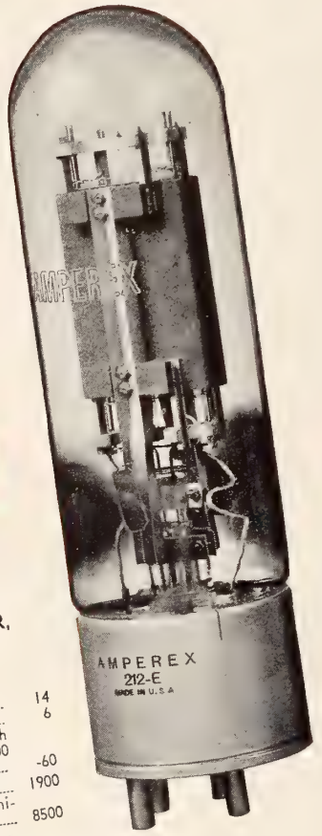
849

MODULATOR, A.F. POWER AMPLIFIER, R.F. POWER AMPLIFIER, OSCILLATOR

CHARACTERISTICS

Filament potential volts	11
Filament current, amps	5
Amplification factor	19
Transconductance (Micromhos)	6000
Plate dissipation (maximum), watts	400

$160



212-E

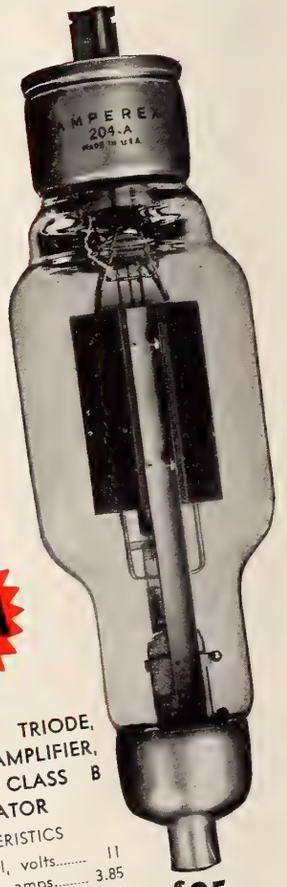
A.F. AMPLIFIER, MODULATOR R.F. OSCILLATOR, AMPLIFIER

CHARACTERISTICS

Filament voltage	14
Filament current	6
Average characteristics with plate potential of 1500 volts and grid bias of	-60
Plate resistance, ohms	1900
Mutual conductance, micromhos	8500
Maximum D.C. plate current, milliamperes	300

The AMPEREX 212-E is interchangeable with the WE 212-D or 212-E of any other make

$75



204-A

AIR COOLED TRIODE, R.F. POWER AMPLIFIER, OSCILLATOR CLASS B MODULATOR

CHARACTERISTICS

Filament potential, volts	11
Filament current, amps	3.85
Amplification factor	25
Plate dissipation (maximum), watts	250

$95

It is the perfection by the Amperex engineering staff of an evacuation and processing technique which convert these graphite anodes into keepers of vacuum of far greater merit than some of the metallic plates which have recently been rediscovered. These exclusive processes invest AMPEREX TUBES with that extra margin of efficiency reflected in unusually long life, superior performance and consequent operating economy.

Rarely, if ever, will an AMPEREX tube cause a deflection in the grid current meter*. Rarely, if ever, will an AMPEREX GRAPHITE ANODE show even a faint blush of color when operated within its recommended ratings. It is the black body and rough surface heat radiating properties of these specially processed anodes which keep them operating black and cool. The comparatively cold anode prevents spotty heating of the glass envelope with its resultant gas evolution and further serves to keep the temperature of the grid well below the point where grid emission is formed.

* Reverse grid current due to ionization in conventional gas tests.

Investigate this Extra Margin of Efficiency built into every AMPEREX TUBE.

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET BROOKLYN, NEW YORK

Studio Notes

WMC, Memphis, has a stunt broadcast conforming to station policy of making stunt shows educational as well as unique. A 45-minute broadcast was made from a Federal Barge Line steamer *St. Louis* captained by Emory Johnson. The portable shortwave transmitter was taken down the river by motor launch and transferred to the *St. Louis* about ten miles downstream. When boat was nearing Memphis, announcer put on a "pilot-house" interview, describing scene and interviewing pilot, captain, and the members of the crew. Highlight of broadcast was the sing-song chanting by relay man reporting readings as the channel was sounded.

KRLD, Dallas, has started a monthly *Singing Convention of the Air*, catering to the public liking for old-time singing. Some 1,400 attended the initial presentation Nov. 10, 11 to midnight, although a small charge was made for admission.

TO PRESENT a condensed, faster-paced version, the veteran NBC West Coast program *Woman's Magazine of the Air* was recently cut from 60 to 30 minutes daily except Saturday and Sunday. The show, of which Benny Walker is the master of ceremonies, is a participating broadcast.

KSFO, CBS outlet in San Francisco, has adopted a 1 a. m. sign-off to accommodate a new sponsored midnight variety show *Hour of Romance* sponsored by Milens, Oakland jewelers. The broadcast, written and produced by Bob Garred, features recordings and is heard seven nights a week from midnight to 1 a. m.

WEW, St. Louis, furnishes a standard "A" tone at 3:59 p. m. each weekday for music students.

DEBATES direct from Senior High School are being broadcast by WBIG, Greensboro, N. C. A recent debate from a class in French brought a deluge of calls from listeners.

WINS, New York, started *Cowboy Tom's Roundup* Nov. 22, a Western thriller designed for children but emphasizing comedy rather than blood and thunder. The daily program, long a popular feature on WINS, returns to the air after an absence of three years.

NBC began its third season of broadcasts called *Music Is My Hobby* Nov. 15 on the Blue network by presenting a New York tax lawyer, whose hobby is playing the piano. Designed to prove that many laymen have developed their musical hobbies to a near professional degree, the program has a large listener response, according to NBC.

A SERIES of programs on child care, presented under Government auspices and featuring Miss Katharine Lenroot, chief of the Children's Bureau, U. S. Department of Labor, will be broadcast on NBC-Blue each Saturday morning, starting Dec. 4. Practical hints and expert advice will be offered to parents by Miss Lenroot and a number of guest speakers.

TO ACQUAINT parents of school children with the extra curricular activities of the Philadelphia schools, WDAS is presenting a series of weekly programs in conjunction with the local board of education. Pupils of senior and junior high schools are heard with orchestras, choral groups, and student commentators explaining their various activities, and displaying their accomplishments.

KMBC, Kansas City, has set up a news studio for Erle H. Smith, news editor, working with Charles E. Logan, head of the newly-established Kansas City bureau of Transradio Press Service.

GOV. BIBB GRAVES, of Alabama, is giving a series of fireside talks on WAPI, WSGN, WSFA, WALA, WJBY, WBHP.

KVOX, Moorhead, Minn. Has Thanksgiving Debut



Mr. Marget

WITH Manny Marget as manager and commercial manager, the new KVOX, 100 watts night and 250 day on 1310 kc., went on the air at Moorhead, Minn., on Thanksgiving Day with prominent state and local officials and business men participating in the inauguration ceremonies. The station is owned by Robert K. Herbst, owner of the leading department store in Fargo, N. D., which is across the river from Moorhead. It uses a Western Electric transmitter with RCA speech input and a 179-foot Blaw-Knox radiator. The WBS transcription library has been ordered. Mr. Marget formerly was with WDAY, Fargo, and KXBY, Kansas City. Robert Schulz, formerly with WMIN, St. Paul, is chief engineer, with Alfred Mokonnen and Willard G. Hartho as operators. E. Durand Hasen and Emery Putnam are announcers and Beatrice Grundfor is head of the office staff.

WTMJ, Milwaukee, originated an NBC-Blue program Dec. 1 about 360 feet below Lake Michigan 25 miles north northeast of Milwaukee. Max Gene Nohl, co-inventor of a new type of diving suit attempted to break the previous record of 307 feet which was set during an attempt to rescue survivors of a submarine disaster.

WHIP, Hammond, Ind., has worked out an agreement with the Warner Bros. theatres of Chicago whereby the station will get publicity in all southside (Chicago) theatres. Warner Bros. will sponsor a quarter-hour period at 1 p. m. daily except Sunday.

WINS, Hearst station in New York, is now affiliated with the *New York Mirror*, a Hearst publication, and broadcasts four daily quarter-hour programs sponsored by the paper. These features are *Mr. & Mrs. Reader*, a morning news program in dialogue form, a domestic science program featuring the *Mirror's* culinary expert, Prudence Penny; a late afternoon sports review and the *Globe Trotter* news summary in the early evening. Station's call is now announced as "WINS, Voice of the *Daily Mirror*." Previously, WINS was the voice of the *New York American*, Hearst paper.

KEHE, Los Angeles, to inaugurate the *House of MacGregor*, dramatic transcription serial, staged a typical Hollywood premiere with Kleig lights and the usual fan-fare, on Nov. 15. Following a man-on-the-street broadcast, during which many celebrities attending the festivities gave curbstone interviews, the cast of the transcription serial presented a live episode of the serial to a studio audience. Howard Esary, KEHE program director presided as master-of-ceremonies and there were brief addresses by Murray Grabhorn, KEHE manager; C. P. MacGregor, Hollywood producer of the transcription serial, and by the author, Dr. Kimball Sant, who also introduced members of the cast.

FOLLOWING an annual custom, and for the protection of California and Arizona citrus fruit growers KNX, Hollywood, is again broadcasting nightly detailed weather reports and frost warnings, the information being supplied by Floyd Young, meteorologist at Pomona, Cal. More than 50,000 families in the Los Angeles area alone depend upon the $100,000,000 citrus industry for their livelihood.

KFRO, Longview, Tex., has started a drive for old toys to be distributed at Christmas.

FLASH!
WFBL

FIRST with the News of the OLEY, CROWLEY & GEARY CAPTURE

FIRST with the news of the capture of the three jail-breaking O'Connell kidnapers! FIRST with the air interviews giving the personal story of the kidnaped keeper, plus interviews with police officers, the tip-off men and others close to the scene of the capture. And FIRST with the running story of the hunt . . . with original reporting . . . with INS reports . . . and with all-night communication flashes to New York State Police: As usual, WFBL gave its listeners the most complete story—and gave it FIRST. Here is the thrilling record:

NOV. 16 (3:10 A. M.) — Convicts Oley, Crowley and Geary escaped from the Onondaga Penitentiary, forcing Keeper Hayes to accompany them:

(7:00 A. M.) — WFBL flashes news of the escape.

(11:15 P. M.) — Keeper Hayes interviewed over WFBL.

NOV. 16 (in the evening)—Henry King kidnaped by escaped convicts, who forced him to feed them at his home.

NOV. 17 (2:55 P. M.)—Oley and Crowley captured in a rooming house by City Policemen Robert Holland and Harold Kelley—result of a tip-off by Ivan Whitford:

(2:59½ P. M.)—WFBL flashes news of capture.

(4:00 P. M.)—Miss Norma Gray, who lived in the rooming house, and Mr. and Mrs. Henry King, the unwilling hosts of the kidnapers on the previous night, interviewed over WFBL.

(5:00 P. M.) — Policemen Holland and Kelley, who made the capture, interviewed over WFBL.

(6:25 P. M.) — WFBL flashes exclusive story that District Attorney Martin will call a special grand jury investigation.

(7:30 P. M.)—WFBL requested by State Police to act as communication center for State Police cars. WFBL remains on the air all night to render this service.

NOV. 18 (10 A. M.) —Tip-off man Ivan Whitford (just released by police) and his wife are interviewed by WFBL.

NOV. 18 (2:50 P. M.)—Oley and Crowley leave for Albany jail.

(2:53 P. M.) — WFBL flashes news of Oley and Crowley departure.

NOV. 18 (4:35 P. M.)—Geary captured by City Policeman Thomas Lewis and tip-off man Casper Mirra.

(5:15 P. M.)—Policeman Thomas Lewis and tip-off man Casper Mirra interviewed by WFBL.

NOV. 19 (5:30 P. M.)—WFBL sums up the entire case by personal interviews with Lieut. Dillon of State Police; Sheriff Auer, First Deputy Sheriff Schmidt; Captain Humphreys of Syracuse Detective Bureau, Captain Arnold of Radio Division, Syracuse Police; and Detective Sergeant Casey.

- FIRST with the News
- FIRST with Listeners
- FIRST with Advertisers

WFBL IN SYRACUSE

G-E Soon to Complete Pacific Shortwave Unit

THE first international shortwave station to be located West of the Mississippi will be completed and ready for operation late next year, according to Chester H. Lang, General Electric broadcast manager in Schenectady. The FCC Broadcast Division last month authorized GE to build the station at Belmont, Cal. and operate it on the two international frequencies—9530 and 15330 kc.—with 20,000 watts.

Mr. Lang said the station should send American programs to parts of the world that receive practically none of this service from this country now. Specially designed directional antennas will be employed, with the beams directed to the Far East and to South America. Programs will consist of features offered by NBC as well as many other programs designed especially for shortwave. Programs will be designed for evening reception in Manila and Tokyo, afternoon reception in Shangai and Calcutta, and night reception in Sydney, Australia.



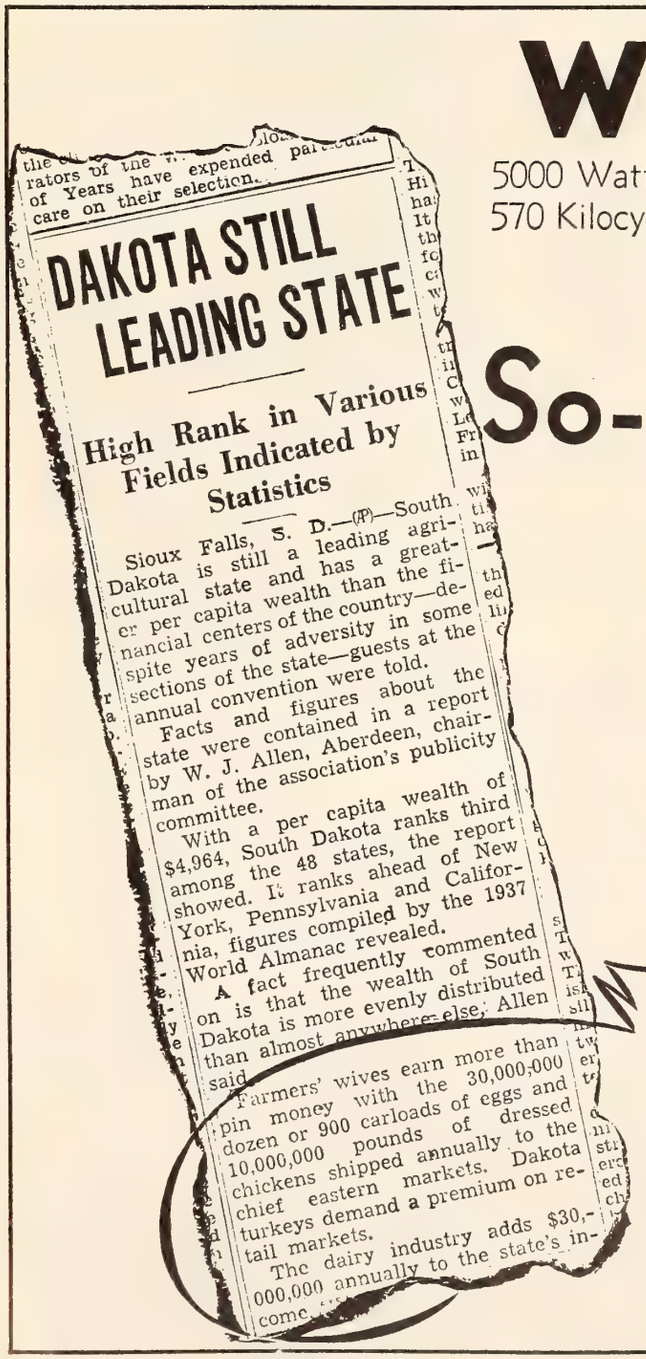
BEHIND NEWS—Iowa Broadcasting System took the microphone into the *Des Moines Register & Tribune* conference room to catch a session on news and features in the making. Around the table (l to r) are J. S. Russell, farm editor; Kenneth MacDonald, asst. managing editor; Ken Brown, Iowa Network special events chief; Ken Clayton, Sunday feature editor; Sec Taylor, sports editor. In background are Engineer Bob Chadwick of IBS, and King Park and Hallie Podrebarac, promotion staff.

Overhaul Placing

OVERHAUL SALES Co. of Michigan, Detroit, has appointed Brace Beemer Inc., Detroit, as advertising agency. Spot announcements have already been started on several Michigan stations and other stations are to be added. J. R. Edsall is account executive.

Casco to Test Radio

CASEIN Co. of America, New York (Casco glue), is planning to use radio for the first time. Plans, though still in the formative stage, will probably take the form of test programs on several stations in the East. Agency is Ferry-Hanly Adv. Co., New York.



WNAX

5000 Watts (L.S.) 1000 Watts Night
570 Kilocycles Yankton, So. Dak.

So- The story goes — Our Advertisers realize the wealth of this Northwest Market by Increased Sales. WNAX offers you a daily visit to over 2,000,000 listeners in North Dakota, Minnesota, Iowa and Nebraska. Let WNAX introduce you to the farmer's wife. She offers an unusual market.

Representatives

HOWARD H. WILSON CO.

Kansas City—Chicago—New York

Ohio Group Urges Recognition Plan

Industry Problems Taken Up At Recent Statewide Session

PROBLEMS confronting the broadcasting industry and steps that should be taken to combat them were discussed at the meeting of the Ohio Broadcasters Association in Columbus Nov. 12-13. J. Harold Ryan, vice-president and general manager of WSPD, Toledo, was elected president succeeding John F. Patt. Warren Williamson, WKBN, Youngstown, was elevated to the first vice-presidency from the secretary-treasurership and C. R. Thompson, WCOL, Columbus, was elected secretary-treasurer.

The meeting, first since the establishment of the Association on a permanent basis, was presided over by Mr. Patt. During the last two years the organization has been a voluntary one and was incorporated last February.

Legislative Activity

The group continued the employment of P. R. Gingher as legislative representative. He also represents the Ohio Newspaper Association. It was developed that as a result of his work, several bills regarded as unfair to broadcasters were effectively killed at the last session of the Ohio State Legislature. Among these were measures requiring the registration of all advertised trade marks; a measure to require all Ohio stations to pay a 10% franchise tax and a bill proposed by the Musicians Union which would have prevented union musicians playing at the Ohio State institutions from going on the air.

After explanation by Mr. Patt of the Cleveland Media Group Plan for Agency Recognition, Cleveland broadcasters recommended that the plan be adopted as a state measure with the hope that it eventually might get national recognition.

H. M. Melvin of the Ohio Bell Telephone Co. explained new telephone charges which have recently gone into effect throughout the state. Mr. Melvin further promised to assist the executive committee in drawing up a schedule of rates covering line costs within the state boundaries. This will further be broadened to revise existing costs for combination or network station groups in Ohio.

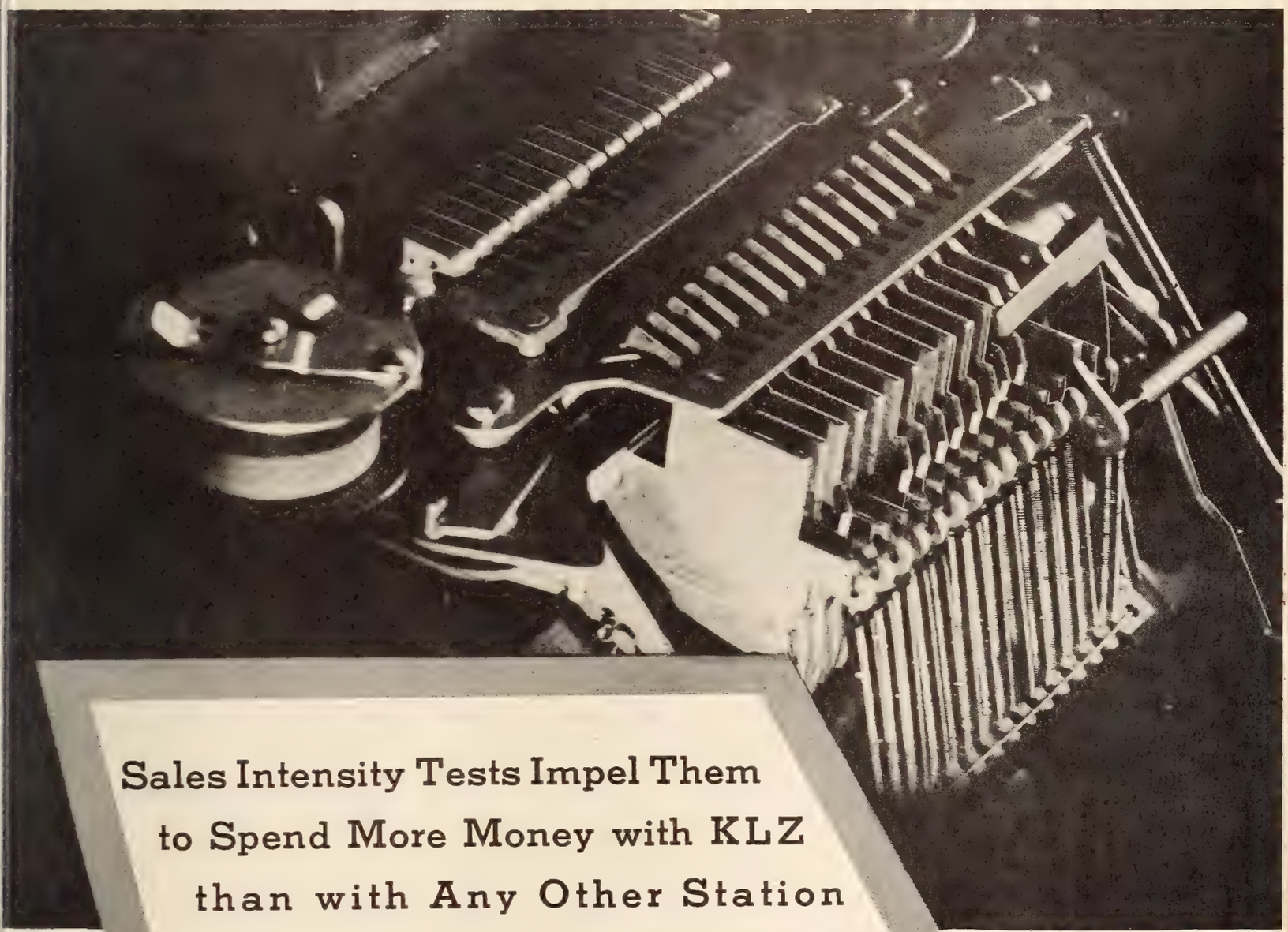
R. C. Higgy, of WOSU, an honorary member of the Association, reported on educational programs not in effect throughout the state. These programs have been originated by the Department of Education of Ohio State University and are being broadcast by many stations throughout the state.

Edward J. Fitzgerald of the NAB Bureau of Copyrights spoke on the public domain library and the work of the bureau. The library was auditioned and an additional half dozen attending broadcasters subscribed to the service.

Lists of committees were set up with Columbus broadcasters in charge of legislation, with Cleveland and Cincinnati operators composing the commercial committee. Mr. Gingher, legislative representative, has established a permanent office at 33 High Street, Columbus, in charge of Miss Marie Polk. The new executive committee was requested to meet at least three times during the coming year in Columbus with Mr. Gingher.

HOW MANY *MONEYVOLTS?*

DENVER MERCHANTS USE THIS INSTRUMENT TO GET THE RIGHT ANSWER



Sales Intensity Tests Impel Them to Spend More Money with KLZ than with Any Other Station

UNDERCOVER VIEW OF A SUNDSTRAND ADDING M

● What do KLZ coverage and popularity add up to in sales and profits? How many "moneyvolts" does it register at the sales counter?

Best qualified to answer these questions are the eye-witnesses and students of the local scene, Denver merchants. Competent appraisers of local media, they are first to discover profitable ones . . . quickest to take advantage of them.

With no measure but sales, no motive but profit, Denver's department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station.

Follow the example of Denver's big, successful firms and place your radio advertising on KLZ to get maximum sales intensity in the Denver-Rocky Mountain region.

KLZ *Denver*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH WKY – OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY

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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE

HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

The 'Radio Family'

THERE are all sorts of ways by which those in radio can help radio to help itself. Radio manufacturers, for example, should be among the most important advertisers, and we delight in noting that they are improving in that respect. And broadcasters should do everything they can to help manufacturers and their local dealers in selling receiving sets. In so doing, they assist in increasing their own audience and "circulation," which in turn helps them do a more comprehensive job for their clients.

At this season a golden opportunity presents itself for this sort of cooperation. The Yuletide is approaching. People everywhere are in a Christmas-buying mood. A modern radio receiver makes an ideal Christmas gift. And people want ideas.

Thus we think the broadcasters, even though there isn't any immediate direct return, should help their local dealers and the manufacturers in the Christmas campaigns, both in the spirit of goodwill and of good business. We suggest that stations, in their free spot time from now until Christmas, without mentioning tradenames, of course, gratuitously intersperse such spots as: "Buy her that new set for Christmas", or "A worthwhile gift for the entire family is a modern high fidelity receiver that transforms your living room into a veritable broadcasting studio." Put your continuity people on it and give your business partner a lift.

And the dealer, in reciprocation, might well urge the manufacturer with whom he does business to concentrate on local spot campaigns in cooperative dealer efforts. It's a natural with the right sort of spirit behind it.

Jitters

DEPRESSION failed to stay the rising curves of broadcasting, and we don't expect the current business recession to do more than flatten them out somewhat. We base this observation on reports from stations large and small which, with a few exceptions, state that business is still good though some accounts seem to be getting a little jittery along with the business community as a whole.

Newspaper linage is dropping as advertisers curtail their budgets, but few of the advertisers holding franchises to select periods on the air want to give up those franchises—not only because of "preferred positions" they enjoy and audience followings they have developed but because their *radio advertising pulls*. It is because we have a profound belief in the continued pulling power of radio that we are convinced radio will suffer only slightly by the current recession, and really stands to gain as political efforts are exerted to halt that recession.

With L. D. H. Weld, research director of McCann-Erickson Inc., we agree entirely when he tells a *New York Times* interviewer that some companies could do better by maintaining their advertising during periods of business recession, and points to the successful experience of drug companies during the last depression in maintaining sales volume by maintaining advertising schedules. In times of declining sales—advertise. That ought to be an industrial axiom and that business, particularly if it is in a highly competitive field, will survive best which trumpets its story loudest.

Facsimile Future

LAST June FCC Commissioner E. O. Sykes made a plea to the assembled broadcasters attending the NAB Convention in Chicago that they do something about facsimile broadcasting. The Commission, in changing its rules, had opened the way for experimentation of "still picture" transmission on regular broadcast frequencies and was anxious to learn to what degree public demand existed for such a service and whether it would likely become a medium of mass dissemination of record information comparable to aural broadcasting.

Heeding this plea, four stations already are maintaining experimental facsimile operations. Another half-dozen applications are pending and probably will be approved. In addition five other stations—even before Judge Sykes' plea—had engaged in facsimile transmission on the ultra-high frequencies, whereas these new licensees and applicants are authorized to carry on with their regular transmitters on their regularly assigned channels, but only from midnight to 6 a. m.

Whether facsimile is headed as a medium of public service, it is not possible to foretell. Less glamorous than its visual radio associate—television—it is nevertheless much further advanced technically. In commercial pursuits in the point-to-point field, facsimile today is being used advantageously for the transmission of weather maps, photographs and other "record" type communications.

There are many who believe that facsimile will not enjoy any practical application as an adjunct to broadcast service, and that it will be outstripped by television. There are others who take a diametrically opposite view. The economics involved are substantial.

But first, technical feasibility must be ascertained and listener acceptance checked. That is what these pioneering applicants for licenses to experiment propose to do. They will invest substantial sums in experimental equipment, and retain engineering specialists to supervise the work. And the "program material", whether news reports or other photographic matter, must be prepared and "edited"—all of which requires man-power and overhead. Systematic technical studies as well as "listener surveys" must be undertaken and reports submitted to the FCC.

Experimentation of this sort is healthy. And it is the obligation of present-day broadcasters, many of whom pioneered the way in the aural field, to break this new ground. They are doing it even though there are no immediate prospects of pecuniary return, which is as it should be.

The RADIO BOOK SHOP

THE RISE and decline of educationally-owned broadcasting stations in the United States is traced in full detail in *Education's Own Stations* by S. E. Frost Jr., an associate of the National Advisory Council on Radio in Education, just published by the University of Chicago Press ($4). The 481-page volume lists 168 educational institutions that have held 202 broadcast licenses between 1921 and 1936 pointing out that as of January 1, 1937, there were only 38 left [The BROADCASTING 1937 Yearbook lists only 37, of which 12 are operated commercially, and also 14 more that are church-owned; the 38th is Lincoln Memorial University which holds a CP for a new local, not yet built]. News to radio people of today will probably be the fact that such institutions as Emmanuel Missionary College, Boise school district, Graceland College, Omaha Central High School and others equally obscure once held radio licenses. The author devotes a chapter to each of the former and present license holders and in factual manner tells why it still is or is not on the air. For the most part lack of revenues is attributed by the sources of the chapter data for the failure to keep going.

HOW lightning menaces broadcast transmitters, and what to do about it, are explained by J. E. Young, RCA engineer, in an illustrated article in the November *Broadcast News*, house organ of the transmitter sales division of RCA Mfg. Co. The same issue carries an article on the "Human Side of Marconi" based on reminiscences by the veteran wireless men, John Cowden, Harold Beverage, Paul Godley and H. E. Hallborg.

UNDER the title *School Broadcasting in Great Britain* (University of Chicago Press, $1), Lester Ward Parker reviews results of a survey made in that country. The author suggests that school broadcasting be made an integral part of public education, if it is to develop, and that education authorities give it their sanction and support.

We Pay Our Respects To —



HAROLD EVERETT SMITH

SOME DAY when broadcasters decide to stage a contest to determine the most versatile man in radio, Harold Everett Smith, general manager of WOKO and WABY, Albany, will get our vote. Violinist, painter, aviator, draftsman, "ham" operator, pioneer in television and station owner, Mr. Smith does many things—and does them all well.

As a violinist, he was concertmeister of the famed Hippodrome in New York. As a portrait and landscape painter, his work has been on exhibition at the Art League. As an aviator, he has personally owned three planes and piloted them all. As a draftsman he designed the WOKO transmitter building and planned the WOKO and WABY studios. As a ham operator he invaded the air with call letters 21M as early as 1916. As a pioneer in television, he maintained an experimental television station on Mount Beacon 12 years ago. And as a station owner he "nursed" a 10-watter into a prominent 1,000-watt network outlet, and added another station for good measure.

Harold Smith is a local boy who made good, and then returned for a time to prove he could do it again in his home town. He was born Oct. 11, 1891, at Peekskill, N. Y., where his parents still reside. His early education was enriched with lessons in the arts, and he displayed unusual talent as a violinist and painter. Thus, when he left Peekskill as a youth it was to become a musician on Broadway. When the World War was declared he joined the Army, became a regimental radio sergeant and went through the Army radio school. After the Armistice he returned to his first love, music, and became the Hippodrome's concertmeister.

But he never lost his interest in radio, and when in 1924 he found it possible to purchase WOKO, then a 10-watter on Dykeman St. in New York City, he jumped at the chance. At the time the transmitting equipment of the station was mounted on a breadboard, and the rest of the equipment was in keeping. Before long he succeeded in increasing its power to 50 watts. In 1925 the station was moved to his home town, Peekskill, and granted an increase to 500 watts.

But Harold Smith was not satisfied. He saw possibilities of still better service and in 1931 moved WOKO again, this time to Albany. In the state capital he shared time with WHEC, Rochester, until a change in frequency permitted full-time operation and another power grant upped it to 1,000 watts day and 500 watts night.

In 1934 Mr. Smith bought WGLC, located at Hudson Falls, N. Y., and, still true to his "better service" ideal, arranged its removal to Albany. Today the two stations under Harold Smith's direction employ about 45 persons and are housed in studios of exceptional beauty. The studios themselves, decorated with light fanciful murals, are a reflection of his artistic talents.

During the years since Harold Smith's advent into radio he has found time to fly. He piloted his own planes but recently hit a snag that has dampened his aviation ardor temporarily. It happened last July when a fellow aviator was flying the low-wing cabin job that Harold Smith had taken from the factory only three days before. With Smith as a passenger, everyone was happy until one of the wings touched the tip of one of the tall pines that line the slopes of the Helderberg Mountains. The plane went into a spin, and when Smith came to he found that he had sustained some severe scalp abrasions and an ankle fractured in three places. For months he had to visit the doctor thrice weekly and carry a cane. He says he's anxious to get into a cockpit again.

As a station operator, he is a prolific idea man who doesn't hesitate to put his ideas into action. He thinks rapidly and acts promptly. In appearance, he is of middle-height, full-faced, stocky. His hair, brushed pompadour-style, is grey tinged and receding at the temples.

Several years ago he married Helen Frances Schoolderfer, Garrison, N. Y. They have one child, Harold Everett Smith Jr., born March 17, 1937. The Smiths believe in enjoying life. In addition to their beautiful residence in Albany, they have a winter residence at Coral Gables, Fla., and a summer home in the Helderberg Mountains. He is a Mason.

PERSONAL NOTES

HARRY A. WOODMAN, associated with NBC since its inception in 1926 and for the past three years manager of KDKA, Pittsburgh, has returned to the network's New York headquarters in the station's relations department. Mr. Woodward entered in radio as a sales and station contact man for WEAF, New York, in 1925, and when NBC was formed the following year, he became traffic manager of the new network, holding that position until he was sent to Pittsburgh. Since leaving KDKA he has been on an extended vacation.

SAMUEL R. ROSENBAUM, president of WFIL, and prominent Philadelphia businessman, has been reappointed by Gov. George H. Earle to another term on the Pennsylvania State Banking Board, to which he was first named in 1935. Mr. Rosenbaum is also vice-president of the Philadelphia Orchestra.

BENEDICT GIMBEL Jr., president of WIP, Philadelphia, has been appointed to the Radio Committee of the President's Birthday Ball.

ELMER DRESSMAN, publicity and continuity director of WCKY, Cincinnati, on Nov. 27 married Miss Sidney Christie, of Miami. They will join the International Radio Party convention to Cuba during their honeymoon.

HERBERT H. HYMAN, formerly engaged in promotion for Columbia Pictures and United Artists, has joined Radio Events Inc., New York, as an account executive.

BERNARD WILSON has joined the sales staff of WKBZ, Muskegon, Mich., and his brother George has joined the announcing staff.

H. C. JOHNSON, manager of KFRO, Longview, Tex., was elected vice-president of the Longview Kiwanis Club.

WALTER F. WILLIAMS, business manager of *The American*, a weekly local newspaper, has resigned to become commercial manager of WBNO, New Orleans, which is installing new apparatus, antenna and other equipment.

CAPT. ARTHUR PRITCHARD, assistant manager of WWL, New Orleans, having served as manager from 1930 until the recent appointment of Vincent F. Callahan, has left that station. His future plans are not known.

EARL SMITH, announcer of WDSU, New Orleans, has been promoted to assistant advertising manager.

MACK CHAMBERLAIN has been added to the staff of KGGC, San Francisco, as account executive. He was formerly with KROW, Oakland.

LESLIE JOY, manager of KYW, has been elected to membership in the Orpheus Club, renowned Philadelphia singing organization.

GEORGE M. KUHN has succeeded Sam Silverstein as station and commercial manager of WGRC, New Albany, Ind.

DICK SHIREMAN, at one time with NBC and CBS and recently with WRJN, Racine, Wis., as commercial manager, has been appointed general manager of WOMT, Manitowoc, Wis., by Francis M. Kadow, local theatrical man who owns the station.

MRS. MARY HULST, formerly with the *Minneapolis Tribune* advertising department, has joined the Minneapolis sales staff of KSTP, St. Paul.

DR. HERMAN S. HETTINGER, former NAB research director and Assistant Professor of Marketing at the University of Pennsylvania, has completed a survey of the management and operation of the Rochester Symphony Orchestra, conducted at the request of the University of Rochester and the National Orchestral Survey Committee. The survey probably will be followed with a national study in the symphonic field.

COL. B. J. PALMER, president of Central Broadcasting Co., operating WHO, Des Moines, and WOC, Davenport, Ia., on Nov. 13 went on the air to discuss fishing, his hobby, as a result of his recent experiences in Florida and Cuba.

DICK WYLIE, former general manager of Don Lee Broadcasting System, who now operates his own advertising agency in Los Angeles, has purchased a new home in San Fernando valley which he presented to Mrs. Wylie on their tenth wedding anniversary.

DON BASSETT, former manager of Northern Broadcasting Company's Toronto office, has opened an office in Montreal to handle sales for the company's stations, CKGB, Timmins, CJKL, Kirkland Lake, and CFCH, North Bay.

J. W. DENBOW, formerly of the *St. Louis Star Times*, has joined the sales staff of WTMV, E. St. Louis.

EARL PATRICK, J. P. Grainger and Gill Winneguth, new to radio, have joined the commercial department of KIEV, Glendale, Cal., as account executives.

GLEN LITTEN, for several years manager of KFSD, San Diego, Cal., has resigned.

WILLIAM E. FORBES, for the past year on the KNX, Hollywood sales staff, has been appointed agency and client contact for CBS in that city. The post was newly-created by Donald W. Thornburgh, CBS Pacific Coast vice-president, Hollywood.

EARL PATRICK, J. P. Grainger and Gill Winneguth, all new to radio, have joined the commercial department of KIEV, Glendale, Cal., as account executives.

HINES HATCHETTE, formerly a salesman at WINS, New York, is now with J. H. Perry Associates, New York, as salesman for WCOA and newspapers.

MRS. MARY HULST, formerly with the *Minneapolis Tribune* advertising department, has joined the sales staff of KSTP, Twin Cities.

PAT STANTON, general manager of WDAS, Philadelphia, is planning another trip to Ireland.

HERBERT I. ROSENTHAL, general manager of Columbia Artists, Inc., New York City, left by plane Nov. 24 for Hollywood where he will remain three weeks on business.

Virginia Shook

VIRGINIA SHOOK, former minute clerk of the Federal Radio Commission, died Nov. 22 at the Mt. Wilson Sanitarium, Mt. Wilson, Md. She was stricken with a lung ailment in January, 1934, and had been confined to Maryland Sanitoria since that time. Burial was at her home in Buckystown, Md., on Nov. 25.

Floyd Orrin Spicer

FLOYD ORRIN SPICER, night manager of WNEW, Newark, died at his home in Newark Nov. 12. He had been connected with radio for more than 15 years, joining WNEW in January, 1937, as an engineer. He was 38 years of age, and leaves a wife and daughter.

BEHIND the MIKE

LESTER E. GOTTLEIB, publicity coordinator of Mutual, returned to New York Nov. 22 after a two-week swing around the Mutual circuit, exclusive of the West Coast. He visited a dozen cities as far west as Denver and discussed network publicity and special features with the managements.

ROBERT WHITE, former manager of WBZA, Springfield, Mass., and now an announcer of WBZ, Boston, married Josephine E. Tierney, acting manager of WBZA, Nov. 25.

SPENCER ALLEN, program director of KOAM, Pittsburg, Kan., was married Nov. 18 to Miss Deane Steger, of St. Louis. KOAM has engaged Romelle Fay as staff organist and has installed a Hammond organ.

BILL PALEY of the WBBM, Chicago, transcription department is a patient in St. Luke's hospital, Chicago, following a sudden illness.

ED PEARSON, former press agent for Houdini, is writing continuity for WCOP, Boston.

JAMES O'HARA, formerly of WCOP, Boston, has joined the announcing staff of WHDH, that city.

JOHN HAYES, assistant production manager of WOR, Newark, and former program manager of WIP, Philadelphia, is writing a book on radio in collaboration with Horace Gardner, Philadelphia, to be released Jan. 20. The publisher is Lippincott.

ARTHUR Q. BRYAN, continuity director of KHJ, Los Angeles, has resigned to engage in freelance writing for the movies. He was formerly on the staff of WIP, Philadelphia.



PICK FEMME TALENT—Gone from radio's often quaint idiom will be the phrase "casting couch" when stations have a committee of women audition all girl singers and actresses, a plan recently started at WBBM. The Chicago CBS key is banning male production men from the control booths when women display their talents before the microphone, entrusting all decisions on employing women staff members to a newly-created "women listeners board." Members (left to right) are Carroll Mountjoy, director of WBBM's women's programs; Chairman Kave Brinker, director of program production research in the Chicago CBS studios; Gertrude Dyer, publicity contact woman; and Helen Keppler Brooks, music librarian. Miss Dyer watches prospects from the control room to appraise their movie possibilities, publicity picture prospects and the general nature of their audience personality.

RUTH WENTWORTH, who was the original Martha Logan for Formay, is the new *Polly the Shopper* on KSTP, St. Paul. She formerly was with KFRC, San Francisco. Edith Shedlove, the former *Polly*, is now in New York planning to free lance.

HAL CHAMBERS, KFWB, Hollywood announcer, has been appointed commercial copy editor.

DON LAWRENCE recently joined the announcing staff at KOIL, Omaha, after a period with KSO and KRNT, Des Moines.

MAX KNEPPER has resigned as publicity director of KFVD, Los Angeles, to produce a play.

FRANK BIGNELL and Cecil Hubbard have joined the announcing staff of KTUL, Tulsa.

REID KILPATRICK, KEHE, Los Angeles, sports announcer, has taken on the additional duties of night supervisor in charge of production. Station has also added Sylvester Gross as announcer-producer. He was formerly chief announcer of the Southwest Broadcasting Co., Texas.

LYLE FLANAGAN, head of the continuity department of WHO, Des Moines, has been named president of the Des Moines Poetry Society.

H. R. GROSS, news editor of WHO, Des Moines, is the father of a baby boy born Nov. 10, his second child.

GEORGE H. COMBS, Jr., former Congressman and New York attorney, has joined WHN, that city, as news commentator in a thrice-weekly series called *The Editorial Slant on the News*.

FRANK BLAIR, program director of WFBC, Muncie, Ind., has returned to his duties after an appendectomy. Mason Dixon, formerly of WRVA, Richmond, has joined WFBC as continuity writer and announcer.

TED HUSING, CBS sportscaster, was guest of honor Nov. 17 at a testimonial banquet given by the New York Athletic Club. Sports writers and prominent athletes were among the guests and a portion of the banquet was broadcast on CBS.

JEANETTE SPIEGELMAN has been shifted from the music rights to the program department at NBC, San Francisco, and Florence Crowell of the music library replaced Miss Spiegelman in music rights.

JACK LYMAN, formerly with the radio staffs of the Dallas and San Diego expositions, joined the production staff at NBC, San Francisco, on Nov. 24.

EDNA FISCHER, NBC, San Francisco pianist, recently sold four popular tunes to Paramount Studios for use in films.

HOW THREE CAN GET TOGETHER

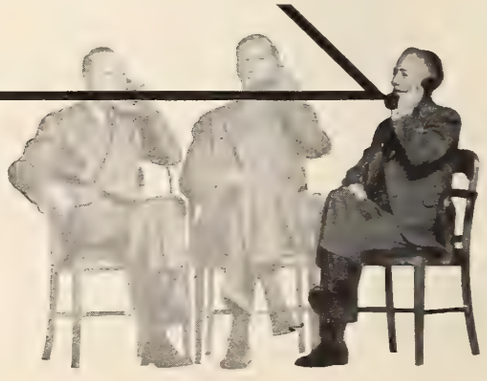
MILES  APART

● An agency man, a station representative and a station manager had a last-minute problem of time clearance. No two men could settle the matter without the third. They were miles apart. One of them picked up the telephone and asked Long Distance for "Conference Service."

● Quickly, the three men talked together, as if in the same room, by telephone. Each one could hear and be heard. The problem was settled immediately. Much valuable time was saved. Telephone Conference Service is fast, adaptable and useful in a business where minutes count.



BELL SYSTEM CONFERENCE
TELEPHONE SERVICE



MERLE BJORK, formerly of KGDE, Fergus Falls, Minn., has been added to the staff of KDLR, Devils Lake, N. D. Donald Donahue, secretary of the Sports Officials Association has joined KDLR as sports commentator.

CONRAD RICE, announcer of WISN, Milwaukee, was married in Minneapolis in November.

PARKS JOHNSON and Wally Butterworth, conductors of the NBC *Vox Pop* program and NBC *Radio Newsreel* series, have been named editors of the "Twenty Questions" department of *Liberty* magazine.

JOHN GIHON has resigned as program manager of KDKA, Pittsburgh, to work on production and television under John Royal at NBC, New York.

DICK POST, formerly of WCCO, Minneapolis, has joined the announcing staff of WBBM, Chicago.

JAMES McKIBBEN, with various southern California transcription concerns as writer and actor, has joined the transcription department of KFI-KECA, Los Angeles. He takes over the duties of Bob Heistand who was promoted to assistant production manager.

DR. FRANK BLACK, NBC New York general musical director, was in Hollywood during November on a national survey and for a series of conferences with Don E. Gilman, western division vice-president.

GEORGE JESSEL has been released from his contract as production advisor of Warner Bros. First National Studios, Hollywood, and will devote his time exclusively to radio production and acting and also a syndicated newspaper column which he is writing.

BOB BENCE, chief announcer at KFRC, San Francisco, has returned after an attack of flu.

MEMORY ROBERTS has resigned from NBC to write the Sperry Flour Co. *Martha Meade* scripts for Westco Adv. Agency, San Francisco.

ALEX PETRY, formerly of NBC, New York, has succeeded Russell McNeil, resigned, as chief librarian of NBC in San Francisco.

JOHN NESBITT, Mutual network commentator of San Francisco, was recently signed by M-G-M studio in Hollywood to write and direct movie shorts patterned after his air material.

TED MAXWELL, NBC playwright, actor and producer, recently resigned from the San Francisco NBC studios to return to NBC, Chicago, for the second time. He will continue to write *Memory Lane* and *Hawthorne House* for San Francisco NBC production.

WALLACE GADE, announcer of KJBS, San Francisco, and Miss Ann Bradley were married recently.

OREL PHILLIPS recently joined the announcing staff of KJBS, San Francisco.

HERMON STANION has been added to the announcing staff of KYOS, Merced, Cal.

DICK DE ANGELIS has been named newscaster of KJBS, San Francisco, succeeding Vann Connors, recently named production manager of KQW, San Jose.

CHARLIE FOLL, production manager of KYOS, Merced, Cal., and Miss Margaret Marshall were married in mid-November.

LES MALLOY, announcer and publicity director of KGGC, San Francisco, recently returned from a trip to Mexico.

HELEN O'NEILL, for many years an executive in the NBC production department at San Francisco and preceding that affiliated with KFRC and KTAB (now KSFO), recently left NBC.

GARNETT MARKS, announcer of WMCA, New York, has resigned. He has announced no future plans.



UNDERWATER—Two Navy divers went to the bottom of the Mississippi last month, carrying mikes, and were heard clearly over WWL, New Orleans. Here, left to right, Engineer Dan Hynes, Capt. E. L. Roach of the Navy and Announcer Henry Dupre are talking it over aboard the *USS Mallard*.

MILTON BURGH, of the NBC news and special events department acting news editor for some weeks, has been officially appointed to that position.

IRVING RUBINE, assistant to Robert Taplinger when the latter was head of Robert Taplinger Inc., New York, has resigned from the firm, now Tom Fizdale Inc., to join Warner Bros. publicity department, Hollywood, to resume his post as assistant to Mr. Taplinger.

MALCOLM L. McCORMACK, announcer of WBZ-WBZA, Boston-Springfield, is the father of a 10½-pound baby boy, Lawrence, born in late October.

JACK PARR, announcer and producer, has just joined the staff of WGAR, Cleveland. He was formerly with Michigan Network; WKBN, Youngstown; Atlantic Screen Service (movie shorts, news reels), and more recently at WCAE, Pittsburgh.

CARLTON H. DICKERMAN, announcer of WEEI, Boston, and Miss Sybil J. Morse, WEEI organist, were married recently.

ARTHUR Q. BYRON, script writer who recently resigned from KHJ, Los Angeles, to free lance, has returned to KFWB, Hollywood, as writer-producer.

NORMAN NESBITT, at one time director of continuity and production of KHQ-KGA, Spokane, has joined the writing staff of KHJ, Los Angeles. He is the brother of John Nesbitt, commentator of the Don Lee-Mutual *Passing Parade*.

THOMAS BELVISO, head of the NBC New York music rights division, was in Hollywood during November to check the network's musical requirements in that city.

DOUGLAS COULTER, assistant to W. L. Lewis, CBS New York director of program operations, was in Hollywood during November to confer with Charles Vanda, the network's Pacific Coast program director.

The folks in Savannah like our
WORLD BROADCASTING TRANSCRIPTION SERVICE

•

Why not build your "Spot" around this preference.

WTOC
SAVANNAH, GA.
1260 Kc.
CBS NETWORK
Represented Nationally By
Paul H. Raymer Company

SYL BINKIN, who handles the *Night Watchman* program on WEW, St. Louis University station which recently went commercial, has been transferred to its sales staff. WEW has completed revamping its offices in the university's law building.

MAURIE WEBSTER, KNX, Hollywood, announcer, won the National Newspaper Snapshot Award for amateur photographyy. He was given $50 and a gold embossed sheepskin.

ARTHUR SUTTON, production manager of CKLW, Detroit, has been appointed program director of KMPC, Beverley Hills, Cal.

JOHN CHARLES DALEY III, announcer of WJSV, Washington, is the father of a baby boy, John Charles Daley IV, born Nov. 15.

EDNA MAY, fashion stylist of the *Cincinnati Times-Star*, has started a series of weekly talks on the *Household Hour* of WCKY.

R. BRUCE WALLACE, promotion manager and head of the news department of KFAB, Lincoln, and KOIL and KFOR, Omaha, addressed the Cosmopolitan Club Nov. 15 at its regular noon meeting in Omaha. The stations operate a speakers bureau as a free service for Nebraska gatherings. The members of the radio staff have prepared 16 speeches covering different phases of radio.

THOMAS. J. CONNELLY, formerly with a building supply concern, has joined WTMV, E. St. Louis, as promotion director. Paul R. Reetz, formerly of WSUN, has joined WTMV as a writer handling special accounts.

TED COOKE of KAST, Astoria, Ore., returned Nov. 15 to KOIN-KALE, Portland.

HERBERT WELCH, recent Ohio State graduate, and Merrill Madden, at one time with WNAC, Boston, have joined the announcing staff of WBNS, Columbus.

WBIG,

Where Business Is Good

in Greensboro, the most popular station in a most prosperous region, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause—the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than five years.

Success is a hard habit to break!

A Columbia Station!

Craig and Hollingbery, Inc., National Representatives

Write Edney Ridge Director for "Facts and Data"



IN GREENSBORO, N.C.

Announcing

the opening of

WSAL

"The Eastern Shore's Own Station"

SALISBURY • MARYLAND

•

The *only* station serving wealthy Southern Delaware and the Maryland Eastern Shore with a primary signal.

One of the nation's most modern stations.

•

1200 Kc • 250 Watts • Daytime

Write for rates and time available

Always!

SAY... or DIAL... or CALL...



Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

MISS BETTY KUHL has joined the bookkeeping department of KVI, Tacoma. Miss Dorothy Anne Simpson and Miss Dorothy Tennant have joined the Seattle office staff. Bernard D. Elliott has joined KVI as staff photographer. New to the musical staff are the Four Esquires.

JERRY GEEHAN, sports announcer of KVI, Tacoma, has been Associated Oil commentator for Seattle and Tacoma games. Ruben Gaines, announcer, has been transferred to the Seattle studios in charge of programs. H. J. McAllister has been named KVI chief announcer.

WALTER CRONKITE, football announcer, has been appointed to the news bureau of WKY, Oklahoma City. He was formerly with UP and came from Austin.

HARRY ALDRED, formerly script writer and actor of WTMJ, Milwaukee, has been named publicity director.

EDDIE RIVERS, veteran press-agent of the Hamrick-Evergreen Theatres, has been named publicity director of KRSC, Seattle.

DOUGLAS KAMP, recently of the *Catholic Herald-Citizen*, has joined the continuity staff of WTMJ, Milwaukee.

GLAN HEISCH, production manager of KFI-KECA, Los Angeles, has resigned, effective Dec. 1 to join the production staff of Radio Transcription Co. of America Ltd., Hollywood.

BOB ANDREWS, formerly script writer on the NBC *Maxwell House Show Boat* program, has joined the MGM, Culver City, Cal. radio continuity staff and is working with Harry Kronman in writing motion picture adaptations for the MGM-Maxwell House program, *Good News of 1938*.

DAVID TYSON, announcer of juvenile programs, has been named night supervisor of WFIL, Philadelphia.

ROY LAPLANTE, of the production department of WFIL, Philadelphia, and Miss Myra Singer, that city, were married recently.

EARL CATON Jr., formerly of WAIM, Anderson, S. C., has replaced Louis Farrior at WSFA, Montgomery, Ala., Farrior having moved to New York.

ED BUTHERUS, formerly with KWSC, Pullman, Wash., has joined KUJ, Walla Walla, as sports announcer and continuity writer. Added also to the KUJ announcing staff were Logan Jackson, Richard Carey and Floyd Fitzpatrick.

GORDON JOHNSON, former radio maintenance man with Northwest Airlines in St. Paul, has joined KSTP, St. Paul, as control operator.

BOB ROGERS, son of Naylor Rogers, formerly general manager of KNX, Hollywood, has joined the announcing staff of KFAC, Los Angeles.

Kelly Anthony Is Named To Post on KFI-KECA

KELLY ANTHONY, in radio since 1931 and John (Bud) Edwards have been made program director and production manager respectively of KFI-KECA, Los Angeles. Mr. Anthony, son of Earle G. Anthony, owner of the stations, was assistant manager of KFI-KECA when he resigned several months ago to make a tour of Europe. At one time he was with the NBC New York traffic department and Edward Petry & Co. Inc. He replaces Don Clark who resigned to join H. N. Swanson Inc., Beverly Hills, Cal., writer's agency, as manager of its radio department.

Mr. Edwards, for five years with KFI-KECA, and more recently assistant production manager, succeeds Glan Heisch who resigned to join Radio Transcription Co. of America, Hollywood, as assistant to Lindsay MacHarrie, production manager. Bob Heistand, in charge of KFI-KECA transcription and sound effects department, has been elevated to assistant production manager.

Father Wagner Is Named Head of Wisconsin Group

REV. FATHER James A. Wagner, managing director of WHBY Inc., Green Bay, owner and operator of WHBY and WTAQ, was named president of the League of Wisconsin Radio Stations at a special meeting held in Milwaukee in latter November. Other officers named include H. S. Mann, WRJN, Racine, vice-president; Wayne T. Cribb, WSAU, Wausau, secretary; Hiram Born, WHBL, Sheboygan, treasurer. Stations affiliated with the League of Wisconsin Radio Stations include WHBY and WTAQ, Green Bay; WRJN, Racine; WCIO, Janesville; WEMP, Milwaukee; WHBL, Sheboygan; WOMT, Manitowoc; WSAU, Wausau; KFIZ, Fond du Lac; WIBU, Poynette; WKBH, La Crosse; WEAU, Eau Claire. The next meeting is scheduled for Dec. 14 in Madison.

Wyeth Places on 12

WYETH CHEMICAL Co., New York (Hills cold tablets), a subsidiary of American Home Products Corp., on Nov. 1 started use of three live announcements a week on 12 stations, KFI WRC WMAQ WIRE WNAC WJR KSTP KWK WGR WTAM WCAU WCAE. John F. Murray Adv. Agency, New York, is in charge.

ANNOUNCEMENT

●

With the completion of our new Radiotone installation we are pleased to offer the facilities of our recording department for advertisers and their agencies.

RADIAGE STUDIOS

154 E. Erie Street
Chicago, Ill.



FOR SWEETEN—Old friends and new associates greeted Claude Sweeten when he recently took over the musical directorship of KEHE, Los Angeles. Following his inaugural program he was honored guest at a studio party given by Murray Grabhorn, KEHE manager. Attending were (left to right), Charles Flesher, Young & Rubicam, producer; Wilt Gunzendorfer, assistant manager, Thomas Lee Artists Bureau; Walter Bunker Jr., NBC producer; Tom Breneman, CBS producer and master-of-ceremonies; Arnold Maguire, NBC producer-writer; Mr. Grabhorn; Raymond Paige, network musical director; Pat Weaver, Young & Rubicam, radio director; Mr. Sweeten; Murray Bolen, Young & Rubicam Inc., producer; Harrison Holliway, KFI-KECA manager; George Whitney, KECA account executive; Jack Van Nostrand, Young & Rubicam, producer; Howard Esary, KEHE production manager; Al Cormack, CBS traffic manager; Mickey Gillette, NBC musician, and Tommy Harris, NBC tenor.

WAVE PROGRAMS PULL FROM THE ROOTS!

In a recent telephone poll, Louisville listeners gave a local WAVE spot program an over-whelming 72% preference as their favorite daytime program! Yes, and our staff writes and produces the entire job, except commercials . . . This and other popular local shows we've built make us believe we have what it takes to have and to *hold* a Louisville listening audience . . . May we prove it to you?

An N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

VOICE OF PUBLIC
Citizen's Foundation Allots Public Service Time

FORMATION of the "KIRO Foundation," to be directed by a committee of public-spirited citizens which will allot time to various noncommercial public service groups on a purely sustaining basis, was announced Nov. 18 by H. J. Quilliam, general manager of the Seattle outlet.

Pursuant to action of the KIRO board of directors, Mr. Quilliam has written a number of outstanding leaders in education, radio and other pursuits, seeking their advice and suggestions in connection with the pioneering venture. The committee, to be representative of political, charitable, industrial and religious groups, will seek to establish a procedure under which all may have the right of expression over KIRO facilities. The committee, in its survey, will undertake to establish how much time should be devoted to such causes, including minority groups, after which the station will definitely set aside the time requested. Time will be allotted to the groups on the basis of merit and the degree of public interest involved.

"Inasmuch as we have a sincere desire to serve the public interest in the best possible manner," Mr. Quilliam stated, "we are asking the public, by this committee, to assume this responsibility to themselves."

The resolution adopted by the KIRO Board upon motion of Saul Haas, a principal stockholder, sets forth that the proposed grant of time be "a free gift" of the station, to be used for dissemination of useful information in the furtherance of civil and charitable causes, with the limitation that the KIRO Board reserve the right to reject that which is libelous, obscene, obviously untrue or obviously intemperate. The Board ordered also that Mr. Quilliam send a letter to the FCC, to the several heads of departments of political and social science of universities located in the West, and particularly to those universities which own and operate their own stations, asking for advice and suggestions for the use of the proposed committee.

BERT HORSWELL, headquartered in Chicago, has been appointed Central States sales representative of C. P. MacGregor, Hollywood transcription concern. He was formerly manager of WIBA, Madison, and WHBL, Sheboygan, Wis., and at one time was sales promotion manager of Wingate Kickernick Co., Minneapolis.

The Other Fellow's Viewpoint . . .

WIBU's Average City

Editor, BROADCASTING:

Referring to the article under *Purely Programs* in the Nov. 15 issue of BROADCASTING, it might be well to inform the brother broadcasters that WISN of Milwaukee did not scoop the Typical Town on the air.

WIBU, from our Beaver Dam Studios fed a 30-minute program to the newly-formed Wisconsin Radio Network, in honor of the Average City—not the Typical Town, one hour and 30 minutes previous to the WISN program. Local musical groups as well as local townsmen were interviewed during the program.

BRUCE BEICHL,
Studio Manager, WIBU,
Beaver Dam, Wis.

Re 100 Watters

Editor, BROADCASTING:

Your editorial "The 100 Watter Fallacy" hit a spot in my heart.

Personally I would like to see every account executive in the country have a copy of that write-up framed on his desk . . . under the glass top as it were. From where I sit the 50 kw stations have done too good a job in selling themselves via the advertisements in publications such as yours. . .

Be that as it may they are doing a job for themselves that we cannot do. The national and regional business here makes up a fair share of our income but with the exception of a large automobile manufacturer all of it has been sold by personal contact and none has been received through an agency.

We know we do a good job or we would not be carrying a large list of local advertisers. We do believe that we have efficient management and intelligent operation and we do know we have a good plant and we do know our rates are fair . . . but what account executive can we convince without a personal call?

Maybe we do not know how . . . maybe our methods are wrong . . . but we try.

Incidentally your editorial is framed where all may see. Thank you for it.

BERT WICK,
Director, KDLR Inc,
Nov. 19, 1937. Devils Lake, N. D.

RADIO NEA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.
250 Park Avenue New York

KFH

The Four Star Station of the Rich Southwest Trade Territory.

★ Leading in Local Spots and Sponsored Programs.

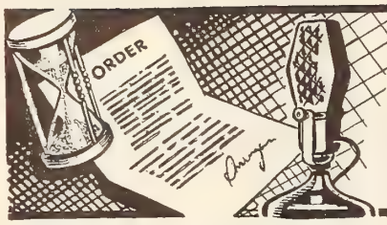
★ Top Talent on Local Commercials.

★ The Best CBS Commercials and Sustaining.

★ A Live-wire Merchandising Service.

KFH CBS
WICHITA • KANSAS

National Representative EDWARD PETRY AND CO.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WOR, Newark

Modern Living Health Institute, New York (proprietaries), 3 *sp*, weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Rap-In-Wax Paper Co., Minneapolis, 5 weekly *sp*, thru W. I. Tracy, N. Y.
Daggett Chocolate Co., Cambridge (chocolate), weekly *sp*, thru Muzzy Adv. Co., Cambridge.
General Motors Corp. (Oldsmobile), Lansing, Mich., weekly *t*, thru D. P. Brother & Co., Detroit.
Washington State Apples Inc., Wenatchee, Wash., 5 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
United Drug Co., Boston (Rexall), 5 *t*, thru Street & Finney, N. Y.
Producers Distributing Agency Inc., New York (Norbest turkeys), 5 weekly *sp*, thru Edwin M. Phillips Co., N. Y.
Modern Living Health Institute, New York (Hood-Lax, Calpar), 3 weekly *sp*, thru Alfred P. Zabin Adv. Agency, N. Y.
Remington-Rand Inc., N. Y., 3 weekly *sp*, thru Leeford Adv. Agency, N. Y.

KFRC, San Francisco

Rosicrucians, San Jose (religious), weekly *sp*, thru Richard Jorgensen Adv., San Jose.
E. Fougera & Co., New York (Noxacorn), 30 *sa*, thru Small & Seiffer, N. Y.
Dr. Frank Robinson, Seattle (psychology), weekly *t*, thru Northwestern Radio Adv. Co., Seattle.
GallenKamp Stores Co., San Francisco (shoes), 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Peter Shoe Co., St. Louis, 7 weekly *sa*, thru Long Adv. Service, San Francisco.
Gas Appliance Society, San Francisco (gas appliances), 5 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WNAC, Boston

Rumford Chemical Works, Rumford, R. I. (Rumford Baking Powder), 531 *sa*, thru Atherton & Currier, N. Y.
Ironized Yeast Co., Atlanta (Ironized Yeast), 26 *t*, thru Ruthrauff & Ryan, N. Y.
Larned Corp., N. Y. (Hill's Cold Drops), 39 *ta*, direct.
Quaker Oats Co., Chicago, 156 *sa*, thru Fletcher & Ellis, N. Y.

WICC, Bridgeport, Conn.

Wm. S. Scull Co., Camden (Bosco milk amplifier), series *sa*, thru Fletcher & Ellis, N. Y.
Christian Science Committe on Publication, Boston (renewal), 52 *t*, direct.
Crawford Laundry Co., Bridgeport, 26 *sp*, thru Redfield-Johnstone, N. Y.

WCLO, Janesville, Wis.

Zerbst Pharmacal Co., St. Louis, daily *sa*, thru Barrons Adv. Agency, Kansas City.
Northland Greyhound Lines, Chicago (bus line), daily *sp*, thru Beaumont & Hohman, Chicago.

WAAB, Boston

Kay Jewelry Co., Boston, 15 *sp*, thru Salinger & Publicover, Boston.

WTMJ, Milwaukee

Reid-Murdoch & Co., Chicago (Monarch food), 17 weekly *sa*, thru Rogers & Smith, Chicago.
Musterole Co., E. W. Rose & Co., Cleveland (Musterole, Zemo), 3 weekly *t*, thru Erwin, Wasey & Co., N. Y.
Tree Sweet Products Co., Santa Ana, Cal. (citrus products), 3 weekly *sa*, thru Dana Jones Co., Los Angeles.

KGO, San Francisco

E. Fougera & Co., New York (Vapex), 2 weekly *ta*, thru Small & Seiffer, N. Y.
Railway Express Agency, New York, 6 weekly *sa*, thru Caples Co., N. Y.
Drackett Co., Cincinnati (Drano), 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.
RCA Mfg. Co., Camden (radios and tubes), weekly *sa*, direct.

KEHE, Los Angeles

Old Mission Tablet Co., Pasadena, Cal. (proprietary), 7 weekly *sp*, thru Lou Sterling & Associates, North Hollywood, Cal.
League For Advancement of Peace, Los Angeles (political), weekly *sp*, thru Lockwood - Shackelford Co., Los Angeles.

CKNX, Wingham, Ont.

Templeton's Ltd., Toronto (proprietary), 3 weekly *t*, thru Associated Brdcstg Co., Toronto.
Bayer-Semesan Co., Wilmington, Del. (fertilizer), 6 weekly *sa*, thru Thompson-Koch Co., Cincinnati.

WMAQ, Chicago

Chrysler Corp., Detroit (autos), daily *sa*, thru Lee Anderson Adv. Co., Detroit.
Railway Express Agency, New York, daily *sa*, thru Caples Co., N. Y.

KGGC, San Francisco

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 2 weekly *t*, thru Associated Radio Adv., Los Angeles.

WNEW, New York

Bulova Watch Co., New York, 5 weekly *sp*, thru Biow Co., N. Y.

WHN, New York

Procter & Gamble Co., Cincinnati (Oxydol), 26 weekly *sp*, thru Blackett-Sample-Hummert, Chicago.
R. B. Davis Co., Hoboken, N. J. (baking powder), 13 weekly *sa*, thru Charles W. Hoyt, N. Y.
Nostane Products Co., Brooklyn (Minervite), 52 weekly *sa*, thru Schillin Adv. Corp., N. Y.
E. Griffith Hughes, Rochester, N. Y. (Kruschen Salts), 5 weekly *sp*, thru Stack-Goble Adv. Agency, Chicago.
Railway Express Agency, New York, *sa*, five weeks, thru Caples Co., N. Y.

WFBC, Muncie, Ind.

A & O Co., New Bern, N. C. (proprietary), 26 *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Best Foods Inc., New York (Nucoa), 26 *sa*, thru Benton & Bowles, N. Y.
Nash-Kelvinator Co., Kenosha, Wis. (autos), 26 *sa*, thru Geyer, Cornell & Newell, N. Y.
Procter & Gamble Co., Cincinnati, 10 *sa*, thru Pedlar & Ryan, N. Y.

WNEW, New York

Michaels Department Store, Newark, 66 *sp*, thru Schillin Adv. Corp., N. Y.
Westchester Laboratories, Port Chester, N. Y. (Sulophen nose and throat spray), 3 weekly *sp*, thru Robert & Reimers, N. Y.

KJBS, San Francisco

Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 weekly *sa*, thru Walter Biddick, Los Angeles.

KMPC, Beverly Hills, Cal.

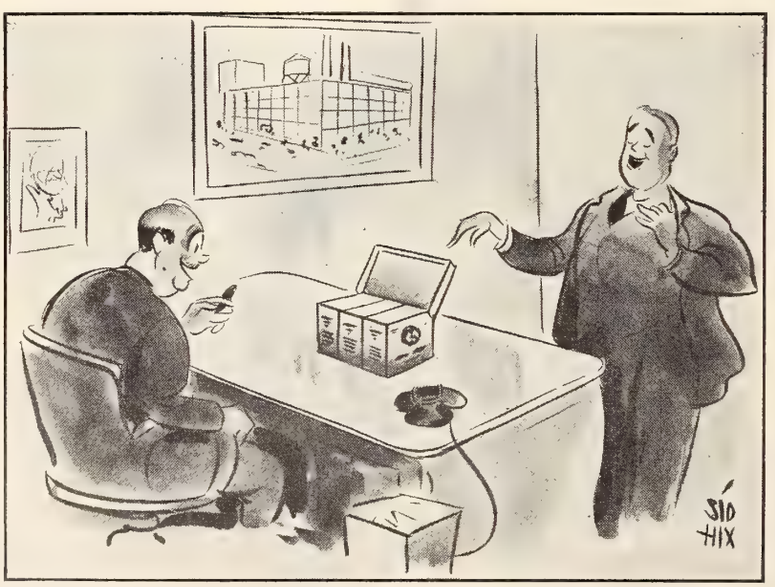
Remington-Rand Inc., Buffalo (typewriters), weekly *sp*, thru Leeford Adv. Agency Inc., N. Y.

WQXR, New York

Martinson Coffee Co., New York, daily *sa*, thru Albert Frank-Guenther Law, N. Y.

WICC, Bridgeport, Conn.

Saltesea Packing Co., Providence, 28 *sa*, thru Livermore & Knight Co., Providence.



Drawn for BROADCASTING by Sid Hix

"It's Our New Package, Designed for Radio Contests—Three Full-size Containers Under ONE Box Top!"

WIRE, Indianapolis

Bowey's Inc., Chicago (Dari-Rich), 3 weekly *t*, thru Stack-Goble Adv. Agency, Chicago.
Smith Bros. Co., Poughkeepsie, N. Y. (cough drops), 6 weekly *sp*, thru Brown & Tarcher, N. Y.
Stokeley Bros. & Co., Indianapolis (Van Camp tomato juice), 5 weekly *t*, thru Raymond R. Morgan Co., Los Angeles.
Central Shoe Co., St. Louis (Perfect Ease shoes), weekly *t*, thru Kelly, Stuhlman & Zahrndt, St. Louis.
Prophylactic Brush Co., Florence, Mass., 10 daily *sa*, thru Lambert & Feasley, N. Y.
Deisel-Wemmer-Gilbert, Detroit (San Felice cigars), 7 weekly *sp*, thru Brace Beemer, Detroit.

KFI, Los Angeles

Horlick's Malted Milk Corp., Racine, Wis. (malted milk), 3 weekly *sp*, thru Lord & Thomas, Chicago.
Quaker Oats Co., Chicago (cereals), 3 weekly *sp*, thru Lord & Thomas, Chicago.
R. L. Watkins Co., New York (Dr. Lyon's tooth powder), 2 weekly *t*, thru Blackett - Sample - Hummert Inc., Chicago.
The Neutral Thousands, Los Angeles (political), weekly *t*, thru Lockwood-Shackelford Co., Los Angeles.

KFRC, San Francisco

Chamberlain Laboratories, Des Moines (cosmetics), 5 weekly *ta*, thru Coolidge Adv., Des Moines.
American Tobacco Co., New York (Roi-Tan cigars). 6 weekly *sa*, thru Lawrence C. Gumbinner, N. Y.
Pinex Co., Chicago (medicines), 5 weekly *sa*, thru R. M. Seed Co. Inc., Chicago.
Nutome Chimes Inc., New York (dinner chimes), 3 weekly *ta*, thru Merrill Adv. Co., N. Y.

WIND, Gary

"I Am" Reading Room, Los Angeles, weekly *t*, thru Allied Adv. Agencies, Los Angeles.
Peter Fox Brewing Co., Chicago (beer), weekly *sp*, thru Schwimmer & Scott, Chicago.
California Hawaiian Sugar Refining Corp., San Francisco (C & H Sugar), 6 weekly *t*, thru Bowman-Duete-Cummings Inc., San Francisco.

KDYL, Salt Lake City

Coca Cola Co., Atlanta (beverage), 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.
Furmbilt, New York (clothes), 4 daily *sa*, thru John Austin Driscoll, Los Angeles.
Carter Medicine Co., New York (liver pills), 6 weekly *sa*, thru Street & Finney, N. Y.

WENR, Chicago

RCA Mfg. Co., Camden, 6 weekly *sp*, direct.
Great Western Life Ins. Co., Chicago, weekly *sp*, thru Schwimmer & Scott, Chicago.
Nahigian Bros., Chicago (rug dealers), *sa*, thru Critchfield & Co., Chicago.

WEAN, Providence, R. I.

Procter & Gamble Co., Cincinnati, (Lava Soap), 98 *sa*, thru Compton Adv., N. Y.
Ward Baking Co., New York, 10 *sa*, thru Fletcher & Ellis, N. Y.

WCKY, Cincinnati

Lawrence Roller Mills Co., Lawrenceburg, Ind. (Town Talk flour), 100 *sa*, direct.
Kentucky Sales & Service Co., Newport, Ky., 2 weekly *sp*, direct.

WMCA, New York

Madison Personal Loan Co., New York, 6 weekly *sp*, 4 weeks, thru Klinger Adv. Corp., N. Y.

KFRU, Springfield, Mo.

Staley Milling Co., Kansas City (feed), 26 *sa*, thru Potts-Turnbull, Kansas City.

Radio Advertisers

REV. F. F. BOSWORTH, of River Forest, Ill., on Nov. 21 started weekly quarter-hour transcribed talks on WLBC, Muncie, WELL, Grand Rapids, and a Wilkes-Barre station. KOBH, Rapid City, S. D.; WSPD, Toledo, and WAGM, Presque Isle, Maine, started the discs Nov. 14 and KGCX, Wolf Point, Mont., Nov. 7. Rev. Bosworth is now on WJJD, WCFL and WCBD in Chicago and is heard via transcribed talks on Sundays on WMCA, New York, and WIP, Philadelphia. D'Arcy Laboratories, Chicago, cut the transcriptions. The business is placed direct.

F. A. STUART Co., Marshall, Mich. (Stuart's Dyspepsia Tablets), has placed its entire account with Benson & Dall Inc., Chicago.

THE George Jessel variety show, *30 Minutes in Hollywood*, has added to its sponsors Crawford Laundry Co., Bridgeport, on WICC, and Standard Drug Co., Cleveland, on WHK. Program has been carried on those stations as a sustainer. Agency for both accounts is Redfield-Johnstone Inc., New York.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Colgate tooth powder, Rapid Shave Cream and Brushless Shave Cream), has transferred those accounts from Benton & Bowles Inc., New York, to Benton & Bowles-Chicago Inc., effective Dec. 1. None of the products is using radio at present.

HEALTH RESEARCH Foundation, Ann Arbor, Mich. (Vimm), started musical clock series Nov., Tues., Thurs., Sat., on WHO, Des Moines. Andrews Adv. Agency, Detroit, has the account.

Paper Uses Radio

SINCE *Omaha Bee-News* left the Hearst fold to be absorbed by the *Omaha World-Herald*, the *Chicago Herald & Examiner* has been buying time on KOIL, Omaha, in a free-for-all circulation battle. Starting with Saturday announcements, the Chicago paper assumed sponsorship of *Uncle Don Reads the Comics*, a Sunday half-hour program that had been conducted in cooperation with the *Bee-News*. Don Kelley writes the program and narrates the Uncle Don role, with Arthur Faust directing the dramatic staff.

HALGAR Inc., new Chicago firm, with offices at 2448 S. Michigan Ave., started a test program on WMAQ, Chicago, Nov. 18 advertising the firm's Mar-Vo-Curl. Product is a complete permanent wave set selling for $1. The new quarter-hour show, broadcast at 10:45 a. m., Tuesday and Thursdays and at noon on Sundays, features Perro Como, vocalist, with Ted Weems' orchestra, and the piano team of Marlowe & Lyon. Baggaley, Horton & Hoyt Inc., Chicago, handles the new account.

HEALTH PRODUCTS Co., Newark, N. J. (Feenamint), is planning use of radio, probably spot, after the first of the year. Wm. Esty & Co., New York, is agency.

OXO Ltd., Montreal and London (Oxo beef cubes), is sponsoring a twice weekly morning program featuring Clarence Hayes, singer and guitarist, over four NBC-Red network stations on the Pacific Coast. The agency is Doremus & Co., San Francisco.

GENERAL BAKING Co., New York (Bond bread), on Nov. 3 started *Voice From the Street*, a Jewish program on WLTH, Brooklyn, quarter-hour three days a week, conducted by Walter Packer. In addition, a thrice-weekly *Roving Reporter* program started Nov. 15 for the same product on WELI, New Haven. Show is billed as *By Golly*, Golly being a WELI staff man, and is broadcast from the lobbies of local theaters. Agency in charge is BBDO, New York.

AMERICAN Automobile Insurance Co., St. Louis, has placed its account with Blackett-Sample-Hummert Inc., Chicago.

KNIGHT-KAP Inc., San Antonio, Tex., is placing radio advertising through Payne Adv. Agency, San Antonio.

M & R DIETETIC LABS., Columbus (Sofkurd modified milk), is advertising through Reincke-Ellis-Younggreen & Finn Inc., Chicago.

MARYLAND LABS. Inc., Baltimore (Dia-Lax), is placing advertising through Louis E. Shector Adv. Agency, Baltimore.

PITTSBURGH COAL Co., Minneapolis, is advertising through McKenzie Inc., Minneapolis.

CLAIROL Inc., New York, is now advertising through Kleppner Co. Inc., New York.

GORDON BAKING Co., Detroit, has appointed Young & Rubicam Inc., Detroit, to service its account.

K. A. HUGHES Co., Jamaica Plains, Mass., has named Badger & Browning Inc., Boston, as agency.

DOROTHY PERKINS Co., St. Louis, has selected Gardner Adv. Co., St. Louis, as agency.

DEERFOOT FARMS Co., Southborough, Mass., has placed its account with McKee, Albright & Ivey Inc., New York.

ROSICRUCIANS, San Jose (religious order), on Nov. 16 began a series of transcribed programs titled *Mysteries of Life* on KFRC, San Francisco. The agency is Richard Jorgensen Adv., San Jose.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), recently inaugurated a series of transcribed half-hour programs of Jewish news over KGGC, San Francisco, to be heard twice weekly for a period of 52 weeks. Agency was Associated Radio Advertising, Los Angeles.

COOPER Co., Central Texas' largest wholesale house, has contracted for radio time for the first time to promote its Cooper's Best Coffee over WACO, Waco.

UNITED AIR LINES, Chicago, used one-minute transcriptions nightly Nov. 17-22 over KHJ, Los Angeles. Agency is J. Walter Thompson Co., Chicago.

MERRIMAC MILLS, Merrimac, Mass., has started a quarter-hour daily morning sports program on WCOP, Boston, called *Sporting Views*. The show reviews the last evening's activiities in local and national athletics and features Jim Donovan, WCOP news editor. Account placed direct.

CARNATION Co. Milwaukee, adds a fourth station, WHIP, Hammond, Ind., to *Polish Contented Hour*, a half-hour program every morning except Sunday at 9:30. Erwin, Wasey & Co., Chicago, is agency.

R. B. DAVIS Co., Hoboken, N. J. (O. K. baking powder), now participating in women's programs in 12 cities, on Nov. 23 added a quarter-hour show, *Rain & Sunshine*, for 13 weeks on WEAF, New York. Agency is Chas. W. Hoyt Co., New York.

BORDEN Farm Products Division of the Borden Co., New York, has appointed BBDO, New York, to direct advertising, effective Jan. 1. Media have not been selected.

50,000 WATTS - NATIONALLY CLEARED CHANNEL

STATION WHAS LOUISVILLE

Gives you better returns for every dollar you spend advertising your product in the rich Ohio Valley. . . . Let us prove it to you.

PROVED PRIMARY LISTENING AREA FACTS

Population— 4,932,307
Radio Homes— 904,999
Families— 1,267,519
Passenger Cars— 962,233
Food Sales— $292,726,998
Filling Station Sales— $77,575,083
Drug Sales— $52,545,833
Income Taxpayers— 134,204

Total 1936 Sales—$2,738,119,583



EDWARD PETRY & COMPANY
National Representatives

820 Kilocycles C.B.S. Outlet

COURIER-JOURNAL & LOUISVILLE TIMES STATION

WEED AND COMPANY

We Call Your Attention To

KFBB

Great Falls, Montana

Montana's Most Progressive Most Aggressive Most Successful Radio Station.

An Affiliate of the Columbia Broadcasting System.



Radio Station Representatives

- NEW YORK
- DETROIT
- CHICAGO
- SAN FRANCISCO

BROADCASTING
Broadcast Advertising
1938
ANNUAL CONTENTS

YEARBOOK Advertising forms close December 15th

RESERVE SPACE TODAY

RADIO'S YEAR-ROUND ADVERTISING MEDIUM

WITHIN a short time the Carrier Salesman's Radio Party, conducted on Iowa Broadcasting System stations by *Detroit Register & Tribune* youths, has become the second largest radio show in the state, according to the network. It is presented Sunday afternoons and uses a cast of 55, mostly carrier boys. Well-known persons are invited as guest stars. Each week the program salutes the town from which carrier talent originates. The series is designed to build good-will in the carrier organization.

* * *

Snow Wanted

SNOW on the street and the man-on-the-street jumps on the sled on the snow on the street. That is the formula planned by a Salt Lake City department store to tie-in its toy and sporting departments on KDYL with winter's arrival. [As BROADCASTING went to press it had not snowed in Salt Lake, but Jack Gregson, KDYL special events man, was all ready to jump.]

Easy Education

ON THE theory that to educate by radio it is necessary to entertain, WFIL, Philadelphia, now has six program series offering knowledge in easily absorbed doses. *Alma Mater* dramatizes achievements of prominent graduates of Philadelphia colleges; *School Days* depicts trends of modern schools with demonstrations by pupils; *Neighborhood School Centers* covers teaching of tenement youngsters.

* * *

Bar Association Series

THE BAR Association of Erie County and the Lawyers' Club of Buffalo are in the second season of a broadcast series, heard on WBEN, and produced by Ellis Adv. Co., Buffalo, with Jerry Harris writing script. A series of 26 playlets has been arranged, designed to recapture good will for the bar. Transcriptions again will be made and offered to other bar associations.

* * *

Purely PROGRAMS

KSTP at College

THE Minneapolis Junior Chamber of Commerce, feeling that the movies, magazines and fiction have given the public the wrong impression of what the college student does with his time, has taken over sponsorship of a *Know Your University* series on KSTP, St. Paul and Minneapolis. The series, aired on alternate Thursdays, publicizes classroom work, experiments, little-known departments and research at the University, utilizing mobile shortwave unit and pack to do the job.

Designed for emergency use when it becomes necessary to postpone schools because of sub-zero weather, the Minneapolis Board of Education has been given a five-minute "across the board" spot on KSTP, Minneapolis and St. Paul, for its School Bulletin.

* * *

Forgotten Facts

ANOTHER slant on the present quiz craze is called the *Inquiring Historian* on KRKD, Los Angeles, during which Howard R. Bell, KRKD studio manager, asks five members of the audience questions concerning American history. The winner gets $5.

* * *

Others' Jobs

NIGHT workers have their day in the new *Men at Work* series on the WLW Line each Tuesday at 10:45 p. m. With special lines and a mobile unit this series brings to the audience policemen, firemen, airport attendants, night club employes and others who work while the city sleeps.

* * *

Headline Headaches

THE STORY behind the headlines is featured in *Making of a Newspaper*, a half-hour Friday evening show on KYA, San Francisco, under sponsorship of the local *Examiner*. Darrell Donnell, radio editor of the paper, and Don Dudley, program director, dramatize their visits to the composing room, the morgue, press room and editorial department.

* * *

The Answers

ONCE a week members of the KIRO staff appear on the Seattle station's *Dear KIRO* to answer fan letters affecting various departments of the station.

Female and Mail

WITH its engineer behind a screen and its microphone in the hands of women commentators, MBS penetrated the no man's land of backstage at the recent New York fashion show and brought stirring descriptions of late underthings to eager feminine ears.

Another recent MBS remote took place high above New Jersey during the experimental shuttle flights to test the possibilities of intrastate mail service for the communities off the regular airlanes. Jerry Danzig and Dave Driscoll, MBS special events men, interviewed the state's oldest rural mail carrier as they zoomed along.

* * *

Money Makers

A WEEKLY quarter-hour show which started on WMAQ, Chicago, titled *Dr. Dollar*, dramatizes success story of men and women who have made money in odd ways. Material for programs is supplied by listeners and is adapted for radio by William Meredith of the NBC-Chicago continuity staff. Program is sponsored by Vocational Service Inc., Los Angeles, through Critchfield & Co., Chicago.

* * *

For Peace

DEDICATED to peace, two new programs have been started on WMCA, New York. Titled *The Modern Woman*, a morning program features Estelle M. Sternberger, executive director of the World Peaceways. An evening series called *Between War & Peace* is given under auspices of the National Council for Prevention of War.

* * *

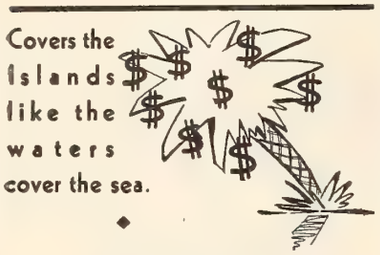
Behind the Lens

NEW SLANT on a camera program is the series on WBNX, New York, called *Candidly Speaking*. Guest speakers dedicate their talks to various local camera clubs, answer questions asked by club representatives who attend the broadcasts. Under the direction of William R. McCue, the first program featured Alfred Eisenstadt, staff photographer of *Life*.

* * *

Italians Learn English

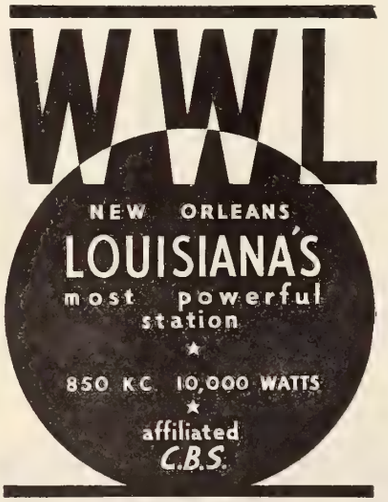
DESIGNED to teach English to Italian listeners, the *Elementary School of the Air* on WOV, New York, is a leader in audience response. More than 1,000 regular listeners submit homework and ask for criticism. Heard twice weekly, the series is under auspices of the WPA and the Adult Education Project of the city's Board of Education.



KHBC
HILO, HAWAII

KGMB
HONOLULU , HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST





KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri



TONGUE TIED—WJBK, Detroit, has solved the Chinese pronunciation problem by engaging three Chinese students from a local university to provide tips on uttering oriental names. In the photo (left to right) are WJBK's Fred Knorr, Charles Sterritt, Angus Pfaff, Bob Longwell and David Lim (Chinese).

* * *

A Small World

WHEN Bill Davies and Carl Vandagrift, announcers of WOWO, Ft. Wayne, Ind., stopped a car the other day to interview the driver during a safety program called *Hey! Mr. Motorist*, out he jumped and made them honorary members of the New Jersey Accident Prevention Bureau. The chief of the New Jersey bureau just happened to be doing a little touring, a little checking up. WOWO says it's mighty proud.

* * *

For Better Music

TO DIVERSIFY a recorded music program and instill in listeners the desire for more classical music, KCKN, Kansas City, Kan., has resorted to argument. Ben Allmeyer, of the KCKN staff, poses as a professor and breaks in to complain about too much swing music, pleads for more musical classics. Listeners like it, say KCKN and the sponsor, Jenkins Music Co.

* * *

Bill Board

THE *Bill Board* of WOWO, Fort Wayne's 'most listened to' program has an interesting history. When originated, it was decided to use the 15 minutes allotted to review the station's own programs. But the merchandising department found that *Bill Board* had too many listeners to be non-paying, so used it to publicize bigger and better shows. Listeners grew in number so *Bill Board* was made a half-hour participating show.

* * *

News of the Week

BON MARCHE, large Seattle department store, has started *So Goes the World* on KJR, Seattle, with Dick Keplinger narrating news of the past week with the aid of a dramatic cast. The show is in addition to the store's four quarter-hour news periods daily, as well as two more on Sunday, all on KJR.

* * *

What Dudes Are Wearing

WTMJ, Milwaukee, has sent Nancy Grey, conductor of the women's feature *What's New in Milwaukee* on a two-week trip to Arizona dude ranches and resorts via American Airlines. She is gathering impressions of what's new in women's wear. During the trip she is sending letters to her sponsors back in Milwaukee, as well as a daily letter for George Comte, pinch-hitter on her program.

Our Foreign Neighbors

TO ACQUAINT listeners with the problems and progress of foreign nations, MBS has started a Sunday afternoon series called *World Neighbors*, featuring dramatized highlights in the lives of famous world citizens whose achievements have benefited everyone. The first of the series called "The Rise of the British Empire" was given Nov. 21 under auspices of the University Broadcasting Council, on WGN, MBS Chicago affiliate.

* * *

For The Youngsters

SCHOOL children are interviewed by announcers of WMAQ, Chicago, in a new program, *Children Speak*, which broadcasts originate in theatre lobbies near schools at 4 p. m., after classes are over for the day. Questions are supplied by listeners. The quarter-hour program is broadcast daily except Saturday and Sunday under sponsorship of Foley's Honey & Tar Syrup. Lauesen & Salomon, Chicago, is agency.

Chance for Students

CLEVELAND high school students are given a chance to compete for a position in radio by WGAR, which offers to the outstanding school newspaperman the post of editor-in-chief of the WGAR High School News Bureau. The appointment will be based on scholastic standing and ability to report and write news. Students will be eligible only in their senior year. They may, however, submit applications in their junior year to the station's committee on selection.

Poe's Horrors

ADAPTED to radio by Virginia Wiltten of the production staff, WBAP, Fort Worth, is attracting widespread comment with a series of horror dramas from the works of Edgar Allen Poe. Titled *Black Night*, each broadcast is 30 minutes in length and is presented as a sustaining program by the WBAP players. Many eerie sound effects never before used on the air have been worked out under the direction of Ken Douglass, production director, WBAP, claims.

* * *

Chance for the Audience

THE audience provides the talent for *Everybody's Invited*, new program on WFBC, Muncie, Ind. Besides submitting to interviews by Eber Lineberger, an audience provides the cast for melodramas.

THANKS!

Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—
Sale or Repair.
13 15-Minute Shows
Ready.
Priced Right.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Headaches and Earaches

THE THEME of a new Sunday evening comedy series on CBS called *Earaches of 1938* is the back stage humor incidental to producing a radio series like *Earaches*. Comedy within comedy, the program will feature Harry Conn, oldtime vaudeville artist, and a cast of 40 funsters.

* * *

Opportunity for Censor

NBC is conducting a nationwide search for the champion American talking parrot, winners to compete later in coast-to-coast broadcast tests. Associated stations will comb their localities for birds with superior diction, originality of expression, vocabulary and voice quality.

* * *

For Naturalists

FROM the lobby of New York's American Museum of Natural History, a question and answer program originates weekly on WOR-MBS. Called *This Wonderful World*, the series features Bob Emery and Mrs. John M. Saunders in discussions of natural history.

* * *

In the Control Room

ON WBAL, Baltimore, *Control Room* tells dramatic and amusing incidents in the rehearsal and broadcasting of a typical network commercial. The program is a Saturday half-hour feature and succeeds *Club Radio*.

* * *

Ancient Annals

FROM files of local papers, WHBF, Rock Island, obtains material for Ralph Childs' *Pressroom Echoes*, a thrice-weekly evening quarter-hour in which Childs and Forrest Cooke exchange gossip.

HOLLYWOOD'S SMARTEST
Most Convenient
ADDRESS



★ Only a few blocks or minutes from NBC and CBS and all film studios.

★ Luxurious modern rooms, suites and apartments with full hotel service.

★ Hollywood headquarters for agency men, radio executives and radio stars.

Rational Tariff

HOLLYWOOD
Knickerbocker
Mary O. Kehrlein
Managing Director
"JUST A WHISPER OFF HOLLYWOOD BOULEVARD"

To Cover the Rich
Northwestern Ohio
and Southern
Michigan
Market
USE

WSPD

An
NBC
Basic Station

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

5000 Watts Day — 1000 Watts Night

WSPD

Commodore Perry Hotel, Toledo

•CONCENTRATION
44%
OF ALL RETAIL SALES IN MINNESOTA ARE MADE TO TWIN CITIES LISTENERS
WTCN
NBC BLUE NETWORK STATION
Covers An Even Greater Area Than This Rich Metropolitan Market
Owned and Operated By
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH – PIONEER PRESS
Wesley Temple Bldg., Minneapolis
FREE & PETERS, Inc. National Representatives

Agencies

YOUNG & RUBICAM Inc., New York, announces the following additions to its personnel: Tom Lane, formerly of the WOR publicity department, and James E. O'Bryon, formerly of the CBS press department, have joined the agency's radio publicity staff; Adrian Samish, formerly of the radio production staff of Arthur Kudner Inc., New York, has been named to handle production of *We The People*.

PETER BARNUM, formerly of Young & Rubicam Inc., New York, has joined the general radio production staff of Ruthrauff & Ryan Inc., that city.

LARRY WHITE, formerly executive assistant to Arthur Rush, Hollywood manager of Columbia Management of California Inc., has joined Leland Hayward Inc., Beverly Hills, Cal. talent agency, as head of its radio department.

NATE TUFTS, of Ruthrauff & Ryan Inc., Hollywood production staff, and Mrs. Tufts are the parents of a baby boy born Nov. 12.

DANNY DANKER, vice-president in charge of J. Walter Thompson Co., Hollywood, is the father of a baby girl, Suzanne, born Nov. 12. James S. Bealle, assistant publicity director, is the father of a daughter, Celia, born the same day.

J. M. TODD has been named continuity director of W. K. Nash Adv. Agency, St. Louis, succeeding Dick Sharp, now with W. K. Nash Adv. Agency. Clair Callihan has joined the KSD continuity staff.

S. K. ELLIS Jr., formerly with CBS in Chicago, has joined the Chicago office of Fletcher & Ellis in a research capacity.

Bull Heads Agency

FRANK BULL, well-known Pacific Coast sports commentator and agency account executive, has been elected president of Allied Advertising Agencies Inc., Los Angeles. He succeeds R. L. Rust who resigned Nov. 15 to devote his time to other business interests. Dick Smith is first vice-president and Walter McCreary, second vice-president in charge of sales. Fehr Gardner is secretary-treasurer. Officers of the agency are all former radio station executives and are still actively engaged in broadcasting.


Mr. Bull

NELSON CARTER has been named manager of the Chicago office of Beaumont & Hohman Inc., coming from the Omaha office where he has been succeeded by O. W. O'Neil. J. A. Barnes has been named an account executive in the Chicago office and Clarke Trudeau production manager.

CROSSLEY & HAM Inc., San Francisco and Portland, Ore., has been formed by consolidation of Ernest R. Ham Adv. Agency and J. T. Crossley Co. Inc. The San Francisco office is now at 500 Sansome St. Mr. Ham is manager of the Portland office, in the Oregonian Bldg.

WAMBOLDT & HOLDEN, new Chicago production firm [BROADCASTING, Oct. 15], has expanded to larger quarters. Previously at 20 E. Jackson St. the firm is now located on the 19th floor at 165 W. Wacker Drive. W. W. Joyce, formerly assistant sales manager of Rural Progress magazine, and later chief sound effects man at NBC, Chicago, has been added to the production staff. The firm is writing and producing Public Hero No. 1 for Falstaff Brewing Co., St. Louis, and the Tom Mix show for Ralston-Purina Co., St. Louis.

CLIFFORD CARLING has joined Columbia Management of California Inc., Hollywood, as executive assistant to Arthur Rush, manager. He succeeds Larry White, resigned. Paul Louis, in charge of radio talent of Columbia Concerts Corp., New York, was in Hollywood early in November conferring with Mr. Rush on expanded West Coast activities.

BERT LEVEY Theatrical Agency, Los Angeles, was to open branch offices in Warner Bros. Theatre Building, Hollywood, on Dec. 1. A radio department was to be established.

JAMES M. COSTELLO, correspondent for the *Milwaukee Sentinel* and formerly with a contracting firm in Janesville, Wis., has joined Bert S. Gittens, Advertising, Milwaukee agency, to handle industrial accounts.

ADAM J. YUNG Jr., formerly in sales promotion and research for NBC, New York, and more recently with Bryant Publicity Service, New York, has been appointed time-buyer of H. M. Kiesewetter Adv. Agency, New York.

FREEMAN KEYES, president of Russel M. Seeds Inc., Chicago, has appointed Tom Wallace as manager of the agency's Hollywood office.

CECIL UNDERWOOD, of the Needham, Louis & Brorby Inc., Chicago production staff, was in Hollywood during November on a combined business and pleasure trip. He produces the NBC *Fibber McGee & Mollie* series sponsored by S. C. Johnson & Son Inc.

GEORGE D. LOTTMAN, New York publicity service, has established Hollywood offices at 6605 Hollywood Blvd., with Jerry Olenick and Murry Weintraub as co-managers. Specializing in radio, the organization has added Amy Alexander and Robert Joseph to its writing staff.

WALTER SCHWIMMER, partner of Schwimmer & Scott, Chicago, will sail from New Orleans Dec. 22 on a two-week cruise. Included in Mr. Schwimmer's itinerary is Havana, Panama, Honduras, and Nicaragua.

CHARLES S. KNAPP, New York advertising man, has joined Chambers & Wiswell, Boston, to direct copy and idea activity. He had formerly been with Young & Rubicam, J. Walter Thompson Co. and Ruthrauff & Ryan.

WESTON W. HILL, copy chief and account executive of Cecil, Warwick & Legler, New York, has joined Brooke, Smith & French to head the promotion unit on the Hudson auto account.

CHARLES SANFORD KNAPP, formerly copy and account executive with J. Walter Thompson Co., Young & Rubicam, Frank Seaman, and Ruthrauff & Ryan, has joined Chambers & Wiswell Inc., Boston. He will head its copy staff.

DON FRANCISCO, vice-president of Lord & Thomas, Los Angeles, has been made president of the new Hollywood Pacific Coast League Baseball Club.

CARROLL NYE and Robert Woodburn of Radio Feature Service Inc., Hollywood publicity concern, were married at Riverside, Cal., Nov. 20.

WILLIAM REUBENS, at one time radio editor of *Orchestra World*, New York, has joined Radio Feature Service Inc., Hollywood publicity concern, as agency contact man.

MASON BARLOW Advertising, is the title of a new agency established by Mr. Barlow at 201 N. Wells Bldg., Chicago. Mr. Barlow for many years has served manufacturers and others as sales and advertising counsel but heretofore has placed no contracts. Clients include Adolph I. Buehler, metallurgical apparatus and optical instruments; Castle-Ford Co., decorative linens; Clayson Governor Sales Co., automotive governors; D & B Mfg. Co., automotive gears, and Klipfel Mfg. Co., steam specialties.

WILLARD (Doc) HALL, well-known radio director and master-of-ceremonies, has joined Keighley & Keate, Beverly Hills, Cal. production agency under a five-year contract. He directs the radio department and new commercial production division. On Nov. 18 he started a weekly 45-minute professional talent program *Discoveries of 1938* on KFWB, Hollywood, under sponsorship of The Boston Store, Los Angeles.

WAIR, Winston-Salem, N. C., claims to have one of the most unique sponsors on the air. He is C. A. Boles, local mule dealer, who has purchased a daily spot announcement for six months.



EARS
ARE WHAT COUNT!
HERE'S A SURVEY THAT COUNTS EARS!
• Watch for it! An accurate, unbiased analysis of LISTENING HABITS in the seven major cities of Nebriowa . . . proving again that WOW dominates the rich trade territory of eastern NEBRaska and western Iowa. If your copy has not yet arrived, write us today! You'll want it for your files.
JOHN GILLIN, Jr., Mgr.
Owned and Operated by the Woodmen of the World Life Insurance Society
JOHN BLAIR CO., Representatives
New York, Chicago, Detroit, San Francisco
WOW
Omaha, Nebraska
590 KC 5,000 Watts
ON THE N. B. C. RED NETWORK

IN Atlanta USE
WGST
CBS 5000 watts day
1000 watts nite
890 kc.
Repts.
E. KATZ SPECIAL ADVERTISING AGENCY



Christmas Gift Order Form



Please send
BROADCASTING

TO .....

.....

.....

★

TO .....

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.....

★

TO .....

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.....

★

Send bill to:

.....

.....

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

TOM REVERE, head of the radio department of Benton & Bowles Inc., New York, was named a vice-president of the agency at a recent meeting of the board. Announcement was made by Atherton W. Hobler, president.

SHAW & MILES Inc., Los Angeles, with offices at 309 W. 12th St., has been formed by Robert Shaw and Ken Miles. They have acquired the advertising interests of Production Service Co., that city. Shaw was at one time advertising manager of Phelps-Terkel, Los Angeles and Miles, founder and publisher of the *Beverly Hills* (Cal.) *Citizen*.

JAMES M. COSTELLO, correspondent for the *Milwaukee Sentinel* and formerly with a contracting firm in Janesville, Wis., has joined Bert S. Gittens, Advertising, Milwaukee agency, to handle industrial accounts.

BRAYTON G. WEIDER has joined Max W. Becker Adv. Agency, Long Beach, Cal., as account executive. He was formerly advertising manager of the *Oxnard* (Cal.) *Daily Currier*.

HERBERT GLOVER, publicity director, Lord & Thomas Inc., New York, flew to Hollywood Nov. 28 to spend a week coordinating publicity activities for the agency in connection with the Lucky Strike-Warner show.

SAVINGTON CRAMPTON, Hollywood manager of William Esty & Co., was married in that city Nov. 17 to Sarah Adams of Wellesley, Mass.

GUILBERT GIBBONS, formerly an announcer at WHK-WCLE, Cleveland, has joined the radio production department of Lord & Thomas, Chicago, as assistant to Basil Loughrane, radio director.

DOREMUS & Co., Chicago, on Dec. 1 absorbed Gamble & Co. Ltd., also of Chicago, organized by Thomas Gamble, president and owner of the agency since it was organized 15 years ago. At Doremus, Mr. Gamble will continue to handle the Halsey Stuart & Co. account which had been handled by his own agency.

Myron Kirk to Quit

MYRON KIRK, vice-president in charge of radio, Ruthrauff & Ryan Inc., New York, will relinquish that post shortly to become radio department manager of Famous Artists Corp., newly-formed Beverly Hills, Cal., talent agency, it is reliably reported in Hollywood. The new talent organization consists of the combined interests of Feldman-Blum Corp., Beverly Hills, and H. E. Edington-F. W. Vincent Inc., Hollywood. Mr. Kirk, with Ruthrauff & Ryan four years, is to take over his new duties after Jan. 1. Heagen Bayless, his New York assistant, will join him on the West Coast. Amory Eckley, now in charge of Feldman & Blum Corp. radio contacts, will also join the new firm. Although not confirmed, it is understood that Edmund B. (Tiny) Ruffner, West Coast radio production manager of the agency in Hollywood, will succeed Kirk as radio director of Ruthrauff & Ryan. Mr. Ruffner was recently made a vice-president.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

Reps

WEED & Co., representing many stations in the United States and Canada, will represent the stations brought under the wing of All-Canada Radio Facilities Ltd., a merger of United Broadcast Sales and All-Canada Broadcasting Co. Main offices of the merger, of which H. C. Carson is general manager, are in Toronto, with branches in Calgary, Montreal, Winnipeg and Vancouver. P. H. Gayner, manager of the Toronto office, has been transferred to Winnipeg in charge of the western sales staff, with G. F. Herbert, Winnipeg, transferred to Toronto. The Toronto office will be moved Jan. 1 to Victory Bldg., 80 Richmond St. W.

JAMES F. FAY, Boston, has taken over New England representation of all the Hearst Radio stations—namely, WINS, New York; WBAL, Baltimore; WCAE, Pittsburgh; WISN, Milwaukee; KOMA, Oklahoma City; WACO, Waco; KNOW, Austin; KTSA, San Antonio; KYA, San Francisco; KEHE, Los Angeles.

WEED & Co. has been appointed national representatives of WLAW, New Lawrence, Mass., station, which will open in mid-December. WLAW is a 1,000 watt station 40 miles from Boston operating on 680 kilocycles. Weed & Co. will also assume representation of WLNH, Laconia, N. H.

WMAZ, Macon, has retained J. J. Devine & Associates as exclusive representatives in the national field effective Jan. 1, 1938. The announcement was made by E. K. Cargill, president-manager of the CBS outlet.

JAMES R. CURTIS, president of KFRO, Longview, Tex., announces that John H. Reagin, Atlanta, has been named station representative for the Southeastern section of the United States.

Swallow Advanced

JOHN W. SWALLOW, for five years NBC Hollywood studio manager, has been appointed western division program manager, with headquarters in that city. The promotion was announced Nov. 18 by Don E. Gilman, NBC western division vice-president, who stated that "the substantial increase in volume of business and amount of production in the Hollywood studios of the network has necessitated the concentration of more executive manpower in that locality." Mr. Swallow will spend considerable time in San Francisco and other key cities of the western division.



Mr. Swallow

Wester Starts Firm

CARL WESTER, NBC salesman in Chicago, has formed a radio writing and production firm to start operation Dec. 1 with offices in the Palmolive Bldg. He joined the staff in March, 1930, and has handled many big NBC accounts. He will be associated with a well-known network writer whose identity has not been announced.

De Garmo Merges

DE GARMO Corp., New York, advertising agency, has merged with Arthur H. Fulton Co., that city. Lee Ellis, a newcomer to advertising, has joined the firm, now called Fulton-de Garmo & Ellis Inc. with offices at 30 Rockefeller Plaza.

A DOUBLE-BARREL GUN



— Doubles the Bag

-Says the Major

When there is plenty of game, you can bag twice as many with a double-barrel gun. . . . In the Carolinas, the twin stations, WIS-WPTF, double results among the large group of buyers in the two rich cotton-tobacco areas for a single low rate.

The CAROLINA COMBINATION

WIS — COLUMBIA, S. C. — 5000 WATTS, NBC

WPTF — RALEIGH, N. C. — 5000 WATTS, NBC



Represented by Free & Peters, Inc.

Sold at one low rate

PROMOTION No. 11

JUST COMPLETED!

For but 4 station owners in the past 14 years, one man has

Established and built up station prestige

Increased local and national incomes many-fold

and

Built permanent organizations for eleven separate properties, each of which is a leader in its field.

● With the successful completion of his *eleventh consecutive* promotion, this executive's services are now available to a station owner who is desirous of better serving his market while insuring advanced profits.

● His most outstanding results have been associated with stations of 5 to 50 kilowatts in major markets which have had national network connection.

● He will be in Chicago through the 15th of December or will arrange for a personal interview at your station.

● All inquiries by wire or letter will be treated confidentially. Full references, including this publication, will be gladly furnished.

Address Box 823

BROADCASTING

360 North Michigan

Chicago

New WFIL Transmitter

AT A COST of approximately $125,000, WFIL, Philadelphia, on Dec. 1 will begin installation of its new transmitter. Paul Godley, consulting engineer, will supervise technical construction with Walter Thomas, Philadelphia architect handling the design. A 38-acre tract fronting on the Schuylkill River in Southwest Philadelphia four and one-half miles from the heart of the city, has been purchased. A two-story Colonial house to serve as a combination technical laboratory and living quarters will be erected. Completion is expected in two months, according to Donald Withycomb, general manager.

Singing School

TO TEACH proper radio technique and inspire confidence in prospective artists, WFBL, Syracuse, N. Y., has established a Singing School. The coaching is done by Jack Curren and Ed Jacobs of the WFBL staff and the class is strictly limited to entertainers who show definite talent. From its point of view, says WFBL, the purpose is to build up a roster of reliable and experienced artists.

Moore Paint to Return

BENJAMIN MOORE & Co., New York, has again signed up for a series of 21 quarter-hour weekly broadcasts on NBC-Red network, beginning early in January and continuing until the end of May. Programs, talks on interior decorating and art in arranging and decorating the home by "Betty Moore", are run each year by the company from mid-winter until after the end of the normal housecleaning and moving season, both on the network and on a number of supplementary stations with transcriptions. Programs are placed direct.



HOBBY—Bernard Cruger, first assistant engineer of WGY, Schenectady is one of those chaps who seeks recreation in working. The publication *Modern Mechanix* has awarded him third prize in the "Midget Mike" model locomotive contest. The tiny model is complete in every detail and is built to a scale of 5/32 inch to a foot. Its total overall length is 11½ inches as compared to 72 feet, the length of the real locomotive.

ATLAS PROMOTING RECORDED SERVICE

AN ADVERTISING campaign to be begun shortly in radio fan publications to sell to the radio public the transcribed programs produced by Atlas Radio Corp., New York was announced by Herbert R. Ebenstein, president, at a national convention of the company's distributors, held at the Stevens Hotel, Chicago, Nov. 28-29. Atlas does not employ salesmen to sell its records to stations and advertisers in the usual fashion, but has introduced to radio a franchise system whereby a distributor is given the exclusive rights to sell Atlas productions in a given area. Each distributor will maintain branch offices throughout his territory for the placement of the programs to stations, programs being leased on an exclusive basis within any market area. Plan is similar to that used in the distribution of motion pictures, in which industry Mr. Ebenstein has a wide experience.

Franchises for three distributors in the Central, Southern and Western zones, have been issued by Atlas. L. Daniel Blank, former motion picture distributor, heads the central zone organization, with headquarters in Chicago and branch offices in Minneapolis and Detroit. In the South, Claude C. Ezell, former sales manager for Warner Bros. and at present western sales manager for Bank Night, will handle Atlas programs from his Dallas offices and a branch in Atlanta. Western distributor is Ray Coffin, likewise from the movies, who will make his headquarters in Los Angeles with branches in Denver and Seattle. Mr. Ebenstein is manager of the eastern division and will open district offices in Pittsburgh and Boston in the near future.

Atlas already has 28 serial features ready for release, comprising some 900 15-minute and half-hour episodes and representing an investment of $400,000, it was stated at the company's New York headquarters. A booklet describing these releases has been issued as part of an elaborate broadside describing the publicity and merchandising the programs will receive, the whole plan of exploitation being similar to that used in the promotion of motion pictures.

FOR THE RURAL BUSINESSMAN

WLBC Gears Noon Program to Desires of Farmers, Presenting Daily 10-Minute Service

AN UNUSUAL service program for the rural audience has been developed by WLBC, Muncie, Ind. Heard six days weekly from 12:20 to 12:30 p. m., the program is under the direction of Frederic W. Auer, merchandising director, who made a study and a survey of the primary and secondary areas of the rural listeners. The study included questionnaires answered by county agricultural agents, 4-H and Grange leaders, farmers and members of their families, and rural merchants who filled their orders for commodities.

According to Mr. Ayer the study and survey indicated that the farmers valued their time during working hours as highly as their city cousins. They were found to be living under modern conditions, driving automobiles, sending their children to central schools, and trucking their products to market. Many farmers were found to be modernizing their harvesting methods by making the process as nearly mechanical as possible.

The result was a ten-minute program devised especially to be of a service nature. The program includes: Chicago grain quotations; New York noon stock market report; Chicago, Indianapolis and local livestock quotations; Indianapolis, Chicago and local produce and poultry market prices; local grain quotations; national, regional and local farm news bulletins; temperature report and forecast; weather report and forecast and the correct time.

The program has been set up on a noncompetitive participation basis for sponsors with each sponsor being allowed to be known as the company bringing the special report. Many farmers have expressed a preference for this service type of program over the more lengthy ones carried by other stations.

Consolidated Acquires

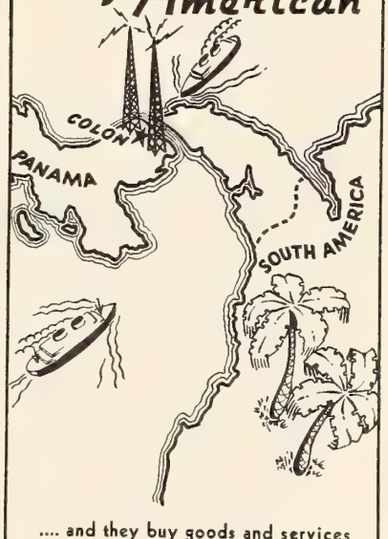
CONSOLIDATED Drug Trade Products Inc., Chicago, large user of spot radio, has purchased three nationally known products, Krank's Lather Cream, from A. J. Krank Co., St. Paul; Zymole Trokeys (throat lozenges), from Frederick Stearns & Co., Detroit; and Blue Bird Nail Polish, Minneapolis, from the firm of the same name. Quarter-hour daily except Sunday participation on the *Make Believe Ballroom* program started on WNEW, New York, Nov. 22 for Blue Bird, through McCord Inc., Minneapolis. Salem N. Baskin Adv. Agency, Chicago, is agency for Zymole Trokeys.

UTILITIES Engineering Institute, Chicago (air conditioning courses), has added three five-minute programs on WOWO and a weekly quarter-hour Sunday show on KVI making 20 stations now carrying the broadcasts. First United Broadcasters Inc., Chicago, is the agency.

EDWARD F. McGRADY, who recently resigned as Assistant Secretary of Labor to become labor relations executive of RCA, on Nov. 26 was elected a director of RCA.

WILLARD TABLET Co., Chicago, will start its proposed radio campaign after the first of the year, according to Hugh Rager, account executive of First United Broadcasters, Chicago.

RICH PANAMA
and the
CANAL ZONE
buy American



.... and they buy goods and services advertised over Central America's newest and most modernly equipped station.

HP5K-HP5O
LA VOZ de la VICTOR
•COLON Republic of PANAMA•
1440 and 6005 KCS. • RCA EQUIPMENT
(SIMULTANEOUSLY) • NBC THESAURUS

HOWARD H. WILSON, CO.
Radio Station Representatives
CHICAGO — 75 EAST WACKER DR. CENTRAL 8744
NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230
KANSAS CITY — 1002 WALNUT ST. GRAND 0810
NATIONAL SERVICE TO STATION AND ADVERTISER

WJBY
GADSDEN, ALA.
. . . intensified coverage of Alabama's SECOND industrial area . . .
COMPLETE
Merchandising Service

Careful Rhetoric Urged by Peterson

Says Commercials Should Be Given Careful Preparation

COMMERCIAL announcements should have all the advantages that good writing and persuasive speech can supply, according to Kurt Peterson, radio director of Marschalk & Pratt, New York, in a speech recently before the Jane Manner Speech & Drama Forum at Steinway Hall, New York.

Mr. Peterson, a former NBC announcer and program director, pointed out the part which the stage and screen have played in the promotion of better speech, and the great importance of speech today as the medium through which radio entertainment and advertising is brought into millions of homes.

"The client that sponsors a radio program," he said, "invests thousands of dollars in something whose success depends to an extraordinary extent on speech. Entertainment must have the aid of speech and the advertising message almost solely depends upon it. And no matter how or by whom the message is delivered it must have clarity of expression and warmth of personality to make an impact on the listener."

He condemned the casual manner with which this latter and vital phase of broadcasting is often handled. "Advertisers," he said, "spend days and months preparing programs, auditioning orchestras, singers, comedians, etc. At the last minute somebody remembers the "commercials", and this vitally important part of the program is then hurriedly thrown together with an equally hurried selection of an announcer." "This", he pointed out, "is highly inconsistent. The advertiser who takes space in a magazine depends upon illustration and text to put over his message. In most cases he employs the best art and copy talent he can get. In radio, the same thing should hold true."

Mr. Peterson also touched on the part that better speech over the radio is playing in breaking down sectionalism. He mentioned the fact that listeners have become educated to voices that deliver the English language in the same way in every section of the country. He also discussed the technique of writing "ear" copy for the air and the importance of using short sentences and simple words. After the meeting Mr. Peterson and Arthur Brashears, of the Marschalk & Pratt staff, answered questions in a half hour general discussion of the subject.

Goes Scot Free

IT WAS a good thing that George Ambrose of Westminster, British Columbia, was listening to the WLS *National Barn Dance* Nov. 13. Accused by the police of holding up a store on that date, Ambrose testified that he was home listening to the *Barn Dance*. He even told police the name of the selection being sung at the time the robbery was committed. It was *Boys Can Whistle* and *Girls Can Sing*, sung by Lulu Belle and Scotty. Sergt. Frank W. Gallagher, officer of the crown, wrote to WLS-NBC to check his story. Records established the alibi, and Ambrose was freed.

Conquest Appointed

CONQUEST ALLIANCE Corp., New York, has been appointed exclusive radio representative of Col. Theodore Roosevelt Jr. According to A. M. Wilson, production director of Conquest, the colonel plans to discuss his experiences as a youngster in the White House, as a big-game hunter, his experiences in the World War, and famous and interesting people he has known. Four advertisers are reported to be considering sponsorship of a program featuring the colonel. Conquest has also announced that it will place radio serial now being written by Earle Stanley Gardner, well known writer of detective fiction. Program entitled *The Case of the Duplicate Double*, deals with Perry Mason, Gardner's best known character.

Cormier Heads WINS



Mr. Cormier

ALBERT A CORMIER, who resigned Oct 23 as commercial manager of WIP, Philadelphia, on Dec. 6 will become general manager of WINS, New York. Before joining WIP he had been commercial manager of WOR for nearly a decade. Bradley Kelly, for two months general manager of WINS, returns to King Features Syndicate as assistant editor.

Peters Shoe in West

PETERS SHOE Co., St. Louis, on Dec. 1 started a spot campaign in California, going on the air seven nights weekly with a 100-word announcement over KFRC, San Francisco and KHJ, Los Angeles. The account is placed by Long Adv. Service, San Francisco.

Film Chatterers' Cards

RADIO reporters covering Hollywood motion picture studios for news will be required to present identification cards similar to those now issued to studio press correspondents by the Motion Picture Producers & Distributors of America. Cards will be issued after Dec. 1 by Tom Pettey of the Will Hays office who also issues identification passes to reporters and correspondents covering film studios for trade papers, daily newspapers and syndicates. Action was decided upon following a meeting between Petty and publicity directors of major and independent Hollywood motion picture studios on Nov. 16. Practically every radio commentator in Los Angeles county has applied for a pass.

WSAI Newspaper Series

WSAI, Cincinnati, was to carry five broadcasts from the plant of the *Cincinnati Times-Star* during the week beginning Nov. 29. The series was arranged by George Fries, *Times-Star* general manager, Lew Heck, editorial promotion manager, and Robert G. Jennings, WSAI program manager. Programs are designed to acquaint listeners with the problems of newspaper production, and are a part of the WSAI *Cincinnati, Your City* series.

WINKELMAN SHOE Co., New York (women's shoes), has started broadcasting two announcements daily on WHN, New York, and is contemplating use of stations in Boston and Cincinnati. Jay Lewis Associates, New York, is placing the business.

Out Here In Chicago . . .

• *Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee*

By GENE T. DYER

PROOF: This is a two-minute story that should be read and re-read by those who are interested in getting sales results in Chicagoland. It was told by Mr. A. C. Faeh, general manager of the Chicago Automobile Show just prior to the tremendously successful show this year. Said Mr. Faeh: "We have cast about each year for a BIG IDEA, or theme that would prove an attractive added background to bring people to the automobile shows. We made surveys and investigations in Chicago and finally in studying the lists of actual automobile buyers we were struck with the amazing fact that the PREPONDERANCE HAD NAMES DIFFICULT TO PRONOUNCE! We had the idea instantly—*the facts were clear that a great percentage of the motor car sales in Chicagoland were made to foreign-born persons or persons of foreign parentage!* Our show appeal was based on a pageant of the brides of all nations. We appealed to each of the nationality groups.

"Result: A show attendance greater than that of any in history resulted!"

We think this backs up our oft repeated story of the fabulous opportunities in the field of foreign born Americans in Chicagoland. Does that mean anything to you, Mr. Advertiser? *Do you overlook the fact that two out of three persons in Chicagoland are of foreign birth or parentage?* We believe you are making a mistake if you're not including WGES, WSBC or WCBD on your advertising schedule—they are the preferred stations of this overwhelming but almost generally forgotten population!

Gene T. Dyer

LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

•

LANG-WORTH FEATURE PROGRAMS
420 Madison Ave.
New York

7 out of 10 Listeners to BUFFALO STATIONS tune in WGR or WKBW between 5 and 7 P. M. says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & PETERS

USE WREC Memphis 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

WTAQ
GREEN BAY • WISCONSIN

30.7%

of all Retail Sales in North Carolina take place within WSOC Coverage

Makes sale-ing easier!

WSOC
CHARLOTTE, N.C.

Supplementary to NBC Red and Blue

May Defer Music Strike Deadline

(*Continued from page 11*)

tion must give four weeks' notice in terminating its employment of a staff musician has been changed to read "reasonable notice" with the provision that controversies about the length of such notice shall be determined by the AFM board. If the union accuses the station of default the station shall have two weeks in which to rectify the default or answer the charge, and if it denies the charge an arbitration board of two men shall be set up, AFM appointing a union musician who is not a member of the local involved, and the station appointing a person engaged in broadcasting but not employed by that station. The decision of these two shall be binding on both parties.

Stating that the agreement is based on mutual good faith for the purpose of increasing employment of musicians in broadcasting, the schedule continues: "It is agreed (a) that if a substantial number of affiliate and/or any network company or corporation executing contracts in pursuance of such plan of settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with affiliate or key stations entered into pursuant to the plan of settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the plan of settlement by giving fourteen (14) days' notice to such effect."

Violation Claimed

Srong objections to section (b) of this clause and to the condition that "all musicians other than staff musicians employed by affiliate shall likewise be employed upon terms and conditions as agreed upon between affiliate and local union" are voiced in a telegram sent to BROADCASTING Nov. 21 over the signature "Philadelphia Broadcasters" calling these sections "in direct violation of what the IRNA convention authorized." Inquiries have failed to disclose the identities of the "Philadelphia Broadcasters". Joseph N. Weber, president of AFM, told BROADCASTING that the message could not have come from any IRNA station as all three network affiliates in Philadelphia have already approved the agreement and are now meeting with the musicians local there to work out new contracts.

Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the IRNA Negotiating Committee, in a telegram to BROADCASTING Nov. 24, asserted that the "anonymous telegram purporting to come from Philadelphia Broadcasters emanated from an unauthorized and irresponsible source". The fact is, he said, that all three Philadelphia network affiliates are accepting the plan and have opened negotiations with the musicians' local.

A more serious threat to acceptance of the agreement by Dec. 1 arose at a meeting of 18 broadcasters representing 24 stations in the Pacific Northwest, held in Spokane on Nov. 13. A resolution "that we refuse to sign the union contracts in their present form" was adopted by a vote of 16 to 1, one member not voting, and a committee of five was appointed to give further study to the problem. Committee members are: H. J. Quilliam, KIRO, chairman; Louis Wasmer, KHQ-KGA; Judge John A. Kendall, representing a group of stations; O. P. Soule, KTFI-KSEI; and W. J. Mosby, KGVO. Discussion preceding the adoption of the resolution revealed that this group was unwilling to enter into any agreement that would limit its members in their choice of program material or manner of presentation or which would be in violation of the Sherman Anti-Trust Act or the present Radio Law.

Since Schedule A in its final form had not been received by these broadcasters at that time, it is possible that their objections have already been met and that their committee will now recommend the agreement's acceptance. The attorneys for the IRNA committee gave their opinion that the agreement "contains no propositions which would compel any affiliate agreeing to the terms and provisions thereof to violate any existing Federal Act or breach any existing contract."

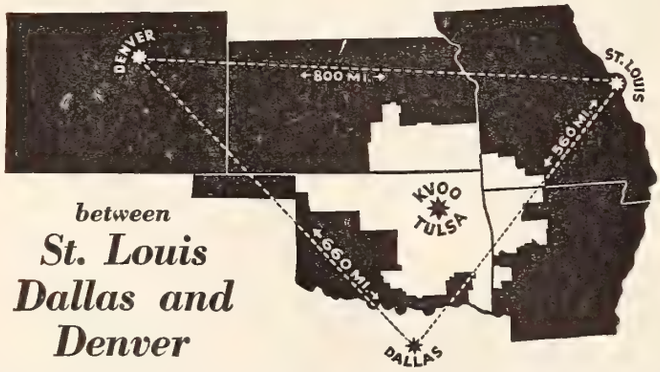
The negotiating committee, in a lengthy letter to all stations affiliated with nationwide networks and so involved in the agreement, points out that its negotiations have accomplished the following results:

1. The threat of a nation-wide strike will be averted by your agreeing, together with all other affiliates, to spend not less than your allocated quota for staff musicians during each of the next two years.
2. The strike deadline date is now moved forward to December 1, 1937.
3. Right to use staff musicians for commercial as well as sustaining programs is assured.
4. Reasonable assurance is provided that affiliates will not be compelled to accept incompetent musicians.
5. Affiliates retain control over program material and station operations.
6. Execution of the agreement assures affiliates receipt of network services.
7. Satisfactory provision for notice of termination of employment.
8. Reasonably satisfactory clauses regarding strikes and adjustment of differences.

The letter continues: "Our position is clear. We believe a settlement of the Federation's demands is to the best interest of the broadcasting industry. We were chosen to negotiate such a settlement. We have done so. The enclosed copy of the Plan of Settlement and accompanying Schedule contain what we are satisfied is the best settlement that can be made. We recommend it to the industry."

KATE SMITH was presented the ten millionth Philco radio set Nov. 18 during her regular CBS program for General Foods. H. Pierson Mapes, vice-president of Philco Radio & Television Corp., made the award.

THE MOST POWERFUL STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

KMPC ★ ★ ★

"The Station Of The Stars"

BEVERLY HILLS, CALIFORNIA

★

HOWARD H. WILSON CO.

Station Representative

★ ★ ★

Clicking. . . .

W. R. Penny Research Corporation survey shows KMPC in 4 months has:

Increased morning audience 95%
Increased afternoon audience 600%
Increased evening audience 16%
Increased Saturday audience 64%
Increased Sunday audience 247%

Keep your eyes and ears on this fast stepping station.

CANADA POSTPONES SUNDAY DECISION

By JAMES MONTAGNES

DECISION on the main topic of the Nov. 16 meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa—a ban on Sunday commercial programs—has been delayed. According to General Manager Gladstone Murray, "consultative efforts" will be carried out with the owners of privately-owned stations across Canada in the hope of arriving at a mutual arrangement, satisfactory to the Lord's Day Alliance with respect to Sunday radio programs.

The Lord's Day Alliance of Canada asked the board of governors at the Nov. 16 meeting (1) that professional and commercial sports be banned from the air on Sundays at any time throughout the year; (2) that all spot advertising and sales talks be eliminated from Sunday broadcasts in connection with commercial advertising programs, which would confine all commercial broadcasts on the Sabbath to some such statement as "this program is sponsored by"; (3) that programs "which are out of harmony with the spirit and ideals of our Canadian Sunday, such as the cheaper jazz music programs and vaudeville programs" be restricted.

It is not expected however that much will be done about the request in actual practice, as there are few sports broadcasts of any nature on the air on Sundays over Canadian stations, and the CBC cannot stop listeners from tuning in to American stations carrying commercial programs on Sunday. It is expected, however, that the "consultative efforts" of Gladstone Murray with the privately-owned stations will tend to curb somewhat overlong sales talks.

Dafoe on Social Diseases

DR. ALLAN ROY DAFOE, sponsored on CBS by Lehn & Fink Products Co., New York (Lysol), on Nov. 26 devoted his broadcast period to a discussion of social diseases. Dr. Dafoe is heard three days a week from 4:45 to 5 p. m. He praised the courageous people who are working to bring the vital problem to the light, and recommended that every child be given a blood test. Agency is Lennen & Mitchell Inc., New York.

Lutherans Add 13

LUTHERAN Laymen's League, St. Louis, has added 13 more Don Lee stations on the West Coast to the *Lutheran Hour* network, bringing the number of stations to 59, according to Kelly, Stuhlman & Zahrndt, St. Louis, handling the account for the third season. Stations are KVOS KOL KXRO KMO KGY KPQ KIT KALE KSIM KORE KRNR KIEM KQW.

Gulden's Adds Two

CHARLES GULDEN Inc., New York (mustard), on Jan. 4 will start *Gulden's Melodeers* on WJZ, New York, Tuesdays and Thursdays, from 6:35-6:45 p. m., and a quarter-hour broadcast of records on WGY, Schenectady, to run 13 weeks, also Tuesdays and Thursdays. Company also has a program of records on WEEI, Boston. Agency is Charles W. Hoyt Co., New York.

Lure of Dollars

BILL WEST, manager of WTMV, St. Louis, is using pocketbook appeal to obtain sponsors and program ideas. To the wife of each salesman he recently sent a letter listing six available programs along with the commission her husband could make by landing a sponsor for each. Total monthly commission on the six programs would amount to $473.03, he reminded. Announcers, writers, actors and newsmen will be given extra money for ideas.

CKY, Winnipeg, most powerful station in western Canada with 15 kilowatts, has been transferred from 960 to 910 kc., a Canadian exclusive channel, which it is expected will also be used by CBF, Montreal's new 50,000 watt station when it opens in December.

Market Series

ASSOCIATED MARKETS of Chicago (meat markets), on Nov. 22 started a half-hour daily except Sunday program on WIND, Gary, with WTMJ, Milwaukee, and WTAM, Cleveland, scheduled to start similar programs shortly. Beaumont & Hohman Inc., Chicago, is agency.

GET YOUR SHARE
of
$20,000,000 Increase
Arkansas Business
27% Increase Cash Receipts
Arkansas Farms
via

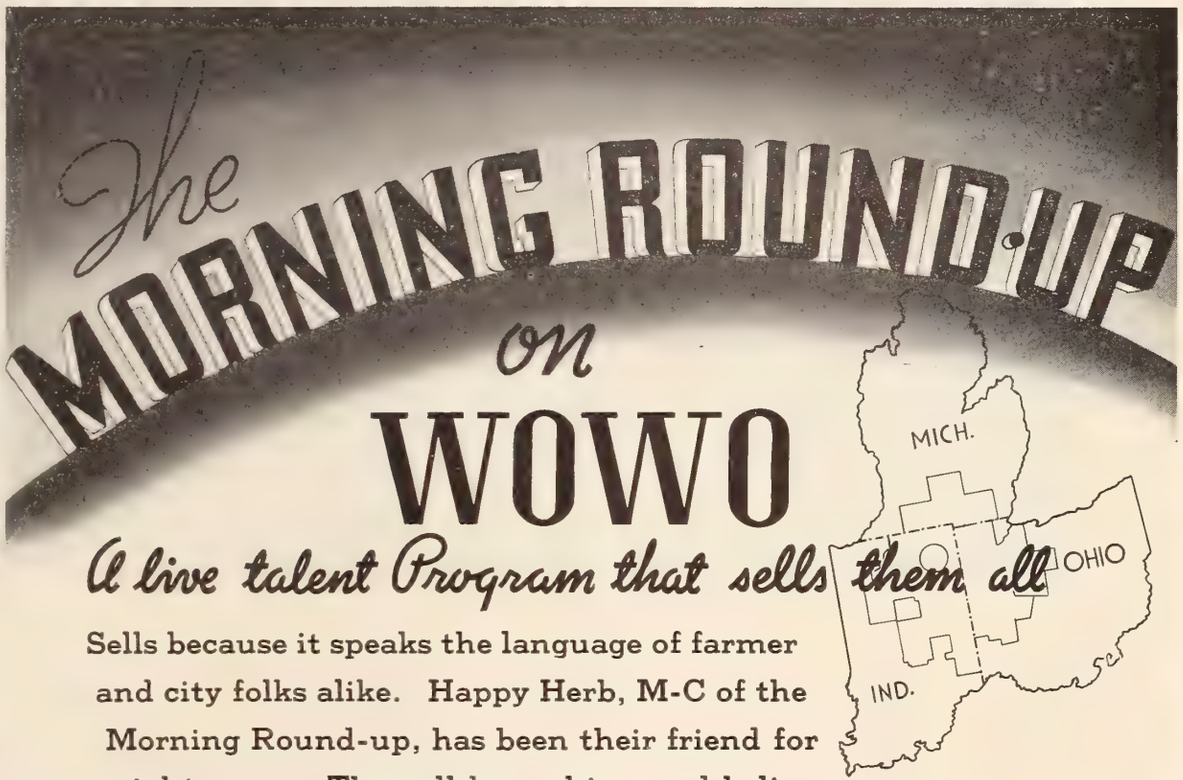
KTHS

10,000 Watts NBC

HOT SPRINGS, ARK.



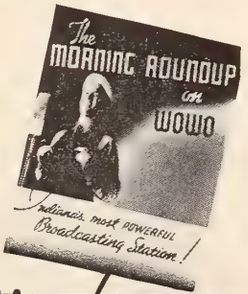
The MILWAUKEE JOURNAL STATION WTMJ



A live talent Program that sells them all

Sells because it speaks the language of farmer and city folks alike. Happy Herb, M-C of the Morning Round-up, has been their friend for eight years. They all know him, and believe what he says.

Increased sale of products promoted on this program proves exceptional listener-confidence in WOWO and Happy Herb. Send for the new illustrated folder. It gives you the key to Economical Coverage of a great mid-west market.



10,000 Watts, 1160 Kc.
Basic Station NBC Blue Network
WESTINGHOUSE RADIO STATIONS, Inc.,
Fort Wayne, Indiana

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Indiana's most POWERFUL Radio Station!

KNX *fills* SOUTHER

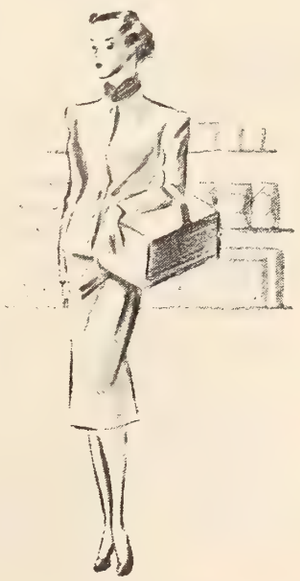


Leading American manufacturers of food products have chosen KNX to help se their wares in the rich Southern California market. Shown here are only those fooc and beverages which are currently advertised on KNX. And when they are adve tised on KNX it means they are also being *featured* in hundreds of grocery stor and super-markets throughout Southern California, for wise storekeepers in this te ritory like to push KNX-advertised items. They *know* these products move quickl In KNX's primary *daytime* listening area live 3,322,600 people. Annually the buy $303,617,000 worth of food products from 14,461 food stores . . . In KNX primary *evening* listening area are many more people; 7,069,700 in all. The U. Census figures say their annual food purchases amount to $571,231,000 . . . That a whale of an appetite, and it's growing every year. May we explain how to ge your product on more Southern California pantry shelves?

CALIFORNIA PANTRY SHELVES



Equally impressive is the array of soaps and cleansers, drugs and cosmetics, tobacco products and confections, advertised on KNX. Revised lists of all advertised items are sent regularly by KNX to the drug and grocery trade. Would you care to have a copy?



50,000 WATTS

Owned and operated by the

COLUMBIA

BROADCASTING SYSTEM

Represented nationally by RADIO SALES:
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

KNX

LOS ANGELES

G-E Radio Plans

GENERAL ELECTRIC Co., Schenectady, which recently announced it would spend $4,000,000 for advertising and sales promotion next year, plans to continue the NBC-Red *Hour of Charm* series and cooperative advertising of receiving sets. Plans are still in the formative stage and no other radio advertising has been scheduled at this time. Maxon Inc., New York, is agency for the network series.

100-Watt Coverage

THE play-by-play eyewitness account of a football game in Santa Barbara, Cal., between Santa Barbara State and El Paso, was heard by P. M. McTavish, a Santa Barbara resident, by tuning to KTSM, El Paso. 1,000 miles away. KTSM is a hundred watter on 1310 kc. The vocal account thus traveled 2,000 miles, although McTavish could hear yells from the stadium less than a mile away.

Seal-Tite Buys Time

SEAL-TITE PRODUCTS Co., Angeles, to introduce Intra-Kle a new liquid paint cleaner, to consumer market, on Nov. started a 52-week participation, times weekly, in the *Eddie Albri* philosophical program on KN Hollywood, its first advertis in any media. Coverage is soon include other western statio Firm also manufactures and tributes Seal-Tite Bakelite, a s facing material and is planning radio campaign after Jan. 1 wh will include daily participation the five-weekly *Fletcher Wile Housewives Protective League* KNX. Agency is Ivar F. Wal Jr. & Staff, Los Angeles.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. Washington, D. C. District 8456
Field Office Evanston, Ill. University 1419

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS AND COMPANY
Special Consultants
Accounting, Taxes and Engineering
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
Robert S. Rains
Former Special Consultant
Federal Communications Commission

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

Religious Spots

EDWARD J. O'TOOLE Co., New York (religious articles), will use spot announcements on about 10 stations in its pre-Christmas campaign. WINS, New York, on Nov. 15 started broadcasting one announcement weekly. Agency is Niles-Richman Co., New York.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Manager wanted for 100 watt station. Must have experience and be able to furnish good references. Excellent opportunity for right man. Give complete information in first letter. Box 815, BROADCASTING.

Announcers for small stations in smaller cities. State experience and acceptable salary in application. Box 811, BROADCASTING.

Two engineers for 100 watt station in smaller city. State experience and acceptable wages in application. Box 810, BROADCASTING.

Situations Wanted

Engineer—Experienced all phases of broadcast transmission. Qualified to erect new station or operate and maintain established station. Box 813, BROADCASTING.

Inexperienced operator. First class radiotelephone and second class radiotelegraph license. Practical electrician. Box 819, BROADCASTING.

Announcer and Licensed Operator with some experience desires new connection. Voice Recording on request. Box 820, BROADCASTING.

Engineer—RCA Graduate. Have first class telephone license—no station experience. Willing to start work for small but progressive station at nominal salary. Best of references. Box 817, BROADCASTING.

Engineer: 1st class radio telephone operator; young, unmarried, energetic. Also can double in announcing. Salary secondary to good opportunity. Go anywhere. Furnish references. Box 808, BROADCASTING.

Experienced operator, first class telephone license, CREI resident graduate, six months Bendix Radio Corp. engineering department. Excellent references. Box 814 BROADCASTING.

Broadcast Engineer, both licenses. Several years experience including transradio. Chief engineer one year. Can supervise, maintain, and operate. Best references. Box 821, BROADCASTING.

Situations Wanted (Con'td.)

Licensed 1st class telephone operator announcer, 25, married, sober and relia South or West. Box 779, BROADCASTING.

Announcer—Program Director: 4 ye New York experience, desires connect growing station, anywhere. Young. H worker. References. $30. Box 822, BRO CASTING.

Announcer, varied experience includ major network. Also do continuity, duction, and control work. Now employ but desire change. Prefer West or So Please state compensation. All reasons offers considered. Box 818, BROADCASTI

Able American announcer, thirty, se good connection. Outstanding radio vo fine appearance. Skilled newspaper wri eight years training radio speaking, p tics, theatrical press agency. Skilled ha ler of people, highly referenced. Here' legally educated showman who is a ented general announcer. Seeks reasona salary, ample opportunity. Box 809, BRO CASTING.

Broadcast engineer and licensed opera seeking permanent position with est lished station. 13 years experience in sign, building, and operation of all ty of equipment used in radio, recording, producing, high fidelity transmission, s dio and outside pickup. Willing to m anywhere. Best of references, including n years at WE station. No union affiliatio Salary reasonable. Box 812, BROADCASTI

For Sale—Equipment

FOR SALE: Two used RCA 40C Amp fiers, complete with tubes. Box 816, BRO CASTING.

For Rent—Equipment

Approved equipment, RCA TMV-7 field strength measuring unit (nev direct reading; Estiline Angus Automa Recorder for fading on distant station G. R. radio frequency bridge; radio oscil tors, etc. Reasonable rental. Allied search Laboratories, 260 East 161st Stre New York City.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Write or Telephone for

A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

P & G Plans Programs For Contract With CBS

PROCTER & GAMBLE Co.'s contract for 20 quarter-hours weekly [BROADCASTING, Nov. 15] on CBS will take six programs from NBC on Jan. 3. In those cases where a program is heard twice daily, on both NBC networks, it is impossible to say which spot will be vacated, inasmuch as NBC has not yet received cancellation orders. *The Goldbergs*, for Oxydol, now on the Red network, will be heard on WABC-CBS from 2:15 to 2:30 p. m.; *Oxydol's Own Ma Perkins*, on both NBC networks, is scheduled for 10:45 to 11 a. m. on WBBM-CBS, at the same time that *The O'Neills* is on WABC-CBS for Ivory. Latter program is now on both the Red and Blue networks.

Guiding Light, now on the Red, will be heard from 4:30 to 4:45 p. m. for White Naphtha soap; *Road of Life*, broadcast twice daily on NBC for Chipso, will take the 9:30-9:45 a. m. spot on CBS; and *Kitty Keene*, on NBC-Red for Dreft, goes to WBBM-CBS at 2:15-2:30 p. m., same hour as *Goldbergs* in the East. All are scheduled for Mondays through Fridays. Agencies are Compton Adv. Inc. for Ivory and Naphtha; Pedlar & Ryan Inc. for Chipso, and Blackett-Sample-Hummert Inc. for Oxydol and Dreft.

CHICAGO Institute of Diesel Engineering, Chicago, according to R. L. Toles, general manager of the firm, is planning a nationwide radio program. Spot announcements and short talks will carry the substance of the schedule. Brace Beemer, Detroit, is agency, with Bromley House, account executive.

Too Late To Classify

Help Wanted

Excellent opportunity for radio time salesman to make good income. Must have at least three years experience, preferably some network, good personality, showmanship, creative ability. Age between 27 and 40. Box 826, BROADCASTING.

Situations Wanted

Commercial man, long productive record in sales, sales management, sales promotion, production and agency contacts. Can produce immediate results, will work on a basis to mutual satisfaction. Box 827, BROADCASTING.

Salesman—12 years radio experience all branches. Desires change January 1st as sales manager with live wire stations. Will furnish sales records showing top sales for past three years averaging 50,000 per year. 40 years old. Married. Will consider bona-fide offers. Arrange interview. Box 825, BROADCASTING.

Wanted to Buy

Manager with proven record will purchase all, part interest or lease station. Box 824, BROADCASTING.

USE WREC
Memphis' 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY



PREVIEWS—For the antenna dedication ceremonies of KDKA, Pittsburgh, were given recently for some 500 Pittsburgh businessmen and advertising executives who viewed the new 718-spire and heard special programs. They were entertained in a large tent at the antenna base. A thousand visitors were entertained the next day.

P & G in Dominion

PROCTER & GAMBLE Co., Cincinnati (Kirk's Castile Soap), on November 23 started two weekly quarter-hour periods on 6 Canadian stations. P & G, for its White Naptha soap has been sponsoring *P & G Rangers* transcriptions Monday, Wednesday and Friday and the two additional periods give the firm a strip across the board. Of the six Canadian stations, CFRB, Toronto, CJRC, Winnipeg, CFCN, Calgary, and CFQC, Saskatoon, are represented by Joseph Hershey McGillvra with CKCK, Regina, and CJCA, Edmonton, represented by Weed & Co. H. W. Kastor & Sons Adv. Co., Chicago, is agency for Kirk's Castile Soap with Compton Adv., New York, handling P & G White Naptha.

Bocalav Plans Radio

BOCALAV Co., New York (mouth wash), plans to use radio after the first of the year, starting with one local station. Agency is Lawrence C. Gumbinner Adv. Agency, New York.

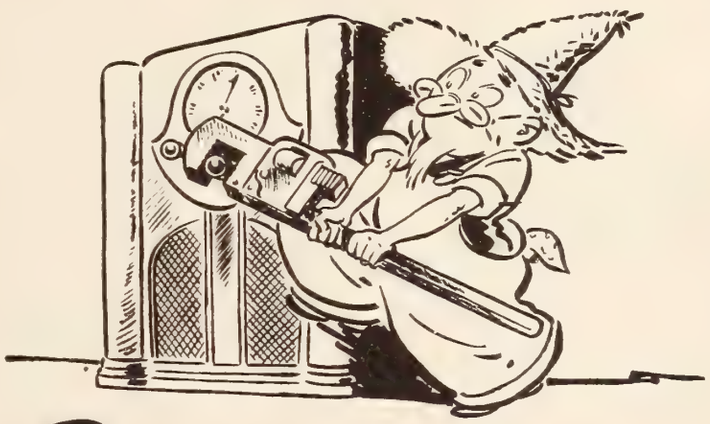
KFPY—Spokane
KGIR—Butte
KPFA—Helena
KRSC—Seattle
KXL—Portland
Five favorite stations available with a single contract.

• Are your SOUND EFFECTS up to Standard?
A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.
Standard Radio
180 N. Michigan Avenue, CHICAGO

More Parkay Cut-Ins

KRAFT-PHENIX CHEESE Corp., Chicago, which has recently placed its new oleomargarine, Parkay, on the market, on Nov. 25 added 20 other stations to the dozen already cutting-in on the NBC *Kraft Music Hall* program with local commercials for Parkay. In addition to the 12 reported in BROADCASTING Oct. 15, new stations are: WTIC WDEL WNAC WCSH WTAG WWJ WGY WJAR WMBG WBAP KPRC WOAI KTHS KTBS WTAR KOA KFI KPO KTAR KGW. J. Walter Thompson Co., Chicago, is the agency for Kraft, with Needham, Louis & Brorby Inc., Chicago, handling Parkay. In the Christmas eve show of the *Kraft Music Hall* to be broadcast Dec. 23, there will be little or no commercial talk and all cut-ins will be eliminated. A kraft chorus composed of Kraft employes in Chicago, will be piped in from Chicago broadcasting Xmas carols.

WLBC
TEST the typical American City
MIDDLETOWN
MUNCIE, INDIANA
THE TEST TUBE STATION OF THE NATION



BEEN THERE SO DURN LONG I CAN'T TURN IT!

Maybe it's hard to believe, but it's a fact that here in our prosperous Red River Valley, thousands of radio sets are left tuned to WDAY month in and month out!

WHY? Partly because WDAY is the only N. B. C. station—and the ONLY chain station—serving this section!

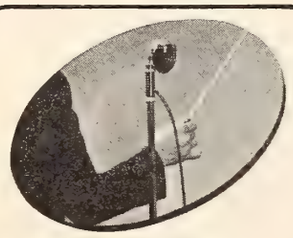
Nowhere else can you find such a favorable set-up today . . . May we tell you more?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum
FREE and PETERS, INC. NATIONAL REPRESENTATIVES
FARGO N. D.
940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Apex Distance Record

THE THEORY that ultra-short wave or "apex" broadcast transmitters carry only a few miles, and that their coverage is purely local, again is blasted with a report that W2XOY, new General Electric apex station in Albany, N. Y., had been picked up 2,000 miles away—in Phoenix, Ariz. This was the first letter received by the station reporting reception. The station operates on 41,000 kc. with 150 watts, and is designed to transmit signals primarily in the Albany and Schenectady areas, within a 20-mile radius from the transmitter.

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls) the first of January will start five weekly quarter-hour transcriptions, *Lem & Martha*, on 15 stations. Program is currently running on WHO, Des Moines. Discs cut by RCA-Chicago, will be spotted either at an early morning or early evening period according to Ros Metzger, radio director of Ruthrauff & Ryan, Chicago, agency handling the account.



a Leader

Astatic Acorn Model T-3 Microphone, with directional and non-directional characteristics, the hit of the year.
Write for Literature
ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-3 Youngstown, Ohio
Licensed Under Brush Development Co. Patents

ASTATIC

Twiced Moved

NINE WEEKS on the air with an all time high in sales following each broadcast and two necessary changes to larger locations due to increase in business is the story of Trippett's Pied Piper Shoe Store, Tulsa. The store sponsors a 15-minute children's amateur program on KTUL Saturdays, 9:15 a. m., and it has been so popular that it has created an increased interest in health shoes for children throughout Tulsa.

DISC REGULATIONS REVISED IN CANADA

NEW regulations of the Canadian Broadcasting Corp. eliminate transcriptions between 7:30-11 p. m. except with written permission, starting Nov. 1. In a circular letter released by General Manager Gladstone Murray, 35 stations in smaller centers of the Dominion are allowed one hour of transmissions between 7:30-11 p. m. and 17 stations, including one CBC station, are allowed one-half hour of transcriptions between those hours, with no date limitations.

Only stations which must strictly adhere to the "no transcriptions" rule are in Montreal, Ottawa, Toronto, Winnipeg and Vancouver. The smaller stations in these cities are appealing to the board of governors at their Nov. 16 meeting in Ottawa on the ground that live talent costs have gone up with this new regulation in those five cities.

All guessing games and programs which can be interpreted as games of chance or lotteries have gone off the Canadian air, on receipt by stations of a notice from the CBC that such programs are not allowed under the Canadian Criminal Code. The circular from CBC states that any person involved in such programs including sponsor and manager of station, are liable to prosecution under the Criminal Code and Radio Act regulations. The question is being studied from its legal aspects as a number of games of the bingo variety and amateur shows where the winning depended on a drawing by picked listeners have been sponsored by commercial firms. Meanwhile the stations have pulled the programs off schedule and a test case program may be arranged when all the legal angles have been studied.



EFFECTS—From $16,000 worth of new sound equipment, Alfred Span is supplying background for 16 CBS shows originating in Hollywood. Recently transferred from New York, Mr. Span has introduced a number of new effects. Here he is at the thunder screen.

New Pillsbury Show

PILLSBURY FLOUR MILLS Co., Minneapolis, in early January plans to replace its NBC show, *Today's Children*, with a new script by the same author, Irna Phillips, entitled *Women in White*. Latter show is being produced by new Chicago firm, Carl Wester & Co. Agency is Hutchins Adv. Co., Minneapolis.

THE *St. Louis Star-Times*, holder of a construction permit for a new 1,000-watt broadcasting station on 1250 kc. in St. Louis, erection of which has been delayed by litigation, has applied to the FCC for authority to erect a 100-watt facsimile station to operate on the ultra-shortwaves.

DELAY IN NEBRASKA IS GRANTED ASCAP

A TEMPORARY injunction restraining the State of Nebraska from enforcing the provisions of its far-reaching copyright law was granted Nov. 13 by the U. S. District Court. ASCAP attorneys filed suit Sept. 11, alleging that enforcement of the Nebraska act would violate rights granted to ASCAP by the Federal Copyright Act and Section 8 of Article 1 of the Constitution. It was further alleged that the Nebraska law impaired the terms of existing ASCAP contracts. The injunction is only a temporary restraining order and the state will have 30 days to answer.

The Federal court, sitting in equity, ruled that if the Nebraska law were enforced the plaintiffs would be irreparably damaged and that they had no remedy at law. The practical effect of the ruling, according to E. C. Mills, chairman of the ASCAP administrative committee, is to suspend the operation of the State law pending the final decision and should the act be declared unconstitutional, ASCAP fees will be payable from the date of the Nov. 13 injunction. The usual procedure, however, is for the court to rule on the status of the contracts at the time it hands down its decision and contracts may or may not be reinstated as of the injunction date.

ASCAP filed for an injunction in Montana April 24 and in Washington June 29, but to date no decision has been given. According to Mr. Mills, suits will be filed in Florida and Tennessee within the near future.

Hyde Park Schedules

HYDE PARK BREWING Co., St. Louis, has started programs on four Missouri stations, using weekly *Half Hour Serenade* on KMOX; Franz Laux news, six times a week, on KMOX; MBS *George Jessel* program on KWK, Sunday half-hour; Johnny O'Hara sports, six weekly, and Ray Schmidt's news, six weekly, on KWK; blanket control of WIL sport events; six-weekly quarter-hour news on KFRU. Ruthrauff & Ryan Inc., Chicago, is agency.

Heinz Adds Warnow

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Dec. 2 will add a new afternoon edition of *Magazine of the Air* on CBS, presenting Mark Warnow's orchestra and chorus, David Ross as editor, Channing Pollock, playwright, in a series of talks, "The Art of Living," and Bill Adams as food editor. Maxon Inc., Detroit, is agency.



PERFECT *Reception, too,*
WOKO
FOR YOUR SALES MESSAGE

★ Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had *the* perfect market; now it gives you, too, the perfect assurance of power and clarity in telling your story . . . tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, *General Manager*

STATION W·O·K·O ALBANY, N.Y.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

LIVE TODAY
IN THE FASHION OF TOMORROW
HOTEL SHERMAN
1700 ROOMS 1700 BATHS
CHICAGO

SALES
at a
PROFIT

WAIR advertisers demand and get profitable results. Let WAIR tell your story, too.

WAIR
Winston-Salem, North Carolina

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
O
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Three-Year Extension Of Its Lease on WMAL Is Negotiated by NBC

A THREE-YEAR extension of its lease of WMAL, Washington, NBC-Blue outlet, has been effected by NBC, dating from Feb 1., 1938, and insuring operation of the station under NBC management until 1941.

NBC has operated the station under lease for the last five years, at an annual rental of $36,000, including WMAL studios. The three-year extension is for $38,000. The arrangements were consummated with the heirs of the estate of M. A. Leese, founder and owner of the station.

Several years ago Hearst Radio Inc. entered into a contract to purchase WMAL for $265,000, which contract subsequently was held invalid by the local courts. Hearst Radio sued for specific performance of the contract but the courts held that it had not been fully consummated and that therefore the heirs to the Leese estate had the right to reject it. The station operates on the 630 kc. channel with 250 watts night and 500 watts day.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT – 5,000 WATTS DAY

Wayne U Forms Guild To Merge Radio Activity

WAYNE UNIVERSITY, Detroit, has established a Broadcasting Guild for the purpose of correlating the school's radio programs and courses of instruction in radio. Headed by Garnet Garrison, who is director of radio at Wayne U and has charge of its five radio courses, the Guild lists as its objectives the training of students in the technique of broadcasting by providing laboratory work in planning, arranging, writing and producing programs; the cooperation of stations with the municipal university for the betterment of educational programs and the development of facilities for graduate work in broadcasting. The Guild is auditioning students who will originate, write and produce several broadcasts each week on Detroit stations. The college will continue its school of the air called *The Contemporary Scene* on WXYZ.

A round table discussion of techniques in teaching appreciation of radio programs was held in Detroit Oct. 30 under auspices of the Guild with the various grades of the city's educational system represented by teachers and professors. Frank Ryan, manager of CKLW, represented the commercial side of radio in the discussion.

ASSOCIATED Retailers of St. Louis joined Nov. 19 for a half-hour early evening program produced by Frank Eschen, program director of KSD, which was fed to all other local stations — WIL, WEW, KWK and KMOX.

A
Every Client of This CBS Outlet Benefits From
Merchandised Broadcasting
fact re
WBNS
COLUMBUS

Local Flavor
Means Local Favor!
In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

BROADCASTING IN CANADA

CBC NATIONAL NETWORK COVERING CANADA
FROM COAST TO COAST IS NOW AVAILABLE TO SPONSORS

- THE FIVE REGIONAL NETWORK DIVISIONS OF THE NATIONAL ARE:
  British Columbia—The Prairie Provinces—Ontario
  Quebec—The Maritime Provinces
- NEW LINKS IN THE NETWORK ARE:
  CBL Toronto, Ontario 50,000 WATTS
  CBF Montreal, Quebec 50,000 WATTS

FOR FULL PARTICULARS OF
NETWORK RATES AND FACILITIES APPLY

CANADIAN BROADCASTING CORPORATION
Commercial Department
1 HAYTER STREET, TORONTO, ONTARIO
1231 ST. CATHARINES ST. W., MONTREAL, QUEBEC

Radio Party Plans

THE International Radio Party, which goes into its eighth annual celebration, will include Miami and Cuba this year. It will convene in Miami Dec. 4 at the Macfadden-Deauville Hotel and remain there until Dec. 7 as the guests of Bernarr Macfadden, publisher. The party will carry on Dec. 8 through 12 in Havana at the Sevilla-Biltmore. The Cuban Tourist Commission will be host. Jack Rice, president of the Club, is handling arrangements and is headquartering at 1700 County Court House, Miami.

More than 100 reservations have been made for the Havana meeting. Four special programs will be rebroadcast by WLW during the Havana visit of the Club, including an interview with President Laredo Bru of Cuba, conducted by Joseph Ries, WLW educational director, on Dec. 10.

WAGA Safe Rifled

BURGLARS broke into the offices of WAGA, Atlanta, on Nov. 19 and rifled the safe of $2,035 in cash and checks. The station managed and operated by the *Atlanta Journal*, recently was removed from Athens, Ga., and became an NBC-Blue outlet.



LOCAL BOYS MAKE GOOD!

The money of Hartford merchants and Jobbers goes where they will find most of their customers, —where today's advertising investment increases tomorrow's sales.
They know WDRC is the ONLY Columbia Net Work Station in Connecticut. They know WDRC's programs are as much a part of the local picture as Hartford itself. . . . . pretty sound reasons why national advertisers should check closely on how the money is being spent in Hartford.

CRAIG & HOLLINGBERY, Inc.
National Representatives

WDRC
"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"
HARTFORD, CONN.

Havana Focuses on Clear Channels

(*Continued from page 9*)

broadcasting channels, the nations in subcommittee have assented to a virtual united front at the International Telecommunications Conference to be held in Cairo next February.

The subcommittee A of the technical committee, dealing with broadcast allocations for the Americas other than the conventional broadcast band 550 to 1600 kc. has completed its work. On use of high frequencies for broadcasting, Colombia presented its need for frequencies above 4,000 kc., for national broadcasting in tropical countries.

A Colombian proposal finally was approved, not as an agreement but simply accepted for study between now and the Cairo conference which in substance proposes a band of 300 kc. between 4500 and 5200 kc. for broadcasting. The result was simply that the countries would study the proposal between now and the Cairo conference.

Other proposals of the United States for use of ultra-high frequencies for various services including broadcast allocations in the band 6,000 to 25,000 kc. were approved. On motion of FCC Acting Chief Engineer E. K. Jett, the assignment of the 25,000 to 27,000 kc. band for broadcasting (apex channels) was approved as a proposition to be submitted to the Cairo conference. This band is looked upon ultimately as the haven for local broadcast stations with limited range.

Television Bands

Television came in for a share of discussion, with Commissioner Craven explaining in detail why television assignments in the ultra high range had been scattered, through assignment of the band 56,000 to 60,000 to amateurs. He said that at first it would seem most logical from an engineering standpoint to have all the television bands together. But, he added, because television stations in themselves take so much space in the ether, putting together all of the television in one space would completely prohibit other services from using that space by reason of the mutual interference between the services.

Discussing the 30,000 to 300,000 kc. range, Mr. Craven declared it presents one of the outlets of the future for relief of congestion now existing in the normal bands, and more important, experience has proved that it is best for television.

"Also in these bands there is a development in respect to broadcast of the normal type which, insofar as we can see, gives the possibility of having high fidelity service at distances greater than some of the broadcast stations of today." After this discussion, the table of ultra high allocations presented by the United States was unanimously accepted in principle as a guide.

Interference to high frequency reception caused by diathermy machines, which use ultra high frequencies became a committee topic. The U. S. proposal that practitioners using such machines confine them to 12, 25 and 50 megacycles, was adopted.

Wholly outside the subject of Inter-American allocations, was an under-the-surface conflict, between American and German business interests having to do with the sale of apparatus in the South American nations. Germany has been cultivating that business for many years, and for economic as well as political reasons, directing many of its short-wave broadcasts to the Latin and South American nations.

As She is Spoke

HAVANA, Nov. 26.—Difficulties of translation arising in the Inter-American Radio Conference here were nicely illustrated by the fate met by the definition of a clear channel (canals despayados) which have been carefully worked out in the preliminary sessions in Washington. After going through the wringer of translation from Spanish and then back again into English it had become as follows, as reported in the official minutes of the technical subcommittee on broadcasting:

"A clear channel is one on which the predominant stations render service from wide areas and which are clear of objectionable interference, *free from primary service areas* and from all areas of substantial operation of the secondary service.

Cuban Interferences

During the conference, American delegates and observers have had an opportunity to see what is threatened in the future if some agreement is not reached. The air is full of rumors as to new stations in Cuba and increases in power for existing stations.

On Nov. 22 a change became effective which threatens new interference to at least three U. S. clear channels. A Cuban station of about 1,500 watts began operations on 710 kc. about three weeks ago. Jack Poppele, chief engineer of WOR assigned to that channel, immediately made a trip to Havana and as a result, the station shifted to 750 kc., replacing one of smaller power which shifted to another frequency. This meant possible interference to WJR, Detroit. A by-product of this was the shift of a station previously on 730 to 720 kc. with 1,000 watts, causing interference to WGN. On the same day —Nov. 22—room was made for a new 5,000-watt station to go on 800 or "805 kc." a mid-channel, thus threatening interference to WFAA-WBAP.

It was reported that shortly a law will be proposed forbidding power above 20,000 watts in Cuba because so many stations are considering installing higher power up to 50,000 watts.

The most serious clear channel interference situation, of course, is that of Mexican border stations. This problem is being considered at the conference, but all details as to results are lacking at this time.

American CCIR

Creation of an American C. C. I. R., or a cooperative technical committee to meet every two years to exchange technical information, moved a step closer to accomplishment during the last week. It will probably be called the Office of International Communications. The organization, under the pending proposal would have a permanent secretariat in one of the countries for a period of five years, presumably Havana. Companies, associations and private radio orgnizations would be entitled to participate. Its activity would be of an advisory character and its purpose primarily to promote technical progress among member nations.

Considerable progress also is being made in putting the so-called press proposals in suitable form and it seems virtually certain that a resolution will be adopted which recommends that the interchange of news between the American nations be encouraged for the sake of good will and mutual understanding it creates, that the multi-directional advantages of radio and the economies resulting therefrom be given full opportunity; that the countries resist any endeavor to handicap the economic advantage of such use of radio through tariffs or restrictions that stand in the way (that is word count as against time basis for charges); that the use of devices to insure secrecy of press in such service be encouraged, and that news be considered to include not only news sent to newspapers but also to other outlets for dissemination to the public, such as by broadcast, news reels, printer services and the like. The resolution of course, will be devoted mainly to radio multiple destination services.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Sure Places Spots

SURE LABORATORIES, Chicago (breath purifier), will start three daily minute announcements on WCKY, Cincinnati, Dec. 6 with other stations to be added after the first of the year. The following schedules have been started on four other stations: 28 weekly announcements, WMCA; 21 weekly announcements, WHK-WCLE; 14 weekly announcements on WIP; and 21 weekly announcements on WIRE. Free bottles of Sure are offered in the commercials with listeners writing in receiving a certificate redeemable at full value at any store handling Sure. Dealers get full credit on all certificates redeemed. Kirtland-Engel Co., Chicago, has recently been appointed agency, with Milton Mendelsohn, account executive.

AFRA Claims Most Artists In Key Cities on Its Rolls

No Ban Imposed on Free Appearances on Radio, Says Mrs. Holt; ARTA Claims More Affiliations

THE AMERICAN Federation of Radio Artists has not presented any demands to radio producers or stations and does not contemplate doing so for some time, Emily Holt, national executive secretary, told several hundred Los Angeles county members when she addressed them at a mass meeting in Hollywood Nov. 23.

Correcting reports that AFRA had imposed a ban on free radio appearances, Mrs. Holt said this is a problem that may be dealt with eventually, but that no action can be taken until the entire situation is charted. AFRA will be the collective bargaining agent for the artists of the industry, but since free appearances at present hit mostly the higher salaried entertainers, their grievances can wait until more data has been collected and a platform presented that will equally benefit the lesser paid workers, she explained

Between 70 and 90% of the radio artists in the key cities have already been signed, Mrs. Holt said, giving the organization sufficient strength to act when necessary. Unless a sound working agreement is presented to start with, the most efficient protection will not be afforded. In line with this, "AFRA shop" rather than closed shop, will probably be one of the first points of negotiations. A large number of producers and stations throughout the country have already shown a willingness to cooperate, even to the extent of instituting AFRA shop before being asked, and no difficulty is anticipated in arriving at a final working pact.

Mrs. Holt who came to Los Angeles from New York primarily to confer with national board members of AFRA on the west coast urged that members be patient. "Now that we have declared our organization the bargaining representative for radio performers, we soon will be ready to start negotiations", she said.

Sign in Oklahoma City

Two Hearst stations, KOMA, Oklahoma City, and KEHE, Los Angeles, have signed contracts with the American Radio Telegraphists Association, CIO communications union. The KOMA contract, signed Nov. 20 by Elliott Roosevelt, vice-president of Hearst Radio, for the station and J. B. Harriss for the union, calls for a completely closed shop for technicians and announcers, with salary increases ranging from 15% to 71% for engineers and 22% for announcers. Technicians will work 48 hours weekly and announcers 42 hours under the new arrangement, which also provides for two weeks' vacation with pay and sick leave with pay up to 60 days annually.

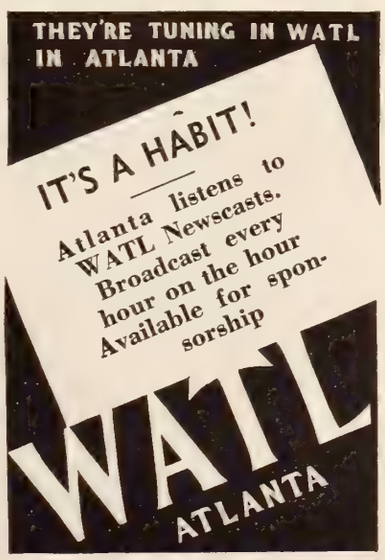
At KEHE the technical staff, which had joined ARTA 100%, won an average increase of approximately 40%, with the minimum salary being raised from $35 to $49.35 weekly. This contract was signed Nov. 15 by Murray Grabhorn, manager of KEHE, and E. B. Roberts, representing ARTA.

In New York, ARTA is conducting negotiations with WOV and expects to have a contract within a few days. It has also organized the technical staff of WNEW 100% and that of WQXR 75% and will shortly start negotiations at these stations. For the engineers employed in the New York office of the Radio Division of the Federal Theatre Project, ARTA won a 50% wage increase, from $95.44 to $145 monthly. The contract was worked out by Harold Katan, chief organizer of ARTA's broadcast division, and Paul Edwards, New York administrator of WPA. The broadcast division of the union has moved its New York headquarters from the main office at 10 Bridge St. to a more central location at 800 8th Ave.

Other southwestern activity of ARTA includes the signing of technicians, announcers and continuity men at KBIX, Muskogee, Okla., and of the entire staff of KFXR, Oklahoma City, on a vertical setup. Negotiations are under way with the managements of both stations. At KLUF, Galveston, organization is in progress. Progress is also reported in Philadelphia where negotiations at WFIL will probably be completed within a few days, following which bargaining will commence at WIP.

NBC announces that members of its production staff will be called "directors" in recognition of their important contributions to its programs. The staff is headed by Director William S. Rainey.







BILL CARTWRIGHT — Manager of the Chicago office of William G. Rambeau Co., went quail hunting in southern Illinois near Albion over the Nov. 13 week-end and here he is all rigged up in his hunting outfit with his day's catch of quail and pheasant.

Honor Brand Test

HONOR BRAND Frosted Food Corp., New York, which recently appointed N. W. Ayer & Son Inc., New York, to direct advertising, is testing the Washington, D. C., market with participation in the *Home Forum* on WRC. Contemplated expansion to regional networks will depend on results of the test.

CAB February Convention

CANADIAN Association of Broadcasters will hold its annual convention at Ottawa Feb. 7-8, with headquarters at the Chateau Laurier. While the agenda has not yet been fixed, Secretary Arthur Evans stated exclusive representation will be one of the topics to be definitely discussed at the meeting. The convention is one of three held every year, and will be followed during the summer months with regional conventions of members in eastern and western Canada.

Lever in Dominion

LEVER Bros., Toronto (soap), has placed a 28-time 50-word spot campaign to run four weeks as a tiein with newspaper advertising for free towels on coupons from soap. The campaign started Nov. 22. The account was placed by J. J. Gibbons Ltd., Toronto, on CRCT CFRB CFRC CKTB CKSO CFCH CKGB CJKL CKPR CJRC CKX CJGX CKBI CFQC CHAB CJRM CJOC CFCN CJCA CJAT CJOR.



SRCSRCSRCS

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

NOVEMBER 13 TO NOVEMBER 26, INCLUSIVE

Applications . . .

NOVEMBER 15

WBRC, Birmingham—Mod. CP new trans., etc., increase D to 5 kw.

WGN, Chicago—Exp. auth. facsimile.

KOVC, Valley City, N. D.—License for CP change equip., power.

NOVEMBER 16

WCLE, Cleveland—Exp. auth. facsimile.

NEW, Jonas Weiland, New Bern, N. C.—CP 1370 kc 100 w unl.

WIND, Gary, Ind.—CP increase N to 5 kw, change antenna.

NOVEMBER 18

WPRA, Mayaguez, P. R.—Mod. license to unl.

WGTM, Wilson, N. C.—Vol. assign. license to WGTM Inc.

WGRM, Grenada, Miss.—License for CP as mod.

WFOY, St. Augustine, Fla.—CP change 1210 to 590 kc, increase N to 250 w.

KBPS, Portland, Ore.—Mod. license Sh.—KXL 1/7 time to unl. (contingent KXL change to 1110 kc).

NOVEMBER 22

WEAN, Providence—Mod. CP increase power, with license.

WMBS, Uniontown, Pa.—Mod. license from 250 D to 100 w 250 w D unl.

NEW, King-Trendle Brdcstg. Corp., Detroit—CP 1010 kc 250 w unl.

WLAP, Lexington, Ky.—CP change 1420 to 1270 kc, new trans., directional, increase 100 w 250 w D to 1 kw, move trans.

KTBC, Austin, Tex.—Mod. CP new station new trans., vert. antenna, amended re studio site, extended completion.

NEW, Spartanburg Herald-Journal Co., Spartanburg, S. C.—CP 1420 kc 100 w 250 w D unl., amended re trans. site.

WAPI, Birmingham—CP new trans., directional antenna, change 1140 to 1020 kc, 5 to 50 kw, move trans.

NOVEMBER 24

WRNL, Richmond—License for CP as mod.

WOLS, Florence, S. C.—License for CP new station.

NEW, Hal Brdcstg. Co., Camden—CP 1500 kc 100 w 250 w D unl.

WLAC, Nashville—CP increase to 50 kw amended to directional N.

WGCM, Mississippi City—CP move trans., studio, new antenna.

WAPI, Birmingham—Exp. auth. 1020 kc unl. directional N.

NEW, Star-Times Pub. Co., St. Louis—CP facsimile.

Examiners' Reports . . .

NEW, United Theatres Inc., San Juan, P. R.—Examiner Berry recommended (I-523) that applic. CP 570 kc 1 kw unl. be granted.

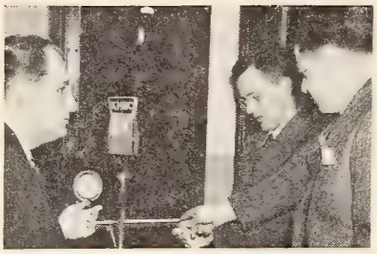
KQV, Pittsburgh; WSMK, Dayton—Examiner Dalberg recommended (I-524) that applic. KQV unl. time on 1380 kc 1 kw directional N be granted; that applic. WSMK for unl. time on 1380 kc 250 w 500 w LS directional N be granted.

WBZA, Springfield, Mass.; WDEV, Waterbury, Vt.—Examiner Hyde recommended (I-525) that applic. WBZA for CP 550 kc 1 kw unl. be denied; that applic. WDEV renewal license be granted.

NEW, Smith & Mace, Saranac Lake, N. Y.—Examiner Hill recommended (I-526) that applic. CP 1290 kc 100 w D be granted.

A Station's Standards

COMPLETELY indexed and covering every phase of broadcast station operation, a 28-page loose-leaf handbook on *Standards of Practice* was issued Dec. 1 by WTMJ, Milwaukee, said to be the first such volume ever published by a station. It outlines the duties of each official and employe of the station, covers hours and salary schedules, vacations, sick leaves, bonus, etc., lays down employment policies for officials and staff and sets forth salesmen's standards of practice. The book, according to Walter Damm, is invaluable for new people joining the staff and for reducing arguments between division employes. Copies may be obtained from Mr. Damm at WTMJ.



HONORED — Dr. Fred Schumann (center), of KMBC, Kansas City, has been awarded his doctor of philosophy degree in electrical engineering from Michigan U. He is assistant to Kenneth Krahl, studio director. Kenneth Cook (left), new operator, is a graduate in electrical engineering from Kansas State College. In the photo Dr. Schumann is patching a shortwave receiver to rebroadcast from the KMBC shortwave car.

Pratt Heads the IRE

HARADEN PRATT, vice-president and chief engineer of Mackay Radio & Telegraph Co., has been elected president of the Institute of Radio Engineers for 1938. He was chosen over Prof. H. M. Turner of Yale in the mail balloting in which most of the 5,000 or more members of the IRE participated. The honorary vice-presidency, which annually goes to a distinguished foreigner, was won by E. T. Fisk, managing director of Amalgamated Wireless Ltd. of Australasia. Three new directors named to serve through 1940 were C. M. Jansky Jr., former IRE president, consulting radio engineer of Washington; O. B. Hanson, NBC chief engineer, and E. W. Cunningham, president of RCA Mfg. Co.

Late News and Personal Notes

BURRIDGE D. BUTLER, publisher of *Prairie Farmer* and president of the Agricultural Broadcasting Co., owner of WLS, Chicago, has left for Arizona where he is spending the winter.

HELEN FERGUSON, head of the Hollywood publicity organization bearing her name, has returned to her desk after a five-week New York business trip. While in New York she appointed Marion Byram eastern representative.

VIRGINIA BARBER, Southern California radio writer, has joined the continuity and script department of Associated Cinema Studios, Hollywood.

MARTIN JACOBSON, formerly of WKY, Oklahoma City, on Nov. 22 was added to the announcing staff of WIND, Gary.

NBC-Chicago, which formerly had all legal matters handled by the network's staff in New York, has opened a legal division in Chicago under the direction of Joseph A. McDonald, who has been transferred from New York.

BUD RICE, formerly with *Cue Magazine*, has joined WNEW, New York, as night news editor, and Paul Kregg, from Benton & Bowles Inc., has joined the production department of the station.

SOLAR MFG. Co., New York, has issued a catalog describing its line of transmitting capacitors. Copies are available at the company's offices at 599 Broadway.

GEORGE NOBBS, formerly with WHN, New York, has joined the radio production staff of Ruthrauff & Ryan, New York.

FRED PFLUGFELDER, radio director, N. W. Ayer & Son Inc., New York, has changed his name to Fielding.

RUTHRAUFF & RYAN, Chicago, will shortly add a publciity division to its radio department, with three more writers to be added.

HAAN J. TYLER, who has been in charge of service and an account executive at John H. Dunham Co., Chicago, has been appointed radio director.

LESLIE W. PERRY has been added to the WROK, Rockford, sales staff.

RALPH NELMS, continuity editor of KWTO-KGBX, Springfield, Mo., married Miss DeLacy Hunt on Thanksgiving Day. Lonnie McAdams, formerly of NBC, New York, and presently an announcer on KWTO-KGBX, is featured in a variety program called *Macaroni Mac*, sponsored by Skinner's Macaroni.

TOM PROPHET of the merchandising department of KWTO-KGBX, Springfield, Mo., is the father of a baby girl, Mary Sally, born recently.

CECIL HALE, announcer and continuity writer at WFAA, Dallas, and Miss Marjorie Clare Hollenberg, of Cincinnati, were married in Cincinnati Nov. 16.

H. J. HEINZ Co., (57 Varieties) has placed a thrice-weekly three or four-minute series on local participating women's programs on 19 Canadian stations: CKLW CFCO CKPC CKTB CKOC CKCO CKSO CFCY CHNS CJCB CHRC CKCK CHAB CFQC CKY CFAC CJCA CJOR CJAT. The account, placed through J. J. Gibbons, Ltd., Toronto, runs from November to April.

CROWN COACH Co., Joplin, Mo., has placed a 15-minute, twice-weekly show on WMBH, Joplin, advertising bus transportation. Theme song of the show is: "Let Yourself Go". Copy follows the theme "Let Yourself Go Places in Crown Coaches". Transcriptions are used.

FINK & Co., N. Y., distributors of vitamin products, health foods and cosmetics, has named Alfred P. Zabin Adv. Agency, that city, to handle a test campaign. Radio may be used later.

WASEY PRODUCTS Inc., New York, on Nov. 30 started *Sun Dial* on WABC, New York. Program, featuring Arthur Godfrey, with John Salb at the organ, is piped direct from WJSV, Washington, where it has been a local feature for some years. New series will be heard three mornings a week from 8 to 8:15 a. m. It is sponsored by various Wasey subsidiaries: On Tuesday by R. B. Semler Inc., for Kreml hair tonic; on Wednesday by the Barbasol Co. (shaving preparation), and on Thursday by the Musterole Co.-E. W. Rose Co., for Musterole and Zemo remedies. Agency is Erwin, Wasey & Co. Inc., New York.

UNITED FACTORIES Inc., Kansas City (Heat King Oil Burner), has started a spot campaign on eight American and Mexican stations. No other stations will be added at the present time. Presba, Fellers & Presba, Chicago, is agency.

METROPOLITAN Life Insurance Co., New York, has appointed Young & Rubicam, New York, to prepare a new national campaign. No plans have been made as yet.

LIBBY, McNEILL & LIBBY, Chicago (100 Foods), on Jan. 3 will start a program dramatizing short-short stories of *Liberty* Magazine, to which the sponsor has exclusive air rights. Program is produced and placed by Transamerican Broadcasting & Television Corp., New York, on 7 or 8 stations, including WLW-Line stations WHN, WFIL, WLW. Some of the others will be transcribed. Present plans call for 3 quarter-hours weekly. Libby agency is J. Walter Thompson Co., Chicago.

BETTER VISION INSTITUTE, New York, has started its fall series of *Men of Vision*, RCA-Victor discs discussing the work of experts in optical science. Series runs 14 weeks and is broadcast on about 200 stations. While most of the stations are carrying the program on a sustaining basis, about 10% of them have sold the time to local opticians.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J., is planning to transcribe *Myrt 'n' Marge*, now on CBS for Supersuds, and *Hilltop House*, also on CBS for Palmolive soap, for use on a group of stations thus far unspecified. Benton & Bowles, New York, is agency.

EDISON GENERAL ELECTRIC Appliance Co., Chicago (Hotpoint appliances), held a meeting for sales and distribution executives of the Eastern Seaboard at Hotel Pennsylvania, New York, Nov. 22-23. According to W. L. Sayre, New York district manager, the company does not plan a national radio campaign, but cooperates with dealers and distributors if they are interested in using radio. Transcriptions are prepared at the factory for use of dealers who request them for local placement. Agency is Maxon Inc., Chicago.

U. S. RUBBER Co., New York (tires) which has bought time on CBS from 9:30-10 p. m. on Wednesdays, is auditioning Ben Bernie and orchestra for the spot, but no signatures are on the line. Starting date is also still indefinite. Agency is Campbell-Ewald Co. of New York.

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal) which has placed its business with Ruthrauff & Ryan, Chicago, will start quarter-hour transcriptions on 15 stations Jan. 3 with the possibility that 35 stations will be used. New show, *Jack Westaway Under the Sea*, will be broadcast from three to five times weekly.

GENERAL MILLS Inc., Minneapolis, is planning on starting a quarter-hour script show Monday through Saturday over CBS coast to coast starting the latter part of December. Knox Reeves Adv. Inc., Minneapolis, is agency.

URE DRUGGISTS, Cleveland, (independently-owned drug stores), has started daily 100-word announcements on WGN, Chicago, making the sixth station being used by the drug firm. Other stations are KMOX, WTAM, WJR, WTMJ and WBNS. C. Wendel Muench & Co., Chicago, is agency.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

HUMPHREY Homeopathic Medicine Co., New York (patent medicines), on Nov. 28 started *Martha & Hal* on 8 Mutual stations, Sun., 11-11:15 a. m.; Wed., Fri., 9:45-10 a. m. Agency: Biow Co., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 5 starts *Your Hollywood Parade* featuring Dick Powell and other Warner Brothers talent on 74 NBC-Red stations plus KFWB, Wed., 10-11 p. m., for 52 weeks. Agency: Lord & Thomas, N. Y.

OXO Ltd., Montreal (Oxo beef cubes), on Nov. 16 started *Oxo Program With Clarence Hayes* on 4 NBC-Pacific Red stations, Tues., Fri., 9:30-9:45 a. m. (PST). Agency: Doremus & Co., San Francisco.

CANADA DRY GINGER ALE Co., N. Y., on Oct. 25 began 52 participations *Yankee Network News Service* weekly, to Feb. 14, 1938, on 12 Yankee stations. Agency: J. Walter Thompson, N. Y.

AMERICAN OIL Co., Baltimore, on Nov. 1 began 18 minute participations in *Musical Roundup*, 3 weekly, on 3 Yankee stations. Agency: Joseph Katz Co., Baltimore.

EUCLID CANDY Co. of Cal., San Francisco (candy bars), on Nov. 23 started for 13 weeks *Knox Manning* on 2 CBS California stations (KNX, KSFO), Tues., 5:30-5:45 p. m. (PST). Agency: Sidney Garfinkel Adv. Agency, San Francisco.

Renewal Accounts

REGIONAL ADVERTISERS Inc., New York (gas companies' cooperative), on Nov. 30 renewed for 26 weeks *Mystery Chef* on 17 NBC-Red stations, Tues. and Thurs., 11:45-12 noon (repeat 2:45). Agency: McCann-Erickson Inc., N. Y.

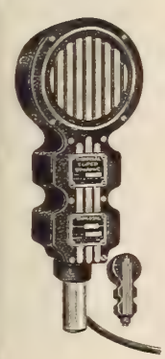
C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Dec. 13 renews for 13 weeks *Kitchen Cavalcade* on 7 NBC-Blue stations, Mon. thru Fri., 10:45-11 a. m. Agency: Kenyon & Eckhardt Inc., N. Y.

CARDINET CANDY Co., Oakland (candy bars), on Dec. 5 renews for 13 weeks *The Night Editor* on 10 NBC-Pacific Red stations, Sun., 9-9:30 p. m. (PST). Agency: Tomaschke-Elliott Inc., Oakland.

FORD MOTOR Co., Detroit, on Jan. 2 renews for 13 weeks *Watch the Fun Go By* on 93 CBS stations, Tues., 9-9:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

Network Changes

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religious), Dec. 19 adds 14 Don Lee stations to *Lutheran Hour*.



UNIVERSAL

NEW DYNAMIC

MICROPHONE

Self energizing. Not affected by heat or climate. Impedance 33, 50, 200 or 500 ohms. Also high impedance direct to grid. Freq. res. 40-8000 C.P.S. Output -58 db.

Microphone Division

UNIVERSAL MICROPHONE CO., LTD.,

424 Warren Lane, Inglewood, Calif., U.S.A.

TRANSCRIPTIONS

NBC transcription division has announced a full-hour recorded version of *Taming of the Shrew*, Shakespearean comedy, as this year's Christmas gift to Thesaurus subscribers. The more than 220 stations subscribing to this recorded library service will receive this feature gratis in time for broadcasting during the holiday season. In previous years programs of hymns and carols and a dramatic version of Dickens' *Christmas Carol* have been distributed.

LUCIO VILLEGAS, prresident of Pan-American Radio Productions, Hollywood transcription and production concern, has been engaged by Walt Disney Studios to supervise and direct the Spanish version of *Snow White & the Seven Dwarfs*, now being filmed. He will also dub the voice of Grumpy, one of the principal characters.

FELIX A. MULGREW has joined the sales staff of Grombach Productions Inc., New York, program producer. Mr. Mulgrew, a lawyer, was formerly in the office of the district attorney of New York.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfields), on Dec. 31 replaces *Hal Kemp* with *Paul Whiteman* on 81 CBS stations, Fri., 8:30-9 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

MILES LABORATORIES Inc., Elkhart, Ind., on Nov. 29 added four stations to NBC-Red *Uncle Ezra* programs.

SKELLY OIL Co., Kansas City, on Dec. 5 shifts *Skelly Court of Missing Heirs* on CBS from Mon., 7-7:30 p. m., to Sun., 10:30-11 p. m.

NASH-KELVINATOR Corp., Detroit, on Dec. 4 adds 4 stations to *Prof. Quiz*, Sat., 9-9:30 p. m.

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Dec. 2 starts new schedule for *Heinz Magazine of the Air* on CBS. Now heard three days weekly at 11:15-11:30 a. m., and two days at 11-11:30 a. m., will drop the extra quarter-hour on the latter two days, and will add new edition, Thurs., 3:30-4 p. m.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Nov. 21 changed their Sunday afternoon NBC-Blue program to 4:30-4:45(CT) but will resume full half-hour schedule at the end of 13 weeks.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Jan. 3 renews Edwin C. Hill's *Your News Parade* on 93 CBS stations, Mon. thru Fri., 12:15-12:30 p. m. Agency: Lord & Thomas, N. Y.

HECKER PRODUCTS Corp., New York (Silver Dust, Golddust), on Nov. 30 renewed for 13 weeks *Beatrice Fairfax* on 38 Mutual-Don Lee stations, Tues. thru Fri., 2:45-3 p. m. Agency: BBDO, N. Y.

SIGNAL OIL Co., Los Angeles (oil and gasoline), on Nov. 14 renewed for 52 weeks *Signal Carnival* on 11 NBC-Pacific Red stations, Sun., 7:30-8 p. m. (PST). Agency: Logan & Stebbins, Los Angeles.

H. FENDRICK Inc., Evansville, Ind. (La Fenrich cigars), adds WEBC, KFYR, WDAY to *Smoke Dreams* over a split NBC-Red network Sun., 12:30 p. m. (CT).

E. FOUGERA & Co., New York (Vapex), on Jan. 7 will add WGN, Chicago, to the MBS hookup for *Let's Play Games*.

KWTO-KGBX, Springfield, Mo., is combining its studios in one building.

MAYFIELD KAYLOR, program director of KEHE, Los Angeles, has organized his own radio production unit under name of Mayfield Kaylor Radio Productions, and established offices at 1041 N. Las Palmas Ave., Hollywood. He will specialize in building shows for agencies and sponsors. Firm is now producing 60 one-minute dramatized transcriptions for Seven-Up Bottling Co. dealers represented by Beaumont & Hohman Inc., Chicago. Recordings Inc., Hollywood, is cutting the series with pressings by Allied Phonograph & Record Mfg. Co., that city.

F. W. HEMINGWAY, part owner of National Radio Programs Inc., Chicago production firm, is now exclusive owner of the firm, having bought out the part interest previously held by the Russel C. Comer Co., Kansas City. Paul Weikel, author of the direct-mail series, "Effective Letters", has been added to assist Mr. Hemingway. Sale of the *Adventures of Ace Williams*, transcribed series, is now being handled by National Radio Programs.

HARRY RIDGLEY, formerly of WEAN, Providence, and WXYZ, Detroit, has joined the production staff of Kasper-Gordon Studios, Boston, and is handling the Jordan Marsh Co. series, *Bobby & Betty in Santa Land*, thrice weekly on WAAB, Boston.

A THRICE-WEEKLY live talent program *Dream Time* on KEHE, Los Angeles, also transcribed by the Irving Fogel Radio Productions, Hollywood, has been taken for 52 episodes with option for additionals by Broadcasting Service Assn. Ltd., Sydney, for Australia and New Zealand. The deal was negotiated by Dr. Ralph L. Power, Los Angeles, American representative of the firm.

TITAN PRODUCTIONS, San Francisco, is cutting a series of transcriptions titled *Twenty-five Years Ago*. The series is being produced with KFRC staff announcers and actors, including Howard Duff, Toby Reed, Bob Bence, Art Van Horn, Joan Davis and Jack Edwards.

FIDELITY RADIO Pty. Ltd., Sydney, has bought the Australian rights to the entire 1937-38 transcription output of Radio Transcription Co. of America, Hollywood, according to C. C. Pyle, president.

BROADCASTING Service Assn. Ltd., Sydney, through its American agent, Dr. Ralph L. Power, Los Angeles, has acquired the rights in Australia and New Zealand to a new 26 quarter-hour series of *Wade Lane's Home Folks*, song and dialog programs, transcribed by Mertens & Price Inc. Los Angeles production concern. Broadcasting Service Assn. also has rights to the first 26 programs of the series.

WGCM, Mississippi City, Miss. regional station owned by P. K. Ewing, commercial manager of WDSU, New Orleans, has applied to the FCC for authority to move into Mobile, Ala.

"The Crystal Specialists Since 1925"

SCIENTIFIC

LOW TEMPERATURE

CO-EFFICIENT CRYSTALS

NOW $40.00 Each

Two for $75.00 Approved by FCC

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.

Scientific

RADIO SERVICE

124 JACKSON AVENUE

University Park

HYATTSVILLE, MARYLAND

Is There A Doctor in the House?

There's always a *specialist* in our house, ready to *cure* your technical ailments; or, to perform a *major engineering operation.*

38 Years Professional Experience

—Special Appointment—

Civilian Radio Engineer U. S. Navy Dept. in 1919

Lieut. Comdr. Thomas Appleby, U. S. N. R., Pres. and Chief Engineer

★ Field Intensity and Station Location Surveys.

★ Directional Antenna Systems.

★ Allocation Problems.

★ Television Specialists.

★ Broadcast, High Frequency and Ultra High Frequency Bands.

★ Management and Sales Analyses.

★ Coverage Presentations for Sales Purposes.

★ Market Data.

A COMPLETE SERVICE FOR THE BROADCASTING STATION

Appleby and Appleby

Consulting Radio Engineers

Jasper & Winchester Aves.

ATLANTIC CITY, N. J.

Telephone 2-2535

Field Engineers operating throughout the United States and Canada.

Merchandising & Promotion

Holiday Stunt — WCOA's Auto Show — Scholarship — Spots — Double Sales — Rubber Windows

JOHN C. JESSUP, time salesman of WTMJ, Milwaukee, has developed a new idea for merchandising Christmas toys which resulted in securing a substantial schedule from a firm not using the air. Realizing that all advertising appeals in the form of programs and exhibits to sell toys through children had been used up, he recommended addressing the advertising appeal to parents on the theory that they would react to a sales story which assured a sizeable discount on toys, especially in view of the business recession.

Kunzelmann - Esser Co., large furniture dealers with a toy inventory covering an entire floor, took quickly to the idea and bought a heavy schedule of 100-word announcements on WTMJ to sell parents "Christmas toys at discounts of 20 to 40%."

* * *

WOWO Brochure

WOWO, Fort Wayne, is mailing to agencies a folder on its live talent participating program the *Morning Roundup*. The folder's cover carries a picture of Herb Hayworth, the m. c., while other pages show pictures of a few of the 17 musical and comedy acts available for the program, and figures explaining results. The back stage has a map of the WOWO listening area, field intensity and mail response.

* * *

WCOA's Own Auto Show

WCOA, Pensacola, Fla., directly sponsored the local automobile show Nov. 5-7, believed to be the first time a station has staged an exposition of this type entirely on its own initiative. Henry G. Wells, WCOA manager, directed the event. Inquiring reporters and broadcasts of regular WCOA features from the floor were highlights of the event.

* * *

The Story of KMOX

THE *KMOX Chart Story*, a 56-page brochure in three colors, has been furnished salesmen of KMOX, St. Louis. The book contains the station's history, facilities, market data, and other information outlined in an attention-compelling form.



CAKE CUTTERS—On the second anniversary of the WOWO man-on-street program of Patterson-Fletcher Co., Fort Wayne, Mayor Harry W. Baals cut the cake. In photo are John Jackett, WOWO announcer; the mayor; Harry Fletcher, president of Patterson-Fletcher; Franklin Tooke, WOWO-WGL production manager.

Memory Books

DR. W. B. CALDWELL Inc., Monticello, Ill. (Dr. Caldwell's Syrup Pepsin), is giving away *Party Line Memory Books* on its *Monticello Party Line* transcribed programs broadcast on 61 stations. It contains biographical sketches of all the characters as well as household hints, gardening information, recipes and other data. During the past two years almost a million cook books have been sent to listeners requesting them. Cramer-Krasselt Co., Milwaukee, is agency.

* * *

The New Symphony

TO ADVERTISE the "great new NBC Symphony Orchestra, first full-size, full-time major orchestra to be maintained by an American broadcasting organization," which will broadcast over the combined Red and Blue networks each Saturday from 10 to 11:30 p. m., during the 1937-1938 concert season, NBC has distributed five post cards describing the series and picturing the orchestra and its conductors to each employe for mailing to his friends.

* * *

Dollars and Photos

AUTOGRAPHED picture of the cast goes to any listener who guesses the name of a "mystery" selection played during the *Mid-South Dinner Time Program* on WMPS, Memphis. Another bit of the show's promotion is the offer to the studio audience of a dollar for some item called for during the broadcast. First call was for a milk bottle cap and sure enough, there was a milkman in the crowd.

* * *

Dates for Charlie

STANDARD BRANDS Inc., New York (Chase & Sanborn coffee), is currently offering likenesses of Charlie McCarthy in return for dated labels of four coffee bags. The cardboard figure is 20 inches high, rolls its eyes and opens its mouth. Offer was first made on the NBC-Red network program on Nov. 7. J. Walter Thompson Co., New York, is agency.

* * *

Newspaper's Promotion

MERCHANDISE featured in the *Jimmie Allen* transcription series on WCBS, Springfield, Ill., are printed in the *Illinois State Journal*, Springfield, which has purchased 650 episodes of the serial. WCBS is not connected with the *Journal*. Agency is Russell C. Comer Adv. Co., Kansas City.

* * *

Briefs About WAIR

WAIR, Winston-Salem, N. C., has started publication of *WAIR Briefs*, a twice-a-month mimeographed letter devoted to talent, program, studio and commercial news about the station. It was conceived by Harman I. Moseley, Don Gardiner and Roger Von Roth.

* * *

From Case to Sponsor

WKY, Oklahoma City, has 3x5 foot display cases in the building housing its studios, featuring talent photos and advertising copy. Cards are changed monthly, being given to sponsors for display in store windows.

Response at WOR

MAIL RESPONSE at WOR, Newark, passed the one-million mark Nov. 15, bringing the total of letters and postal cards received by WOR so far this year to 1,000,384. This total includes responses to offers made on numerous commercial programs as well as artist fan mail, but does not include mail sent direct to sponsors. All-time high for daily mail receipts was set Oct. 1 when 23,751 pieces of correspondence were received by WOR as a result of a map offer made on the *Lone Ranger* program. The year's response to this program totals 141,836 mail requests.

* * *

Vie for Scholarship

WHITING MILK Co., Boston, sponsoring a quarter-hour junior high school dramatization of standard plays, is giving a scholarship in connection with the WAAB program. Promotion includes pamphlets, newspaper and magazine advertising. Audience votes decide best dramatized roles. N. W. Ayer & Son Inc., the agency, will prepare a script suitable to winners acting in semi-finals and finals. Votes are mailed or left in a milk bottle on the doorstep. Students are treated to milk and crackers.

* * *

KGLO Does a Good Job

SAME OLD story in an attractive way is told by KGLO, Mason City, Ia., in its blue and silver and gold promotion booklet called "The First 200 Days". For one thing, the booklet is well organized with the smallest details of coverage and market data emphasized concisely. For another thing, the booklet has an attractive ring binding and its photographs of station personnel and programming are clear and candid.

* * *

Remote Christened

WWVA, Wheeling, has christened its new mobile unit "Little WWVA". It headed the procession in Wheeling's annual Christmas parade Nov. 26 with the station's announcers describing proceedings along the line of march. At a predetermined point the mobile unit pulled out of line and broadcast the remainder of the parade as a "stationary" station.

* * *

A Typical Survey

ROSS FEDERAL Research Corp., New York, has released a new 37-page radio coincidental report representing a typical survey conducted for a radio station. Titled *Report to Your Radio Station*, it is available to all broadcasters. Approximately 275 stations already have requested the report.



AWARD—W. A. Schudt Jr., manager of WBT, Charlotte, displays the plaque awarded the station by the Charlotte Junior C. of C. for "outstanding civic contributions" during the year. The station's new motto is "Showmanship Station of the Nation."



BEAUTY—This cosmetic booth in a Kansas City department store is the scene of a daily broadcast on WHB, with women being interviewed by Dick Smith.

Always Open

"CHICAGO latchstrings are always out to WENR programs" is the title on the cover of a new folder just issued by the NBC-Chicago sales promotion department under the direction of Emmons Carlson, NBC sales promotion manager in Chicago. The cover design shows a door with a piece of string knotted through the perforation, representing a latchstring. The brochure lists 46 outstanding NBC-Blue network and local Chicago programs having WENR-WLS outlets.

* * *

Anonymous Advertising

IN ITS spotlight advertising in newspapers, Hyde Park Breweries, St. Louis, has no sponsor identification whatever, merely calling attention to the show on KMOX. The sponsor is identified in the program only at the start and finish. Some 2,500 engraved invitations to listen were sent symphony orchestra subscribers and again the identification was omitted.

* * *

First Spot Doubles Sales

THE first commercial devoted to a particular department by Grum Bros. Furniture Co., of Seattle, doubled sales of the rug division during the week following, according to KJR, Seattle. The store sponsors *Are You a Writer*, a contest in which prizes are offered for best weekly radio dramatic scripts. Ann Newman Agency, Seattle, created the program.

* * *

Northwest Survey

COMPLETE with a field strength survey map over which fits a transparent sheet recording this year's mail count, an attractive promotion brochure has been published by KFBB, Great Falls, Mont. The essential facts of coverage and market are included in the folder's well-written copy.

* * *

Gillette's Windows

GILLETTE RUBBER Co., Eau Claire, Wis. (tires and tubes), is placing placards in all dealers' windows in the Midwest calling attention to its new program, *Home Town Memories*, broadcast over WLS, Chicago, Saturday nights. Cramer-Krasselt Co., Milwaukee, is agency.

* * *

On Childs Menus

LITTLE 2x4 yellow tags are clipped to all menus in Childs New York restaurants each Monday, Wednesday and Friday to call attention in bright green ink to *The Musical Chefs*, a quarter-hour program on WOR, Newark.

* * *

A Yard Wide

KLZ, Denver, has distributed a huge brochure about a yard wide and done in red and blue to boost its program and advertising features.

ZENITH RADIO CORPORATION

6001 DICKENS AVENUE

CHICAGO

OFFICE OF
E. F. MC DONALD, JR.
PRESIDENT

November 8, 1937

Radio Station WLW
Cincinnati, Ohio

Gentlemen:

As you know, we have been on a coast-to-coast network using 69 stations each Sunday night from 10:00 to 10:30 Eastern Standard Time since September 5.

Your station WLW has done such an outstanding job for us that I just cannot let it pass unnoticed; therefore this letter.

Our program, as you know, is on the subject of Telepathy and Extra-Sensory Perception. On September 19 we offered to send gratis to anyone making the request, a booklet giving an outline of our subject -- Telepathy. There were no prizes offered -- no premiums. The audience was required to send in nothing but a letter or a postal card. The announcement was made only once over each one of the 69 stations and the audience was requested to address us in care of the station to which it was listening.

From your station WLW we received 25.9% of all the responses sent in to the 69 stations. This is outstanding and you are to be complimented on the popularity and responsive audience of your station.

Sincerely yours,

E. F. McDonald, Jr.

President

EFM*GP

THE NEW RCA 833

A UNIQUE DESIGN— A NEW STANDARD OF TUBE PERFORMANCE



$85.00

FOR BROADCASTING:

Low-Price + Conservative Rating

= ECONOMY

RATED AT 500 WATTS per tube by FCC for high-level service, two RCA-833's can be used as final RF stage in 1 KW Transmitters.

Its low cost and extra performance suggest the RCA-833 as an economical replacement tube. Note the radical new features which will make the RCA-833 of interest to every radio engineer.

FOR SHORT-WAVE AND UHF RADIO SERVICES: The unique features of the new RCA-833, which include low driving power, high efficiency and ease of neutralization, insure stable, economical operation at the higher frequencies.

RCA-833 FEATURES*

HIGH EFFICIENCY AT HIGH FREQUENCIES
HIGH INSULATION
SHORT, HEAVY LEADS
LOW DRIVING POWER
COMPACT DESIGN
TANTALUM ANODE
MODERATE PLATE VOLTAGE REQUIREMENTS
EXTRA EMISSION FROM 100-WATT THORIATED-TUNGSTEN FILAMENT

*Technical bulletin available on request.

Replace weak transmitting and receiving tubes with the tubes preferred by network stations—RCA

RCA *Radiotrons*

RCA MANUFACTURING COMPANY, INC. • CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

PRINTED IN U.S.A.

BROADCASTING

Vol. 13 • No. 12

WASHINGTON, D. C.
DECEMBER 15, 1937

Broadcast Advertising

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BIG, YES!
—BUT AGILE



When you come right down to it, most of the inflexibility of big organizations is just the unwillingness or the inability to move out of the accustomed routine . . . But here at WHO we've grown big without settling into a dignified doze; we grew big by slugging the ball every time up — and we're still doing it! . . . Therefore, if you have a *flash* for the millions of people in IOWA PLUS, don't worry about closing dates "six weeks pre", or even about airmail schedules. *Teletype* your needs to WHO and have done with it RIGHT NOW!

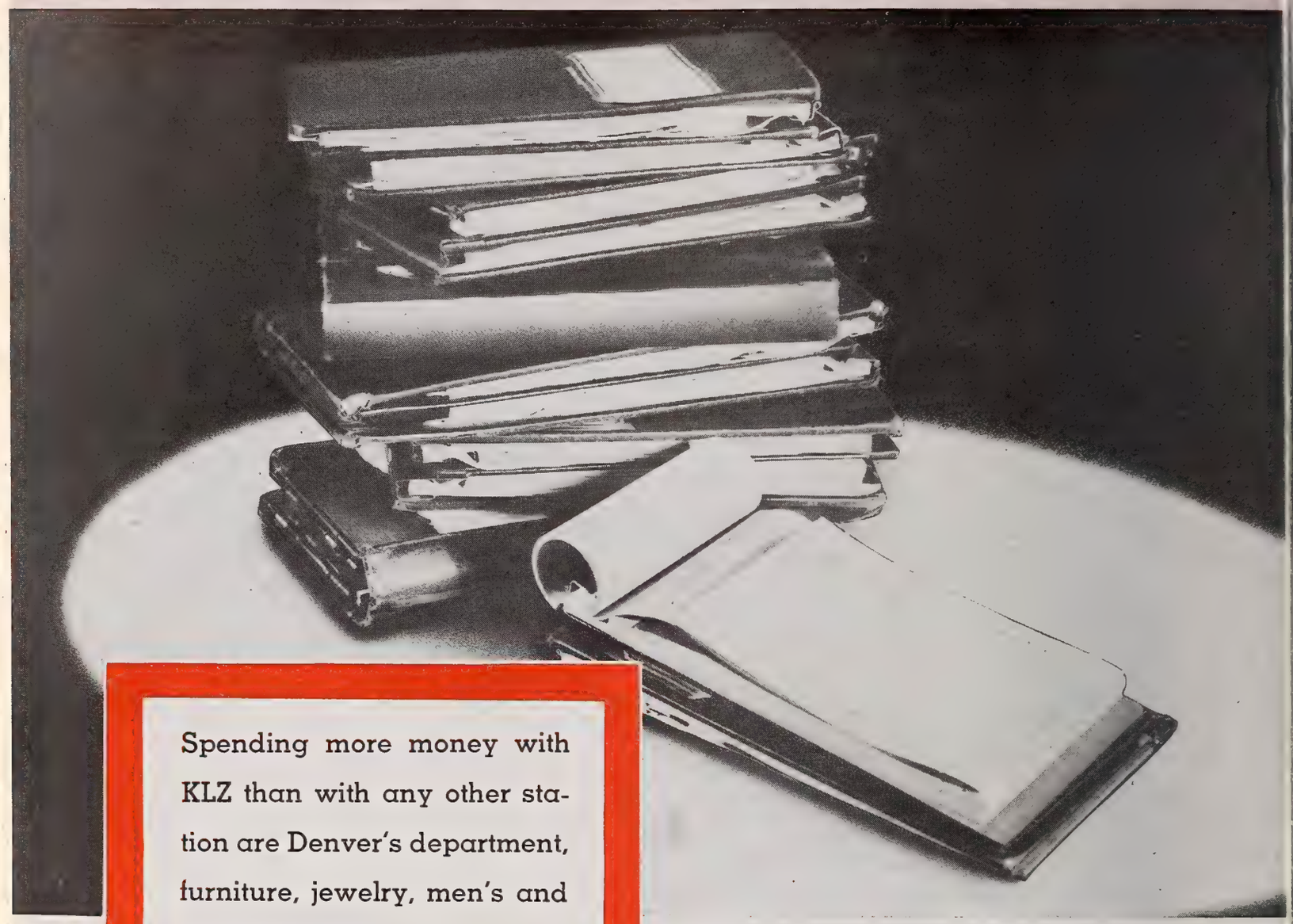
WHO for IOWA + PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives

THESE ARE THE *Data Books*

WHICH PROVE KLZ's SELLING POWER TO DENVER MERCHANTS



Spending more money with KLZ than with any other station are Denver's department, furniture, jewelry, men's and women's stores.

● In their own sales books, Denver merchants find the kind of radio data they can quickly understand. These are the data books which day-by-day record clearly and decisively the selling power and profit-value of their advertising media. These are the data books which carry weight with local merchants.

On the basis of data gathered and compiled by themselves, Denver's biggest and most successful firms spend more of their radio money with KLZ than with any other station.

KLZ offers this as competent, credible and convincing evidence of its ability to satisfy the requirements of the most result-demanding advertisers . . . of its ability to do the most efficient job of speeding up sales of your product in the Denver-Rocky Mountain region.

KLZ *Denver*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH WKY – OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY



Your Courier to New England's most Profitable Markets

WAAB	Boston
WEAN	Providence
WICC	Bridgeport
	New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
	Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

BETWEEN southern Connecticut and Aroostook there are more than a dozen active, prosperous, urban shopping centers. Though widely scattered *they can be covered economically* and *so effectively* that response to your sales efforts will be reflected immediately in sales volume.

This intense and comprehensive coverage is best obtained by using the Colonial Network as the courier to deliver your message. It makes available to you fourteen stations in a strong, popular, regional network. It provides coverage in more New England markets than can be reached by any other combination of stations at comparable cost.

For Direct Contact with the New England Market

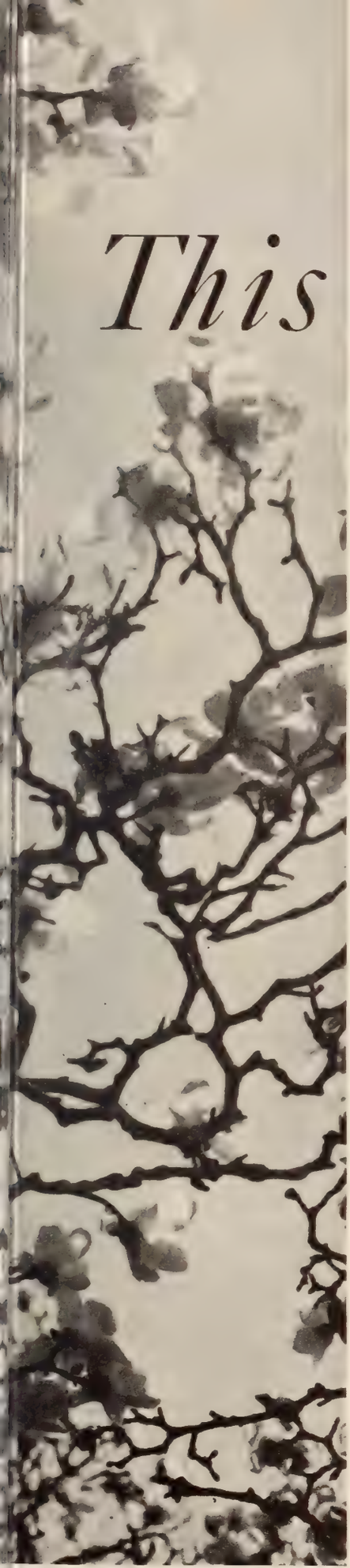
The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.





This summer–

ADD ANOTHER MILLION *to*

the 25,000,000 radio families of '37 when planning your summer advertising budget!

REMEMBER what happened last summer! 75.6% of all home radios were in use sometime *daily* — average listening time, 4 hours and 54 minutes. Specifically, 18,900,000 families tuned in *each* day for a total of 92,610,000 family-hours of daily *summer*-listening.* And this summer there'll be at least another million *new* radio families to swell the audience! ¶ These figures do *not* include radios on the road. Last summer, every *fifth* U. S. automobile was radio-equipped. The most conservative estimate indicates that this summer every *fourth* car (6,000,000 of them) will carry radio with them as they ride. And most of them are *new* automobiles, whose owners are the most responsive market in America. ¶ That's why radio's *summer-curve* is the swiftest rising curve in all advertising. So—start planning for summer radio now!

COLUMBIA BROADCASTING SYSTEM

**Data from Dr. Starch's continuous study of the listening habits of the American people.*

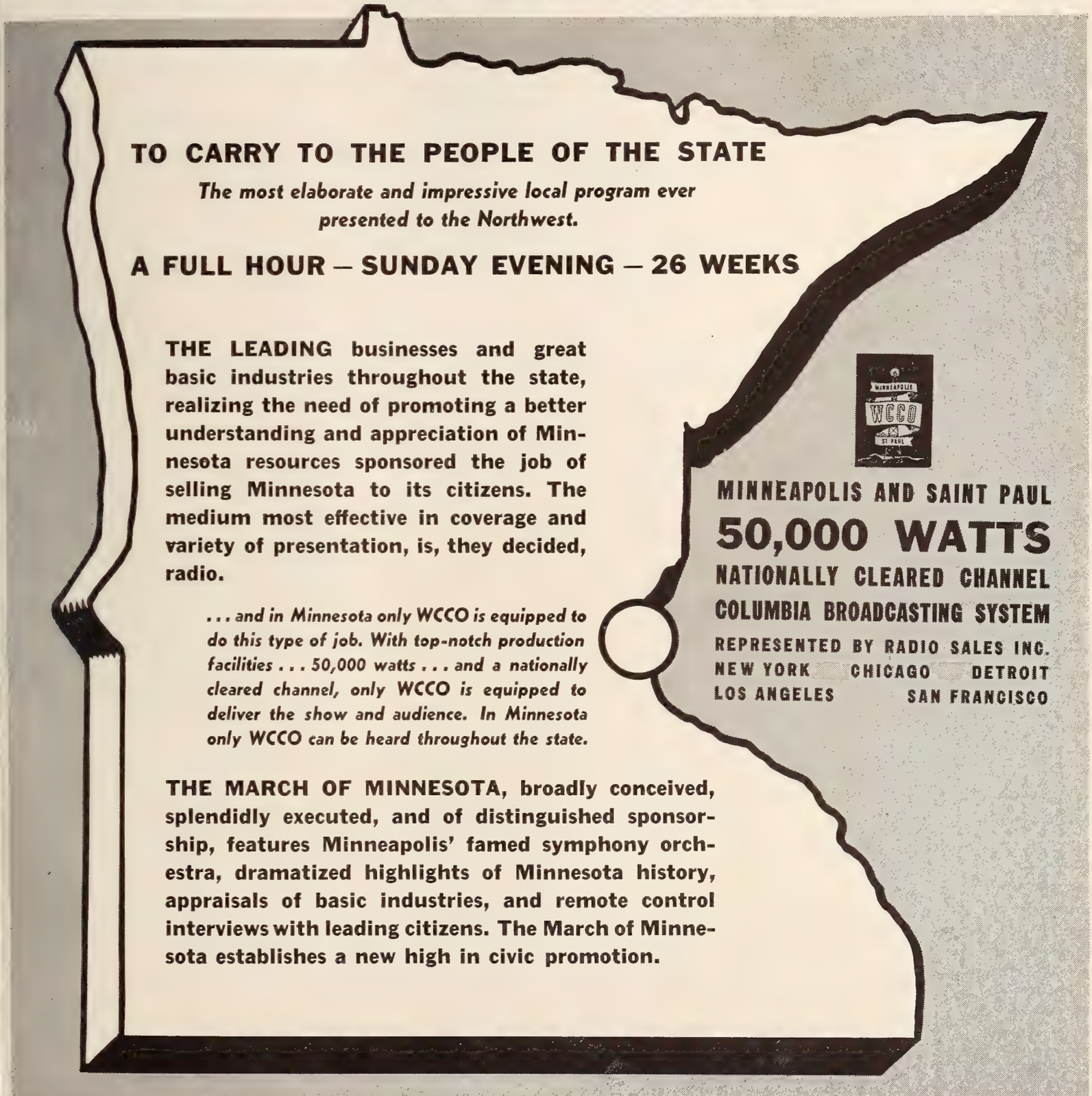


OUR heartfelt wishes for a full measure of joy and prosperity ... And a note of thanks to those stations, who during 1937, have broadcast almost a quarter of a million hours of Standard Transcriptions, our biggest, most successful year.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. • 180 N. Michigan Ave., Chicago, Ill.

MINNESOTA BUSINESS *chooses* WCCO



TO CARRY TO THE PEOPLE OF THE STATE

The most elaborate and impressive local program ever presented to the Northwest.

A FULL HOUR — SUNDAY EVENING — 26 WEEKS

THE LEADING businesses and great basic industries throughout the state, realizing the need of promoting a better understanding and appreciation of Minnesota resources sponsored the job of selling Minnesota to its citizens. The medium most effective in coverage and variety of presentation, is, they decided, radio.

. . . and in Minnesota only WCCO is equipped to do this type of job. With top-notch production facilities . . . 50,000 watts . . . and a nationally cleared channel, only WCCO is equipped to deliver the show and audience. In Minnesota only WCCO can be heard throughout the state.

THE MARCH OF MINNESOTA, broadly conceived, splendidly executed, and of distinguished sponsorship, features Minneapolis' famed symphony orchestra, dramatized highlights of Minnesota history, appraisals of basic industries, and remote control interviews with leading citizens. The March of Minnesota establishes a new high in civic promotion.

MINNEAPOLIS AND SAINT PAUL

50,000 WATTS

NATIONALLY CLEARED CHANNEL

COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES INC.

NEW YORK CHICAGO DETROIT

LOS ANGELES SAN FRANCISCO



"Where's that mouse?"

ONE of the best things about spot radio is that it enables you to fit *your weapon to your job:* Whether you hunt business on a local or a national scale, spot broadcasting permits you to do it more sensibly and economically than by any other method . . .

That's why so many advertisers are getting away from hard-set groups and chains and networks, and are buying individual stations. *The time-buyer today is playing a more valuable role in radio than the talent.*

Free & Peters, Inc. is a national group of time-*sellers.* But many a conscientious time-*buyer* knows that Free & Peters is essentially on the same side of the desk, since our final fate depends on our ability to help make radio more productive. Do *you* want help in that assignment?

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL-KFAB	Omaha-Lincoln
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WNOX	Knoxville
WPTF	Raleigh

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KMED	Medford, Ore.
KOIN-KALE	Portland
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	110 E. 42nd St.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Lexington 2-8660	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 13. No. 12 WASHINGTON, D. C., DECEMBER 15, 1937 $3.00 A YEAR—15c A COPY

Havana Acts Require U. S. Wave Shifts

Reshuffling of North American Assignments Safeguards United States But Involves Changes All Over Band

(By Special Correspondent of BROADCASTING)

HAVANA, Dec. 13.—A reallocation of broadcasting stations in the United States, which will run the length of the 550-1600 kc. spectrum and involve a substantial number of assignment shifts must be effected during the next two years to comply with the terms of the treaty on distribution of broadcasting channels among nations of the North American continent reached at the Inter-American Radio Conference which completed its work today.

Adopting a drastic plan of allocation which, in the main, safeguards the position of the United States from the standpoint of station assignments available to it, the conference nevertheless agreed to a project which requires a reshuffling of portions of the band to make possible designation of exclusive and semi-exclusive facilities to Canada, Mexico and Cuba, as well as shared facilities with Haiti, the Dominican Republic and Newfoundland—all parties to the agreement.

After six weeks of protracted negotiations, in which FCC Commissioner T. A. M. Craven, chairman of the United States delegation, was the key figure, the six nations reached the agreement. Under its terms, it will not become effective until a year following ratification by the four principal nations—the United States, Mexico, Canada and Cuba or by three of them if the fourth signifies its intention of doing so.

All U. S. Stations Safe

All of the 700 stations in this country are assured of continued existence, under the allocations, but there will be shifts up and down the band. Because of the assignment of wavelengths for major stations in portions of the band to the other nations, the assignments of clears, regionals and locals in this country except in isolated instances, will be subjected to change, in most cases moving from 10 to 30 kilocycles, but keeping their same relative positions.

This country, it is anticipated, will not essay to work out the reallocations until the Senate ratifies the treaty. Should that be accomplished early in the next session of Congress, then presumably the Commission would undertake to devise its allocations pursuant to the treaty, and hold whatever hearings are necessary. Thus, conceivably, the new allocations might become effective in about 18 months, since they cannot be made operative until a year after ratification.

Deeply significant is the fact that by assigning specific station positions to Mexico and Cuba, the so-called "border" station will become practically non-existant. Operating with high-power and directive antennae aiming their signals to the United States, these stations are causing disastrous interference in this country and Canada. Only Canada and the United States have adhered to an agreement on use of wavelengths in the past, and as a consequence, the Southern countries have exercised what amounted to squatter's rights in the absence of an agreement.

Principal features of the allocations treaty (which is published in text in this issue insofar as frequency allotments and conditions are concerned) can be summarized as follows:

Principal Features

The broadcast band is widened 10 channels and will cover from 550 to 1600 kc., with the additional channels distributed among the nations for regular assignments.

Channels heretofore classified as regional and local in the United States, to a certain extent, have been shifted but in such fashion that practically all stations on them keep their same relative positions. Regional stations in the band 550-630 kc. are not changed. Nine of the ten regional channels from 640 to 1200 kc. undergo shifts of from 10 to 30 kc. Clear channels from 640 to 720 kc. remain the same, but those above are shifted from 10 to 30 kc. because of the assignment of channels to Mexico and the switching of assignments to Canada. All stations in such shifts, however, maintain their same relative positions.

One regional channel—1010 kc.—is abolished so as to become a Canadian clear, but the stations on it are to be given assignments on duplicated clears.

All regional and local channels from 1200 to 1450 kc. undergo a shift of 30 kc. upward. The local channel on 1500 kc. is shifted to 1490 kc., and the four high-power regional channels, henceforth to be classified as clear channels, are shifted from 1460-1490 kc. to 1500-1530 kc.

Increases in Power

The treaty proposes increases of maximum night power on certain regional channels from 1,000 to 5,000 watts and on local channels from 100 to 250 watts.

Time-sharing clear channel stations, 10 in number, will be in position to get full time operation on duplicated assignments. These include such stations as WOWO,

Basic Provisions of North American Agreement . . .

Allocations, on an assignment basis, agreed to by the Inter-American Radio Conference in Havana, subject to ratification by the nations involved, are set forth as follows:

Classes of Channels and Allocation Thereof

1. *Three classes* — The 106 channels in the standard broadcast band are divided into three principal classes—clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel* — A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class*—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows: [See table on page 11.]

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country

(*Continued on page 72*)

Fort Wayne; WWVA, Wheeling; KEX, Portland, Ore.; KVOO, Tulsa; WAPI, Birmingham, and others in that status.

Provision is made to accommodate 100 stations of substantial or high power on 59 clear channels. Fifty of these clear channels are in the band 640 to 1220 kc., and nine in the band 1500-1580 kc. Stations using clear channels were classified under technical standards and a distribution of positions on the channels was made between the countries. In the classification calling for the highest powers, 50,000 watts or more, Canada received six positions (690, 740, 860, 990, 1010 and 1580 kc.) Mexico received six positions (730, 800, 900, 1050, 1220 and 1570), with the locations specified. Cuba received one, 1540 kc.

The United States is to have at least 25 in the classification on the remaining clear channels, and will have nine months after the treaty becomes effective in which to designate which ones it will use that way. The other classifications of clear channel stations which will use 50,000 watts or less power, likewise have been allotted among the countries. The net result is that the United States will have accommodations for 63 stations on clear channels, Mexico 15, Canada 14, Cuba 5, Newfoundland, Dominican Republic and Haiti each one.

Duplication on Clears

To accomplish the duplicated clear results, it was necessary to duplicate two or three stations on some clear channels, but with geographical separations such that it is not believed that interference will result. Where there is danger of interference, provision is made for directional antennae.

Indirectly, Mexico has agreed to discontinue its border stations by placing her allotment of clear channel stations at specified places [see allocation text]. It was the border station question that caused the North American conference held in Mexico City in 1933 to end in disagreement.

The manner in which station assignments will be affected can be deduced from the listing of frequencies designated for particular classes of service, published in this issue. The precise assignments, of course, must await the judgment of the FCC following ratification of the treaty.

So-called high-fidelity stations now operating in the 1500-1600 band, are forced to move to the extreme end of the band to 1590 and 1600 kc. Local stations now operating on the five lower frequencies ranging from 1200 to 1420 kc., will move up 30 kc., except that those on 1500 kc. will go down to 1490 kc.

Clear channels from 640 kc to 720 kc. stay the same, which means that such stations as WLW, WGN, WOR, WEAF, KFI, WSM, WMAQ, and KPO, remain where they are, although their side channel neighbors in some instances change. Others, however, move up 10, 20 or 30 kc., while WHO, KDKA and WBZ move up to 40 kc. The KNX channel of 1050 kc. is made a Mexican channel, so KNX goes up to 1070 kc., while KYW in Philadelphia goes to 1060 kc. These shifts of course are simply deduced from the treaty, and cannot be construed as accomplished until ratification and subsequent FCC action.

U. S. Clear Assignments

The allocation agreement specifies that the United States shall have priority on 32 clear channels, of which 25 shall be for Class 1-A stations which will operate with a power of 50,000 watts or more and which have their primary service areas within the limits of the country free from objectionable interference from other stations on the same or adjacent channels and secondary service areas within the same limits free from objectionable interference from stations on the same channel. On the remaining 7 channels, the United States is authorized to assign Class 1-B stations, which are stations operating with power of not less than 10,000 watts or more than 50,000 watts, which are in the nature of duplicated clear channels. The United States thus is free to assign two or more class "1-B" stations and one or more Class 2 stations (which is a secondary station operated on a clear channel with 250 to 50,000 watts) for nighttime operation on each of these 7 channels.

In addition to the 32 clear channels on which the United States has priorities not shared with other countries, provision is made for 18 Class I-B and 6 Class 2 stations on other channels shared with other countries.

In adopting that portion of the agreement relating to priority of use of channels, it was specified that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of the agreement, that these adjustments will require approximately a year and that it is not possible for the United States at this time to specify on which of the 32 channels it will have priority of use for class "1-A" stations, class "1-B" stations, and class 2 stations respectively, nor the locations of such stations, power and other information respecting the assignments. This country agreed, on that basis, that not later than 90 days before the effective date of the agreement it would communicate this information to each of the other countries which automatically would become a part of the agreement.

106 Channels Involved

The broadcast band agreement deals with the 106 channels, 10 kc. wide, contained in the band 550 to 1600 kc. Of these 59 are designated as clear channels, 41 as regional channels and six as local channels. While the clear channels are specified insofar as allotment to countries are concerned, regional and local channels are not allocated to specific countries but rigid engineering standards, agreed to as part of the treaty, will govern their location in the various countries.

Mileage separation tables, tables governing adjacent channel interference, and other protected signal contours specified in the agreement are similar in general to those incorporated in the so-called Craven-Ring report on allocations submitted to the FCC just a year ago and still pending.

From the technical standpoint, it is held by engineers that the interference standards for practically all classes of stations will be materially improved. Despite this contention, however, there is some talk, that objections will be made to certain of the projected shifts, on the indicated premise that service of stations may be curtailed.

The formal agreement approved by the conference sets forth it shall remain in effect for five years after ratification. In connection with possible conflicts in the use of regional and local channels, the agreement specifies that priority of use shall be recognized in each country with respect to stations which at the time of signing of the agreement are in actual operation, and which in substance conform to the definition of such classes as set

Havana Delegations Pay High Tribute To Untiring Efforts of Comdr. Craven

HAVANA, Dec. 13.—High tribute to Commissioner T. A. M. Craven, head of the American Delegation to the Inter-American Radio Conference in Havana, for his "tact and ability" was paid at closing sessions of the conference and at concluding committee sessions. Comdr. Craven carried the primary burden of the sessions, having been responsible for drafting of the basic plan adopted, and having served as chairman of the all-important allocations committees.

The head of each of the delegations, at the concluding sessions, expressed his confidence in outcome of the treaty arrangements, and also took occasion to express gratitude over the cooperative efforts, and more particularly, the work of the United States' delegation, and of Comdr. Craven.

At one of the concluding sessions of the six-week conference ordeal, during which Comdr. Craven acted as the sole delegate for this country because of the enforced absence of the second delegate, Minister Henry R. Norweb, the Communications Commissioner stressed the attitude of the United States toward North American allocations. He pointed out the combined population of the other countries was only 30,000,000 as against 130,000,000 in this country, and that with one exception—Canada—the others were much smaller in area. He stated the willingness of the United States in the spirit of cooperation to see to it that each country had a fair share of the facilities, but added that in view of these factors he did not feel the United States was called upon to make any disproportionate sacrifice. He also pointed out that the ultra-high frequencies offered possibilities in the future which all nations should consider.

In turn, Delegates Nicolas Mendoza, for Cuba, a spokesman for Mexico, Walter Rush and C. P. Edwards of Canada, answered Comdr. Craven's address, and each expressed gratitude over the attitude of the United States and appreciated the work of its delegation and its chairman. Mexican, Dominican and Haitian representatives made similar statements. Comdr. Edwards, acting as chairman of the session, added a personal tribute to Comdr. Craven, whom he has known for many years.

PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

TABLE I

Class of station	*Class of channel used*	*Permissible power*	*Boundary or signal intensity contour of area protected from objectionable interference* [a]		*Permissible interfering signal* [b]	
			Day	*Night*	*Day*	*Night* [c] [d]
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear [d]	0.25 kw to 50 kw	500 uv/m [e]	2500 uv/m [e] (Ground wave)	25 uv/m [e]	125 uv/m [e]
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

[a] In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.
[b] From other stations on same channel only. For adjacent channels see Appendix III, Table I.
[c] Sky wave field intensity exceeded for 10% of the time.
[d] No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.
[e] These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	*Maximum ground wave field intensity of undesired station*
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

Specific Allocation Provisions of Havana Agreement . . .

DESIGNATIONS OF CHANNELS

Clear channels—The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

Regional channels—The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

Local channels—The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

Assignments of Positions on Clear Channels to Nations

(Appendix I of the Inter-American Treaty)

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II

Class I-A Stations

(Canada, Cuba, and Mexico)

Frequency	*Location of Stations*
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III

Class I-B Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	.....

TABLE IV

Class II Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined [a]
740	Calif., U. S. A.	—	To be determined [b]
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined [c]
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To bo determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

[a] Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

[b] Same as [a] except west of North Dakota.

[c] Same as [a] except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations [a] on Regional Channels

(Cuba and Newfoundland)

Frequency	*Location of Stations*	*Maximum Power in kw.*
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

[a] These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

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forth in the agreement. A change in frequency in order to conform to the designation of channels in the agreement would not be considered a "substantial change."

The treaty is designed to bring an end to the turmoil that has existed in the broadcast band because of the absence of an agreement to which Mexico, Cuba and the Latin American countries were parties on assignment of frequencies. Only Canada and the United States have adhered to an understanding on division of the 96 channels in the band between 550 and 1500 kc., which now is widened 10 channels to 1600 kc.

Because these other nations, less

(*Continued on page 76*)

Facsimile Printer Is Offered by RCA

Carbon System Features Both Line and Black and White

RCA MFG. Co., Camden, announced Dec. 13 that it is ready to offer to broadcast stations on an outright sale basis its carbon printer and facsimile system which features half-tone reproductions of photographs as well as text in straight black and white. The equipment being offered, it was disclosed by H. C. Vance, manager of communication equipment and station sales of RCA, is the carbon printer system developed by Charles J. Young, RCA engineer. It reproduces the various shades of gray between the extremes of black and white on a roll of white newsprint paper 8½ inches wide at the rate of about 4,000 to 4,800 words per hour, or 65 to 75 words per minute. This speed is based upon the use of 10 point type. Use of smaller type is not recommended by RCA.

In explaining the system, Mr. Vance said a number of facsimile systems have been developed by RCA during the last decade. Some of these have been employed in commercial radio circuits for several years. As a result of this experience, the simple carbon printer system has been deemed most reliable for use in general broadcast work where the receiver-records must function in homes without skilled operators.

Half-tone Equipment

Because reproduction of high-quality half-tone pictures is said to be especially difficult, RCA has included compensated amplifiers with the transmitting scanner, along with a complete and especially designed radio receiver chassis in the receiver-recorder units. The receiver will be available in two different chassis, one covering the standard 550 to 1600 kc. broadcast band and the other for operation in the 30 to 41 megacycle ultra-high frequency band. Either of these receiver chassis can be installed in the standard recorder cabinet.

Two designs of carbon recorders have been made by RCA, one quite elaborate which automatically cuts the paper into pages 12 inches long and deposits them in a tray; the other a more simple design which does not cut the strip of paper into pages. It is the simply designed recorder which will be placed on the market by RCA at this time. It is felt that for the purpose of initial tests by stations the apparatus in the homes should be as simple and inexpensive as is consistent with reproduction of good quality copy.

The scanner equipment includes scanner mechanism, a compensated line amplifier and a regulated power supply, together with a time clock and signal unit for timing transmission periods accurately. The equipment delivers a zero level signal to a 500 ohm line and can be located in any convenient place, such as in a news room, special studio or newspaper office. The audio output of the scanner can be used to modulate any standard broadcast transmitter.

Samples of RCA Facsimiles

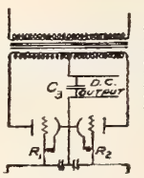


the breakdown value for the corona tube.

If a voltage is impressed on the corona tube which lags in phase behind the rectifier voltage, the average current may be reduced to less than 50 per cent of its maximum value because the grid bias will then be reversed after the peak of the voltage wave. When the corona tube is supplied from a voltage 60 degrees behind the rectifier voltage as in a three-phase machine, the corona tube will reduce the average current to 7 per cent of the maximum value.

The circuit as described above will vary the excitation by definite steps and will give fluctuations in the excitation just as are produced by opening and closing the contacts of a vibrating regulator. However if a leak is placed across the grid biasing condenser of the thyratrons were too small to rectify the entire field current and their output was used for the field of an exciter.

In this case a further difficulty arose in the time



Four Stations Are Given FCC Facsimile Grants

AUTHORITY to engage in facsimile experiments on their regular frequencies was granted WGN, Chicago; WSM, Nashville; KSD, St. Louis, and WOR, Newark, by the FCC on Dec. 8.

The grants are similar to those recently given WHO, Des Moines; WGH, Newport News; KFBK, Sacramento, and KMJ, Fresno, to test public reaction to facsimile transmission on regular broadcast channels during early morning hours. Experimental facsimile receiver attachments for the ordinary radio set are being placed in strategic locations to test reception. [See Dec. 1 issue.]

Camel Plans Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes and Prince Albert tobacco), will discontinue the *Jack Oakie College* portion of its *CBS Camel Caravan* program after Dec. 28. The half-hour *Benny Goodman's Swing School* portion of the weekly broadcast will continue from New York. *Oakie College* emanates from Hollywood. It is understood that the sponsor is considering moving the *Jack Oakie College* division to NBC intact, if favorable time can be secured. Savington Crampton, Hollywood manager of William Esty & Co. Inc., agency handling the account, was scheduled to go to New York in early Dec. to confer on future plans for the program.

Vadsco Buys Court

MACFADDEN PUBLICATIONS Inc., New York, has sold radio rights to the title of its NBC-Red program, *True Story Court of Human Relations*, to Vadsco Sales Corp., New York, which will start on a Mutual network Jan. 9. Excerpts from editorial content of *True Story* will be used on the program. Macfadden will change the name of its own show to *A. L. Alexander's Court* and alter the format somewhat.

Mr. Alexander, originator and director of *Good Will Court*, has just been released from his contract with Standard Brands, and conducted his first program for Macfadden on Dec. 3, under the old title. Vadsco products are Quinlan cough remedy, Mavis talcum powder, Djer-Kiss and Melba cosmetics. Agency for Vadsco is Albert M. Ross Inc.; for Macfadden, Arthur Kudner Inc.

Steel Firm on MBS

WHEELING STEEL Corp., Wheeling, W. Va., on Jan. 2 will start a half-hour Sunday afternoon institutional program featuring *Musical Steel Makers*. While the musicians are professional, all other talent is from the company's plants and offices. Show will originate at WWVA, Wheeling, where it has been broadcast locally, and will be heard on 5 Mutual stations, placed direct.

RCA VISUAL VANS DELIVERED TO NBC

AMERICA'S first mobile television unit, consisting of two vans the size of large buses, were delivered to NBC on Dec. 12 by RCA Mfg. Co., from its Camden factory. Delivery ceremony was broadcast as part of RCA's *Magic Key* program. NBC plans to use the new equipment for experimental televising of parades, sports events, and other out-of-doors spectacles.

In one van are the synchronizing generators and rectifiers for supplying Iconscope beam voltages, amplifiers, and all the other apparatus necessary for picking up both sight and sound, as well as a control room in which engineers can see the picture as it is being broadcast and can switch from one camera to the other. These two Iconscope cameras are connected to the car by several hundred feet of coaxial cable.

The second van connected to the first by 500 feet of cable, houses the picture transmitter, to operate on a frequency of 177,000 kc., with a special directional antenna from which the pictures will be relayed by micro-wave to the transmitter in the Empire State Building for rebroadcast. Principal apparatus here is the radio frequency unit which generates the carrier wave for picture signals and the modulating apparatus for imposing picture signals on this carrier. Because of the great amount of heat generated by the large vacuum tubes in television, this van is fitted with a water cooler for the tubes and an air-conditioned unit for the engineers.

KGAR, Tucson on CBS

KGAR, Tucson, will become a CBS outlet on Dec. 24, available as a "bonus" station for all CBS advertisers purchasing time on KOY, Phoenix. Sustaining programs of the network will also be broadcast by KGAR, fed through KOY. Both stations are members of the Arizona Network, which also includes KSUN, Lowell.

Alsweet's List Now 40

SWIFT & Co., Chicago (Alsweet margarine), has added two Vermont stations carrying spot announcements, bringing the total list close to 40. Stations are WDEV, Waterbury, and WQDM, St. Albans. J. Walter Thompson Co., Chicago, is the agency.

KING GEORGE VI's Christmas message to the Empire will be broadcast over the combined Blue and Red Networks of the National Broadcasting Company on Christmas Day, December 25. King George will begin speaking at approximately 10 a. m. (EST), from his castle at Sandringham, just outside of London.

Labor Pains

TECHNICIANS at WINS, New York, have signed 100% with IBEW, the union reports and announcers are being organized by AFRA. While these unions are organizing, the station has been put on the "unfair" list by AFM Local 802 pending negotiations for a new contract, and the AFM was picketing WINS Dec. 13.

NAB to Hold 1938 Convention Feb. 14-16

By SOL TAISHOFF

Washington Picked as Site; Committee Submits Plans To Revamp Association, Based on $250,000 Budget

THE 1938 NAB convention, called to effectuate plans for drastic reorganization of the trade association and to give the industry "new leadership," will be held at the Willard Hotel, Washington, Feb. 14, 15 and 16.

A comprehensive plan of reorganization, including hiring of a paid president and abolition of the office of managing director, and entailing a proposed doubled budget of $250,000 a year, has been drafted by the NAB Reorganization Committee, which set the date for the convention. The committee made public its plan after meeting in Washington Dec. 8 and 9, and submitted it to all stations. It was drafted in basic form by Philip G. Loucks, former NAB managing director and Washington attorney, who is serving as the committee's counsel.

Convention Speakers

Simultaneously, the committee tentatively arranged for invitations to Senator Burton K. Wheeler, FCC Chairman Frank R. McNinch, FCC Commissioner T. A. M. Craven and Rep. Bruce Barton (R.-N.Y.), chairman of the board of Batten, Barton, Durstine & Osborn Inc, to address the convention.

In addition to creating the post of paid president, similar to other large trade associations, the broad reorganization plan advocates retention on a full-time basis of a secretary-treasurer — who would become executive officer on non-policy making matters—of a legal director, labor relations director, research director, public relations director, engineering director and educational director. Under the powers given the committee, it cannot hire the personnel but is instructed to make its recommendations to the board of directors and the membership.

The increased budget of a quarter million dollars, more than double that now received by the association even after the 50% increase in dues voted at the special NAB convention last October, would be based upon station income brackets. A minimum of $10 per month and a maximum of $500 per month, calculated upon station receipts, are recommended.

The plan proposes to rebuild the association from the ground up. The old constitution, in force since the inception of the NAB in 1923, would be abolished with an entirely new set of by-laws to become

A board of directors of 21 members would be established, 15 of whom would be elected from 15 separate NAB districts into which the country would be divided, with each district having from 40 to 50 stations. The six additional directors, described as directors at large, would be elected by the membership at the annual meeting and would be named for three-year terms, whereas the 15 division directors would be named for only one year. At the February convention, however, two of the six would be elected for a three-year term, two for a two-year term and the third pair for a one-year term.

An executive committee of six, with the paid president serving as its chairman, would be elected by the board. Two of the members would be selected to represent large stations, another pair to represent medium stations, and the third pair to represent small stations. This committee would have broad powers.

The plan proposes the creation of a number of standing committees—for programs, sales, law and engineering. Each of the 15 state divisions would have the right to appoint one member to each of these committees.

Groups to Continue

Provision likewise is made for continuation of various groups in the association, such as clear channel, regional channel, local station, network affiliates or any others that might have special interests. It is specified, however, that these groups conduct themselves to avoid invasion of industry policies as a whole. The board would be authorized to prevent any such group from arrogating to itself the general powers of the Association.

The NAB president, who by no stretch of the imagination would be a "czar", would be selected by the board of directors, which would also determine his salary and term of office. He would have broad powers to carry into effect the policies enunciated. The by-laws as revised would empower the board to determine the duties of the president in such fashion as to give him any degree of power deemed necessary. The president would preside over all meetings of the association, board or executive committees, and would be a member of all committees with power to vote.

The Reorganization Committee was not empowered to consider candidates for the paid presidency and therefore made no recommendation for the appointment. However, it reported that if it were called upon by the board, it would be "prepared to make such recommendation."

All officers of the NAB, including the present board, automatically would be relieved of service with the adoption of the proposed plan, and a new executive slate would be elected. This would mean that James W. Baldwin, managing director, would be relieved of service in that capacity. The committee report brings out that Mr. Baldwin was retained by the present board to serve until next June. It adds "in order to clear the slate and leave the new board free to give effect to the recommendations herein, the committee recommends that the incoming board fulfill the financial requirements of this contract." In other words, it suggests that Mr. Baldwin, as managing director, be paid for services up to next June but that his service as managing director be dispensed with when the new board is elected. Whether he would be retained in another capacity depends upon the action of the new board. Mr. Baldwin's salary is $16,000 per year.

The preliminary plan has been sent to all stations for criticism with the urgent request that they submit suggestions as soon as possible. The Reorganization Committee has scheduled another meeting in Washington for Jan. 5, at which time the report will be revised in the light of the suggestions made, and again sent to all stations. Under mandate of the resolution adopted at the special convention of the NAB in New York last October, the Reorganization Committee must submit its final report to the membership at least 30 days in advance of the convention.

Complete harmony of view prevailed at the Reorganization Com-

(*Continued on page 78*)

HIGHLIGHTS OF NAB REORGANIZATION PLAN

1. Appointment of paid president by newly-created board of directors, with broad policy-making powers. Salary and term of office to be fixed by board.

2. Abolition of office of managing director.

3. Appointment by board of secretary-treasurer, as administrative officer, with no policy-making functions.

4. Appointment of directors of labor relations, research, engineering, public relations, law and education to assist new paid president.

5. Creation of new board of 21 members, of whom 15 shall be nominated by 15 districts into which country would be divided, with each director to serve one year. Six additional directors to be elected at large by convention, for three-year terms.

6. Creation of executive committee of six selected by board itself, with two each to represent large, medium and small stations, and with president to serve as its chairman.

7. Establishment of a $250,000 budget, or double present estimated income, to defray cost of new organization, with dues based upon income brackets of stations. Minimum dues $10 per month and maximum $500 per month.

8. Provision made for continuation of special groups within NAB such as those representing clear channels, regionals, locals or network affiliates, as temporary groups which would so govern themselves as not to conflict with policy matters involving entire industry.

9. Creation of standing committees on programs, sales, law and technical, with each state division to have right to appoint one member to each committee. Recommends that sales managers organization be absorbed by Sales Committee.

10. Continuance of NAB cooperation in the Joint Committee on Research with ANA and AAAA for ultimate development of yardstick of measuring audience and coverage, and in its other research projects.

11. Creation of a committee on cost accounting to confer with FCC on accounting methods of stations.

12. Creation of a committee to study establishment of a credit bureau and to combine agency recognition.

13. Creation of a committee to cooperate with Radio Manufacturers Association on all matters in which there is common interest.

14. Complete divorcement of NAB Bureau of Copyrights, covering transcription public domain library, from NAB, with some $55,000 already invested in library by NAB to be adjusted through stock procured from Bureau and held in trust for NAB members.

15. New Executive Committee should take over all copyright matters, including pending state and federal copyright suits and consideration of negotiations with ASCAP on new contracts.

16. Board to be authorized to employ special counsel to act for NAB or any of its members in litigation in which there is a general industry interest.

Auto Firms Slice Advertising Plans

Radio, However, Not Affected As Much as Other Media

FAIRLY marked recessions in automobile sales, together with consequent reductions in automotive output, have combined to reduce the volume of auto advertising emanating from Detroit agencies—a reduction that is taking its toll of radio as well as other media.

None of the agencies talk for publication, of course, in recessive situations such as the present one, but virtually all of them admit off the record that they are curtailing expenditures for their client companies, many of them quite sharply.

At this writing three major shows are wound up. The CBS *Seymour Simons* musical show for Chevrolet ended Dec. 9. The *Varsity Show* program for Pontiac is due to wind up later this month on NBC-Blue, and the *General Motors Concerts* on NBC-Red are slated to end by the first of the year.

The two big shows—*Ford Sunday Evening Hour*, and the Chrysler *Major Bowes* program—appear slated to ride through the present lull in business. Hudson has no intention of discontinuing *Hobby Lobby*, which is attracting a torrent of fan mail and pleasing the dealer body. Nash appears well satisfied with the success of *Prof. Quiz*. Pontiac will continue with its women's commentator, Kathryn Cravens, even though it is giving up the *Varsity Show* spot. These comprise the bulk of the chain shows.

Disc Prospects

Transcriptions, of course, have always been on a fluctuating basis and may be subject to revision as their contract periods terminate. Substantial transcription schedules are being undertaken at this time by Chevrolet whose *Musical Moments* have become almost a success pattern in the automotive field, and by DeSoto. No word is available on what action will be taken on these, but retrenchment would be no surprise.

The space and time buyers in the Detroit agencies made it plain to BROADCASTING that all media were affected by the narrowing of schedules, and that, if anything, radio was faring somewhat better than magazines, newspapers and outdoor advertising.

At the root of the present slackening in car sales appear two factors—the pile-up of used cars which have made the dealers impervious to almost all except "clean" deals—those without trade-ins—and the higher prices announced coincidentally with the 1938 models. Many quarters feel that price revisions may be on the way. All are fairly well agreed that the early spring will begin to see the used car jam break up, and with the break-up, they say, will come a return toward normal car sales levels. At that time, if such developments take place, it may be quite logical for the advertising drives to resume in earnest with radio in the front line of intensive selling campaigns. Such at least is the hope of all—and the belief of most.

CABINET ORATORS
Secretary Wallace Is Ahead With 22 Talks

HEARD most frequently among Cabinet members broadcasting on NBC networks in 1937 was Secretary of Agriculture Henry A. Wallace, an NBC survey reveals. Mr. Wallace faced the NBC microphone 22 times during the year, well ahead of the 1936 figure set by Postmaster General James A. Farley. Third leading Cabinet speaker was Secretary of State, Cordell Hull, who spoke seven times, and following him were Secretary of Interior Ickes and Attorney General Cummings with six each.

President Roosevelt made 20 NBC appearances during the year, the same as in 1935, or a total of 110 for his five years in the White House.

New Fr. Coughlin Series To Return Early in 1938

HIS differences with the archbishop of Detroit patched up, Fr. Charles E. Coughlin will return to the air in a new series of broadcasts sometime after the first of the year. The return will be made as soon as time is cleared on a network which probably will consist of about 26 stations. Differing greatly from his previous programs, this new one will in all likelihood be heard on an evening hour during the week.

Fr. Coughlin had little to say about the topic matter of his talks, except that they would be on subjects not subject to censor by the church. The chain of stations is being arranged by Fr. Coughlin and his radio advisor, Leo Fitzpatrick of WJR, Detroit.

Hurst With Frey

R. L. HURST, former president of Batten, Barton, Durstine & Osborne Corp., of Illinois, Chicago, and for the last two years account executive with Lord & Thomas, Chicago, has become partner with Charles Daniel Frey, president of the Charles Daniel Frey Agency, Chicago. Mr. Frey said that the partnership of Mr. Hurst was the first step in a new expansion program of the agency and that further plans as well as new business developments would shortly be announced. Effective Jan. 1, 1938, the Blatz Brewing Co., Milwaukee, will place its advertising with the Frey Agency. No radio plans have been formulated yet.

HSG Chicago Branch

HSG ADVERTISING Agency, New York, headed by Harry S. Goodman, has opened a Chicago branch at 134 N. La Salle St., with Miss H. Knuth, formerly with the New York office of the agency, in charge. Included among the accounts being handled by the Chicago branch are L. Fish Furniture Stores, Chicago (chain of furniture stores), which recently started a thrice weekly quarter hour show on WCFL; Aren Beverage & Spring Water Co., Milwaukee, and Pilley Dairy Co., Springfield, Mo.

CHANGE in the winter wavelength schedule for W2XE, CBS international station in New York, calls for broadcasts at 1-2:15 p. m. and 2:30-6 p. m. weekdays instead of from 1 p. m. to 4 p. m.

Miss Kiczales Is Named As General Manager of Three Iraci Stations

APPOINTMENT of Miss Hyla Kiczales, assistant manager of WOV and WBIL, New York, and of WPEN, Philadelphia, as general manager of the three stations, was announced Dec. 3. She takes over the executive duties of the late John Iraci, president and general manager of the stations under whom she served in radio since 1928. Mr. Iraci died suddenly Nov.



HYLA KICZALES

24 of a heart attack. The New York stations are owned by Arde Bulova, New York watch manufacturer and broadcaster, while WPEN recently was purchased by Mr. Iraci with Mr. Bulova holding a minority interest.

Miss Kiczales was secretary to Mr. Iraci at the time he acquired WOV in 1928 and since then has served as executive assistant in his radio operations. Her appointment as general manager was made with the consent of the Iraci estate and of Mr. Bulova. Horace L. Lohnes, Washington attorney, is counsel for both the Iraci estate and Mr. Bulova in these station operations.

Miss Kiczales announced the appointment of Ralph Nardella, of the WOV-WBIL sales staff as commercial manager. WPEN is managed by George Lasker, who was appointed recently.

The new head of the three stations is a native New Yorker, and has lived there all her life. She had been associated with Mr. Iraci for 13 years.

Ferrin New Radio Chief As Pumpian Is Promoted

FRANK FERRIN, for the past five years vice-president of Mid-West Recordings Inc., Minneapolis, has joined Henri, Hurst & McDonald, Inc., Chicago, as radio director. Nathaniel H. Pumpian, who was made radio director Oct. 22 following the resignation of Edward H. Weiss to form his own agency, has been promoted to account executive.

At Mid-West Recordings Inc., Mr. Ferrin handled national spot work for many nationally known accounts, including Pillsbury Flour Mills Co., General Mills Inc. (Bisquick & Wheaties), General Motors Corp. (Pontiac), Chrysler Corp. (Plymouth & Dodge), and Acme White Lead & Color Works. The current *Sing Neighbor Sing* program for Ralston-Purina Co., St. Louis (cereal), was also handled by Mr. Ferrin.

Cremo Is Sponsor Of Treasure Hunt

WBAL Program Idea Adopted By American Tobacco Co.

AMERICAN TOBACCO Co., New York, has started a spot campaign for Cremo Cigars in six cities, basing its program on the *Scavenger Hunt* idea which took the Baltimore public by storm when it was tested as a sustaining feature on WBAL this fall. Originator of the program was Leslie H. Peard, Jr., of WBAL. Plan is a radio version of the society game of a few seasons ago, in which the participants are given a list of assorted objects which usually cannot be secured without some little difficulty and told to return with as many of the list as they can at a certain time, when the one bringing in the most nearly complete list is the winner.



Mr. Peard

Renamed *Treasure Hunt*, the Cremo series consists of two 15-minute broadcasts each Saturday night. First part of the program goes on about 8 p. m. during which the announcer lists 10 articles to be assembled, such as a washboard, a photograph album, a ten-day old newspaper, the number of the fire alarm box at a certain corner, and similar items which must be hunted. The list of prizes is also announced at this time, to be awarded to the first listeners who show up at the studio with the complete list of objects.

Time limit is set for an hour later, when the program resumes with a description of the winning lists, interviews with the winners as to their adventures in collecting the items and the awarding of prizes. Each week 35 awards are made: 3 cash prizes, 7 boxes of cigars and 25 pairs of tickets to a local motion picture theatre. Listeners may also compete for prizes, 10 boxes of cigars being awarded weekly to those suggesting the 10 items included in the list.

Program was launched under Cremo sponsorship Dec. 4 on WBAL, Baltimore; WCAE, Pittsburgh; KOMA, Oklahoma City; KEHE, Los Angeles, and KYA, San Francisco, all Hearst stations. On Dec. 11 KSD, St. Louis, was added to the list and other additions will be made later if the present broadcasts prove successful. Campaign is placed through Lawrence C. Gumbinner Adv. Agency, New York. Herschell Deutsch is account executive.

Willys Plans Series

WILLYS-OVERLAND MOTORS Inc., Toledo (automobiles), will present a new spot program, *Willys Orchestra of Soloists*, recorded by NBC Transcription Service. The quarter-hour discs will be placed locally by Willys dealers. Agency is U. S. Adv. Corp., Toledo.

MAJ. LENOX R. LOHR, president of NBC, was to be a dinner guest at the White House Dec. 16. He is a native Washingtonian and planned to spend the following day with his family in Washington.

Further Strike Extension Is Foreseen

Stations Proving Slow To Return Signed Contracts

By BRUCE ROBERTSON

A FURTHER extension of the strike deadline is almost certain to be forthcoming after the meeting between representatives of the Independent Radio Network Affiliates and the American Federation of Musicians on Dec. 15.

This statement is made despite optimistic reports from spokesmen of both IRNA and AFM that many local unions and network stations are hastening their attempts to conclude new contracts before that date.

It is made despite the statement of the union at the time of the last extension, from Dec. 1 to Dec. 15, that "the Federation took this action in good faith for the purpose of giving the affiliated stations sufficient time to consummate contracts with our local unions but Dec. 15 is positively the last deadline date as our organization cannot possibly agree to any further postponement."

It is made in view of the fact that only 50 signed contracts had been received last weekend and even the arrival of two or three times that number on Dec. 13-14 would have left the total far below union demands.

That an extension will be asked for or that it will be granted has not been admitted by either IRNA or AFM. Thus far, it is understood no outright refusal to sign a new contract containing the standard provisions of Schedule A had been received from any station. The delay has been occasioned by many requests for interpretations of the schedule's clauses from both stations and unions. As a consequence a further postponement to Jan. 1 is regarded as inevitable. Joseph N. Weber, president of AFM, told BROADCASTING that on Dec. 10 he had received wires and letters from 55 unions reporting negotiations in progress with stations in their communities. Both parties said they would wait until the deadline date before making any decisions as to another extension. Unless the miracle occurred, however, there was no doubt that the deadline would be postponed until Jan. 1. The only alternatives would be for the AFM to accept a minority of contracts as satisfactory, which they could not do without discarding their one means of forcing recalcitrant stations into line, or to break off negotiations completely and call their threatened general strike, which would seem unlikely at this stage of proceedings.

To speed negotiations and to discover reason for failure of so many stations to complete new contracts with their local unions, the IRNA committee on Dec. 7 sent a message over the teletypes of NBC, CBS and MBS calling attention of all stations to the Dec. 15 deadline and asking if contracts would be in the hands of Ernst & Ernst by that date or, if not, what were the specific causes of delay. The following day Samuel Rosenbaum, WFIL, Philadelphia, chairman of the IRNA committee, and Emile Gough, Hearst Radio, secretary of the committee, met in Washington with three other committee members — Mark Ethridge, WHAS, Louisville; John Shepard 3d, Yankee Network; and Edwin M. Craig, WSM, Nashville — who were already in Washington as members of the NAB reorganization committee.

Officially the meeting was said to have consisted of a general discussion, but it is understood the session covered the slow return of contracts and the possible need of additional time in which to survey the stations to discover the reason for their failure to sign and, if necessary, to amend further Schedule A to secure compliance. Unpalatable as it may be, such a decision may be forced on both broadcasters' and musicians' committees, as many stations throughout the country are refusing to accept the schedule. In the State of Washington, for instance, six of the eight network stations have rejected the standard form, and it is believed that the others will follow suit. In no case did a station refuse to employ the additional musicians needed to bring it up to its allotted quota; in every case, the rejection was due to a refusal to accept Schedule A. Similar reports from all sections indicate a widespread fear that the form still contains provisions harmful to the broadcasters' standing with the FCC, despite assurances of the IRNA committee and its attorneys to the contrary.

Contracts covering the key stations were signed by Mr. Weber on Dec. 2 and sent to network officials. To date none has been returned, although all parties say they are in complete agreement on all points and only minor differences in legal wording remain to be settled. Contracts call for an expenditure of more than $500,000 for the 11 stations identified as keys (WEAF, WOR, WJZ, WABC, New York; WMAQ, WENR, WBBM, WGN, Chicago; NBC studios, KNX, KHJ, Los Angeles) on the basis of $60,000 for each NBC and CBS key station and a slightly lower rate for MBS keys.

Dealings with the transcription and phonograph record companies will not be resumed until the IRNA situation is finally settled, Mr. Weber said. When the stations are signed, licenses will be drawn up and issued to these companies, he stated. Negotiations with non-network stations must also wait for the network affiliates to complete their dealings, he added.

CIO Buys Radio Time When Meeting Is Blocked

FOLLOWING refusal of Mayor Frank Hague of Jersey City to issue a permit for a CIO mass meeting, leaders of the union have turned to radio to reach their members and the general public, purchasing time on WEVD, New York's "labor station", and broadcasting its message across the Hudson. First broadcast was made by William Carney, CIO regional director in New Jersey, on Dec. 3, and a second on Dec. 14 by George Slaff, attorney who successfully represented the CIO in similar suits in other cities. A half-hour program, featuring a number of outstanding speakers, is scheduled for Sunday, Dec. 19, which is the date of New Jersey's Constitution Day celebration. Further broadcasts will be scheduled from time to time, it was stated, with plans in the hands of Morris L. Ernst and Abraham Isserman, CIO attorneys who are planning to contest the legality of Mayor Hague's action in the Federal courts. Broadcasts will be advertised in Jersey City by means of trucks bearing signs, sound trucks and dodgers having also been prohibited by Mayor Hague.

Sales Group Meeting

A DOZEN station sales executives, functioning as a sort of steering committee for sales managers, were to meet at the Hotel Sherman in Chicago Dec. 16 to form plans for a national convention in Chicago in January. The meeting was called by L. H. Avery, sales manager of WGR-WKBW, Buffalo, and chairman of the Sales Managers' Division created under the NAB two years ago. On the agenda, in addition to the convention plan were the advisability of holding sectional meetings, consideration of policy problems, rates and other sales problems.

AGRAP Defers Convention to Decide On Possible Affiliation With AFL or CIO

THE convention of representatives of AGRAP (American Guild of Radio Announcers and Producers) locals to receive the report of the special committee on "what affiliation with either the AFL or the CIO would entail" has been postponed from Dec. 10 to Jan. 7, due to large number of announcers on sick leave at Guild stations. While officials refused to discuss the question, it is understood that a bitter fight is expected, some members inclining toward affiliation with AFRA, others with ARTA, and a large number believing that AGRAP should maintain its independence.

A contract between CBS and AGRAP for the sound effects technicians at WABC, New York, was concluded Dec. 2. Contract, which is retroactive to Oct. 1, 1937, and runs to May 1, 1939, calls for a 40-hour, five-day week with a $50 minimum wage and provides for additional blanket increases during the term of the contract. Three-weeks vacations with pay, sick leave with pay, preferential reemployment and a Guild shop are also provided.

AGRAP on Dec. 5 signed an agreement with WBNX, New York, for the announcers at that station, winning a 16% immediate wage increase and promise of a further increase of 14% within the next year. Contract calls for a closed shop, arbitration of discharge, minimum weekly wage of $35, 40-hour week, time-and-half for all time over eight-and-a-half hours in any one day, with 15 minutes before and after each assignment included in computing time, two weeks vacation with pay and an additional week in lieu of holidays. Negotiations with WNEW, New York, reached an impasse when the union and the management could not agree as to rights of AGRAP to represent announcers already under contract to the station and the case has been referred to the National Labor Relations Board for settlement. Bargaining has been begun with WOV, New York, and is expected to be started shortly with WMCA for a new contract, the current contract expiring at the end of this year. Hearing of the charges filed by AGRAP before the NLRB of Worcester, for representation of employes of WORC, began on Dec. 13.

WEVD Signed By IBEW

By signing the complete technical staff of WEVD, New York, the newly-organized Local 913 of IBEW, AFL electrical workers union, began its drive in the New York area, heretofore dominated by ARTA, CIO union. IBEW has long controlled engineers engaged in broadcasting in St. Louis, where all stations have a blanket contract with the union, and has contracts with a half-dozen other stations throughout the country, but this is its first attack on the New York territory. Stephen Kovacs, president and business manager of Local 913, which was granted a charter for autonomy in the broadcast engineering field by the IBEW on Nov. 26, told BROADCASTING his group has been promised the full support of AFRA, talent union, AFM, musicians union, and other AFL groups and that it is planning an intensive drive to organize radio technicians in unorganized stations and to win over technicians now affiliated with ARTA. This drive will be started as soon as standard demands regarding wages and hours and conditions of employment have been formulated, he said.

Officials of the broadcast division of ARTA expressed little concern over the entry of IBEW into New York. With a year's start in organizing broadcast engineers the ARTA group is confident that its progress will continue unimpeded.

In Philadelphia ARTA has signed a one-year contract with WFIL, calling for a closed shop, a minimum wage of $43 a week, seniority rights, vacation and sick leave with pay, and the reinstatement of one man. Contract was signed by Samuel R. Rosenbaum of WFIL and by S. C. Waldeman for ARTA. Negotiations have been started at WIP, only station in Philadelphia with which this union does not have a contract.

Mrs. Emily Holt, executive secretary of AFRA, returned to New York after several weeks on the West Coast to report rapid growth in membership throughout the country. Progress in coordinating the reports of committees and formulating demands of radio talent for standard conditions of employment is as rapid as could be expected, she said, and AFRA hopes soon to begin presenting these demands to networks and stations. She refused to set even an approximate date for these demands, however, saying that there is still much to be done.

Recording Group Starts New Drive

Would Exact Royalties From Records on Commercials

A NEW campaign to collect royalties from broadcasting stations for commercial use of phonograph records, was launched Dec. 10 by the American Society of Recording Artists, companion of the National Association of Performing Artists, through Kenneth C. Davis, Seattle attorney. Mr. Davis in the past has been identified with the anti-ASCAP copyright fight and is managing director of the Washington Association of Broadcasters. He participated in both the Washington State and Montana anti-ASCAP legislation.

In his letter to Western stations, Mr. Davis cited the Waring decision in Pennsylvania holding the recording artist has a performing right in his work. He cited also the Court of Appeals decision in San Francisco in the newspaper case of KVOS, Bellingham, Wash., holding that the decision is law in the Western District. Stations now using records, he held, must account for the time they use them or take licenses from ASRA. He advised stations that if they did not want to take a license they should refrain from using the works of members of ASRA.

Asks Quick Reply

Declaring he would convince stations "legally and logically" that they must pay for these performing rights, Mr. Davis asked that stations inform him within seven days whether they are using music of his clients, whether they intend to continue using such records without payment or whether they wish to pay a license fee for such use. He added stations would receive no other communication before suits were instituted for accountings. Asserting he was willing to discuss rates or rights with a station or their lawyers, he added he did not intend to conduct "law school discussions".

The Davis letter occasioned surprise among Western broadcasters because it represented a complete reversal of the attorney's strategy in combating ASCAP for the broadcasters of Washington and Montana. He pointed out also that broadcasters should scrutinize the transcription market carefully because he claims many transcriptions have been bodily lifted from phonograph records.

Harvard Rejects Sponsors

OFFERS of sponsorship of the seven Harvard home football games next season have been declined by university officials, according to the *Harvard Crimson*, which reported this action was taken as "part of a policy to prevent overemphasis and avoid commercialization of football." Thus far only the Harvard-Yale games have been broadcast.

BLUE BIRD NAIL POLISH Co., Minneapolis, which was recently purchased by Consolidated Drug Trade Products Inc., has placed its business with the McCord Agency, Minneapolis. Krank's Shaving Cream, also recently purchased by Consolidated, had previously placed its account with the McCord Agency [BROADCASTING, Dec. 1].

A NATIONWIDE RADIO DRIVE

Networks and Stations Take Up Suggestion That Audiences Be Urged to Buy Radio Sets

THE "Radio Family" editorial published in the Dec. 1 issue of BROADCASTING urging station cooperation with dealers and manufacturers of radio receivers through a gratis announcement campaign, has been taken up spontaneously by a substantial group of stations, including the Iowa Network, owned and operated stations of NBC, certain of the CBS owned and operated stations, and the four-station Pacific Northwest Coverage Group, all of them have reported to BROADCASTING.

First to take up the campaign was Iowa Network, through its stations KSO, KRNT and WMT. An extensive campaign has been launched by commercial manager Craig Lawrence, and he reported that dealers have evinced considerable pleasure over this type of cooperation.

NBC-owned and operated stations, 13 in number, are interspersing spots suggesting that radio sets be purchased as Christmas gifts. The suggestion was made to the stations by Alfred H. Morton, manager of NBC-owned and operated stations. NBC also planned to suggest to affiliates that it follow the same course.

WJSV, Washington-owned and operated station, also launched a campaign locally and CBS vice-president M. R. Runyon, in charge of the network's owned and operated stations, suggested to his group that they follow the same course.

The four stations of the Pacific Northwest Coverage Group — KFPY, Spokane; KGIR, Butte; KRSC, Seattle, and KPFA, Helena —are using announcements at station breaks, according to Ed Craney, official of the hook-up.

In launching the Iowa effort, Mr. Lawrence acquainted dealers with the campaign in a letter in which he pointed out that the time was right to boost new sets. Declaring that a number of the better known makes are on the air with Iowa Network stations, he added:

"We feel that with Christmas coming up, these next two weeks should be good weeks to urge the purchase of new radios."

He advised them that talent on a number of programs would suggest to listeners that they buy radio sets as Christmas gifts. The campaign, which began Dec. 9 and ends Dec. 22, comprises a total of 76 announcements.

"This is only a drop in the bucket compared with what needs to be done in the way of selling replacement business, but we feel that it would have a beneficial effect and that some day such a campaign will be carried on in a persistent determined manner by the leaders of radio merchandising," Mr. Lawrence said.

The BROADCASTING editorial pointed out that broadcasters not only help their local dealers and the set manufacturers in advocating new set purchases, without mention of trade name, but they also aid themselves in increasing their own audience and circulation.

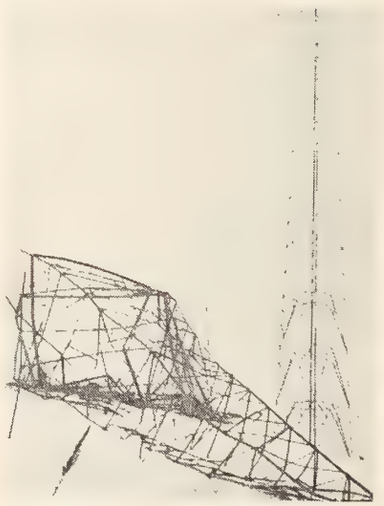
Chile Next

THE invitation of Chile to be host to the next Inter-American Radio Conference, tentatively scheduled for 1940, was accepted by the Inter-American Radio Conference which adjourned in Havana Dec. 13. Presumably the Chilean capital — Santiago—will be the site.

Western Nations at Cairo Will Have United Front

HAVANA, Dec. 13—The nations of North, Central and South America will go to the International Telecommunications Conference in Cairo next February as a "united front" on all matters affecting their communications needs as a result of agreements reached during the Inter-American Radio Conference in Havana.

The Conference agreed to study the widening of the ultra-high frequency broadcasting bands, preparatory to the Cairo Conference, and have tacidly agreed that shortwave communication be used primarily for international purposes. Other understandings reached by the American nations related to aviation communication, steps to be taken to keep abreast of modern technical advances in all phases of radio operations so as to minimize interference, and detailed rules governing the handling of press traffic.



"WHAM"—An antiquated 225-foot antenna which once majestically catapulted the 50,000-watt signals of WHAM, Rochester, into space, bit the snow Dec. 7 after a Northwest wind did some puffing. It was a lucky break because WHAM had planned to topple the tower Dec. 11 as a publicity stunt as well as to make way for a new 450-foot vertical now under construction. The tower was out of service, its twin supporting an emergency antenna pressed into service prior to completion of the new 450-foot spire.

FIRESTONE TIRE & RUBBER Co., Akron, on Nov. 29 added 3 NBC-Red stations (WDAY, KFYR, WSGN) for *Voice of Firestone*, Mon., 8:30-9 p. m., making a total of 74.

Cairo Delegation Soon to Be Named

Senator White, Capt. Hooper Among Those Mentioned

THE MAKEUP of the American delegation to the Cairo International Telecommunications Conference to commence Feb. 1, 1938 was expected to be presented to President Roosevelt on or about Dec. 15, according to the State Department.

While there has been no inkling from official sources as to identity of the American delegation, it is understood that the names of Senator Wallace H. White Jr., of Maine, ranking Republican on the Senate Interstate Commerce Committee, who is conceded to be the foremost authority on radio in Congress, and Captain S. C. Hooper, of the Navy, are high on the list. Whether any member of the FCC will be named a delegate also could not be confirmed. One possible delegate from the Commission had been previously reported to be Commissioner Norman S. Case.

Craven Too Busy

A strong demand in official circles for placement of Commissioner T. A. M. Craven, one of the world's foremost radio engineering authorities, on the delegation, is known to exist. The fact that the revamped FCC has yet to go through the most important phases of its reorganization, and that a broadcast reallocation is impending, would augur against his appointment, however.

Comdr. Craven headed the American delegation to the Inter-American Radio Conference in Havana, which on Dec. 13 reached a successful conclusion [page 9-11 et seq], and he has been a delegate or major technical advisor to practically every international radio conclave during the last two decades.

Francis C. deWolf, of the Treaty Division of the State Department, is expected to attend the Cairo sessions either as a delegate or a major technical advisor. He has been on several recent technical delegations as a State Department representative.

From the conventional broadcasting standpoint, the Cairo sessions are not of particular moment, but allocation internationally of ultra-high frequencies for broadcast purposes, as well as recognition of particular bands for visual communications do come before the sessions. In addition, matters relating to aviation, press, ship, amateur and other radio assignments are on the advance agenda.

The sessions are held each five years, the last conference having been held in 1932 in Madrid. It ran for three months.

Toscanini Arrives

ARTURO TOSCANINI, the noted Italian conductor who was recently signed by David Sarnoff to direct the NBC Symphony Orchestra in a series of 10 Saturday night broadcasts over the combined NBC networks, arrived Dec. 13 on the *Conte Di Savoia*. His first broadcast will be Christmas Night. The NBC Symphony series started earlier this month with Artur Rodzinsi temporarily handling the baton.

An Airfull of Holiday Merchandising

Stations Offering New Ideas on Christmas Programs

THE AIR is full of Christmas programs. Out of the sky dropped Santa Claus to greet 30,000 children at the St. Paul airport and be interviewed on KSTP before flying on to Indianapolis where 7,000 youngsters thronged the local airport as WFBM asked him about conditions at the North Pole. Later he flew to Salt Lake City and was greeted on KDYL.

When his plane landed at Tacoma, Wash., KVI found Mrs. Santa Claus with him and the kids delighted in her stories of the Northland. To other cities and towns he journeyed by train and automobile. More than 4,000 children cheered as WNBX, Springfield, Vt., met him at the local station and presented him in a series of programs sponsored by the Chamber of Commerce.

Presidential Broadcast

NBC will broadcast the ceremonies when President Roosevelt lights the National Community Chest Christmas Tree in Washington Dec. 24. CBS, MBS and NBC are featuring remotes and special events programs during the holiday season with world coverage. Locale of these many broadcasts varies from Greenland to Honolulu, from British Guiana to Palestine. As in years past, local stations from coast-to-coast are broadcasting all sorts of programs designed to help the needy.

On KGER, Long Beach, Cal., a daily series solicits letters from poor families and arrangements are made with the more fortunate to send food and toys. WRC, Washington, has a Christmas house on the street for toy reception and WJSV is cooperating with a local sponsor in giving away hundreds of overcoats to poor children. Merchandise totaling thousands of dollars is donated by Milwaukee business men to be auctioned off by WTMJ from a special downtown booth, with proceeds for the needy. WIS, Columbia, S. C., is featuring a Saturday *Toy Matinee* with admission a toy.

On WHO, Des Moines, a coffee sponsor is buying any toy that a child specifies when anyone sends in labels from its coffee bags. Listeners using the coffee may have the toy sent to any youngster in the locality. WLS, Chicago, holds its fourth annual party for children Dec. 18 and admission is a can of some food to be given to charity. Last year WLS listeners and employes contributed $4,000 to buy 150 radio sets for poor people and this year contributions will exceed that amount. WGL, Ft. Wayne, Ind., is airing a series of charity programs and WSAI, Cincinnati, has a daily feature called *Miles of Dimes* and reports dimes galore.



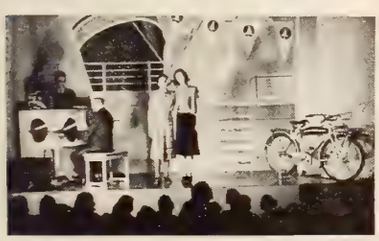
CHRISTMAS DOLLS—Are collected by WRC, Washington, in a downtown Doll House where Gordon Hittenmark broadcasts his daily program. Last year Gordon coralled 5,000 dolls. This year he hopes to beat that record if Detective Cecelia Clark of the local police will only let him alone.

Entertainment of all varieties fills the air. A new type of contest appeared when Paul Kennedy, radio editor of the *Cincinnati Post*, went on WSAI to offer prizes to listeners who would keep track of the number of times they hear "Holy Night" played or sung on the air during the holiday period. "Help save this song," Mr. Kennedy urged his listeners. Annual carol festival on WHK, Cleveland, drew an audience of 10,000 and WGY, Schenectady, has its Christmas programs on a downtown P. A. system and reports keen listener interest in the stunt. The Iowa Network will broadcast Christmas mass under the direction of Orville Foster as well as a series of goodwill participating programs with sponsors aiding the poor.

New England postmasters discussed the mailing problem on WAAB and the Colonial Network, while KOMO-KJR, Seattle, broadcast a series of choral programs. WMPS, Memphis, covered the city's annual festival with many remotes and KDYL, Salt Lake City, broadcast from the cavalcade of floats that opened its holiday season. WCOL, Columbus, O., broadcast the city's annual Christmas parade which featured hugh air-inflated rubber animals. Veteran Santa Claus, Walter Linthicum, kept the studio full of children at WBAL, Baltimore.

Among the many remote broadcasts from department store toy departments were KRKD, Los Angeles; WPTF, Raleigh, N. C., and WWVA, Wheeling, W. Va. Seven sponsors gave their time on WDNC, Durham, N. C., to songfests featuring a chorus of 800 school children. WHN, New York, is distributing toys contributed by listeners to its *Amateur Hour* and Warden E. Lawes appealed for toys for prisoners' children on his regular NBC show for Sloan's Liniment. Old timers in radio will welcome the return of Leo Fitzpatrick of the original *Kansas City Nighthawks* and Neal Tomy of the *Red Apple Club* when they head the talent list of Dec. 17 for the Detroit Newsboys annual show. Mr. Fitzpatrick is now general manager of WJR, Detroit, and Mr. Tomy is publicity director of WJR.

Sponsors all over the country gave freely of their time for special Christmas programs and in many instances commercial announcements were dispensed with altogether. Programs for New Year's will again include a cross-country review of dance bands by all networks and the annual *Burlington Liars Club* championship to be decided Jan. 1 on NBC. CBS will present its third annual *Twelve Crowded Months*, dramatizing the 12 biggest news stories of the year as selected by a poll of newspaper city desks. NBC plans a similar program of the 10 biggest stories to be chosen by a board of Associated Press members.



HAPPY FACES—More than paid for the work and trouble, says KDYL, Salt Lake City, of its children's program called *S. S. Santa*, one in a series of Christmas broadcasts.

SOME TIPS ABOUT CONTESTS

Promoters Advised to Plan Them With Great Care; Data Show Cost of Big Campaigns

By HELEN KING

ABOUT this time of year most agencies are checking over contests in the past, to determine the benefits derived from them. With charts, and graphs before them, they endeavor to learn the most popular type (from a standpoint of sales), and the least expensive to run. The annual increase in money alloted to contests proves their paying value.

A common practice among advertisers is to send a thank-you card to all entrants. This is a courteous and costly gesture, and appreciated by man—but why hasn't some advertiser thought to send out *announcement* post-cards?

Any letter house can supply a list of contest fans, and mail out cards calling attention to the program, the prizes and requirements. This would act as a stimulant and start the company off with a large group of entrants. It insures a contest audience, and assures immediate returns, eliminating that dreadful first-week, when entries merely trickle in.



HELEN KING

After getting the audience, the next step is to find out the type of contest they like, and the prizes that have the most appeal. A questionnaire was recently conducted to determine these facts, the results of which are in accord with the returns on most contests.

Prizes	*Type*
Cash, 40%	Slogans, 20%
Cars, 12%	Letter, 35%
Elec. appl., 20%	Jingles, 15%
Misc., 28%	Puzzle, 10%
	Handwriting, 20%

Length

4-8 weeks, 40% 1-13 weeks, 50%
2 weeks, 10%

It might be of interest to note that 75% of those returning the 2,500 questionnaires were women! Contesting decidedly is a woman's game, and should thus be made to appeal to the feminine fancy. It is also interesting to realize that the women liked the letter-writing contests, and men the slogan types.

According to figures released by agencies that were queried, there were 10% fewer contests in 1936, over 1935, but the prize value of this 90% was triple that of the earlier year!

In 1935 128 contests were staged by 80 advertisers who gave 125,000 prizes valued at $750,000. In 1936 118 contests were staged by 74 advertisers who gave 2,500,000 prizes worth $1,750,000.

During the course of these contests their sales increased from 10-45%, dropping off after the close. A recent tobacco contest reported 500% increase during the contest, with a steady increase of 150% for the three months after the close.

The advertiser who cannot afford to run a contest efficiently, and thoroughly, should not attempt to run it at all. It is a dangerous practice to allow an inexperienced staff to obtain the work at a ridiculously low price. The natural question here is "How can they do it?"

It is of course difficult to judge the operating costs, as conditions are not the same all over the country—and the advertisers' requirements may vary. However, a breakdown of figures has been obtained from four contest operators, all of which are about the same. These figures are based on the actual cost, per unit, of a simple "Why I Like . . ." letter contest:

Picking up, opening and counting mail, $.003 per entry; primary reading for rules and boxtops, $.005 per entry; secondary reading for duplicates and "fair" entries, $.0075 per entry; final judging .0015 per entry; total, $.017 per entry.

This is considered a fairly low estimate, but should be the minimum in computing any contest.

By the time the additionals have been included, the cost runs to approximately 2 cents per entry. Of course there are contests that cost 5 cents each, when there is much checking to be done.

The question of "duplicate prizes" is one that is gradually coming to the foreground. It usually pops up once during each contest when a publicity boy conceives the bright idea of *really* giving a duplicate set of awards. All budgets should be prepared for the possibility of such an emergency.

For those who are statistically inclined, the following figures on returns might prove of interest.

Type	*Time (weeks)*	*Prizes*	*Returns*
Slogan	6	$2,100	145,000
Jingle	8	2,500	240,000
Letter	8	1,500*	420,000
Title	6	5,000	245,000
Handwriting	3	1,500†	262,000

* Weekly; † Daily awards of $100.

In all these contests the percentage of facsimiles was under 1%.

Uniform Accounting Pondered by FCC

Would Eliminate Present Confusion in Station Data; Immediate Action Is Not Deemed Likely, However

INTRODUCTION of uniform methods of accounting by broadcast stations, to be used as a vehicle for providing the FCC with reasonably comparable data on station operations, may be required under new policy being considered by the staff of that agency.

Whether the FCC in the final analysis will seek a uniform system of cost accounting for all stations or will attempt to procure this data by questionnaire or some other means, has not yet been determined. The matter has been discussed in Commission circles for some months and was precipitated originally with the suggestion that an economics unit on broadcast matters be created within that body.

Commission research on this subject goes back more than a year. The desire is to procure data which would be consistent for all stations so that a dollar on the books of one station would mean the same thing as that on the books of another. The thought is not that of invoking upon stations any rigid methods which would work a hardship, but of procuring data in one way or another which would enlighten the Commission and permit it to more intelligently prescribe general rules of station operation.

Comment Withheld

Official comment was not forthcoming but there have been a number of indications that the Commission and its accounting department are thinking along this line. A few weeks ago, for the first time in the history of the FCC, an FCC accountant was called in by an examiner in a broadcast hearing to testify on the proper form of an operating statement of a station. Moreover, applicants themselves have been turning more and more to the practice of introducing detailed economic information at hearings through expert witnesses.

There appears to be no immediate prospect to introducing new policies on accounting methods but the subject is expected to be one to which the Commission itself will devote considerable time. Before any broad policies would be introduced there would be a public conference at which broadcast licensees would be in a position to express their viewpoints on the type of data to be included.

Very little information on the fiscal operations of stations has been available. On renewal applications, filed each six months, the FCC requires bare statements of gross and net revenues along with an average breakdown of monthly expenditures for talent, equipment and other large bracket items. This information, however, is not at all comparable in individual cases, since stations use divergent methods of bookkeeping.

Should the Commission decide to pursue such a course, it probably would be inclined to follow the procedure it uses for telephone carriers. It has three classifications for such carriers based on gross income, with the larger carriers submitting reports covering detailed operations while a middle group submits less detailed information and the smallest group supplies very simple data.

Presumably, the broadcast reports might be broken down into categories covering a Class "A" group having gross incomes of possibly more than $250,000 per year; Class "B" from $50,000 to $249,000, and the miscellaneous class, or the "C" category, covering stations with incomes of less than $50,000. In the latter group might be 100 watters in smaller markets, daytime stations and others upon which the burden of filing detailed reports might be construed as onerous.

Yet another system that might be adopted would be to base the reports on power and channel classifications, such as clear, regional and local and part-time.

Rate Control Lacking

Despite fear of rate regulation of stations, it is generally believed that a uniform accounting policy, if and when adopted, would not be employed in any effort toward that goal. In the first place, it has been clearly established that the FCC, under existing law, does not have authority to regulate rates, since broadcasting stations are not defined as public utility common carriers. There has been some speculation, however, of possible ultimate limitation of profits of stations, but this view also is discounted on the theory that the authority is lacking insofar as the FCC is concerned under existing law.

Purely in the realm of speculation, the thought has been advanced that limitation of profits possibly could be invoked through special tax laws but this does not appear to be imminent. The FCC, under the broad authority with which it is empowered to insure that licensees serve public interest, convenience and necessity, might be in the position to enunciate policy holding that stations realizing more than a specified amount of profit would not meet the public interest requirement, but this again is regarded as a remote possibility.

On the other hand, the fact that broadcast licensees enjoy only a six-month license would be a strong argument against rate regulation or limitation of profits in any form. The hazard to the broadcaster operating under a short-term license in the face of a heavy investment would militate against regulation of profits or of rates, it is felt.

A uniform cost accounting system for stations was recommended by the NAB in 1934, at which time Philip G. Loucks, Washington attorney, was managing director. A special committee headed by H. K. Carpenter, now general manager of WHK-WCLE, Cleveland, drafted a proposed standard system in cooperation with a group of certified public accountants. It was recommended that stations voluntarily adopt the system, but there was nothing mandatory about it. A number of stations, it is understood, have followed this procedure but the lack of uniformity in station ownership of stations has tended to retard general adoption of the standard form.

Nearly two years ago the FCC accounting department began its study of the broadcasting financial structure under special order of the FCC and in the course of its researches delved deeply into the NAB proposed standard contract form.

Use of a reasonably uniform method of accounting would tie into the proposal—discussed nearly a year ago by Commissioner T. A. M. Craven, then FCC chief engineer—that an economics unit be established within the FCC to consider economic aspects involved in all broadcast applications. The nature of competition, ability of a community to support additional facilities and similar data would be accumulated by such a unit for the edification and benefit of the FCC in determining broadcast cases. Solicitation of standardized accounting data, it is felt, would become a necessary prerequisite in establishment of such a unit—probably within the accounting department, of which W. J. Norfleet is head.

Would Require Time

Comdr. Craven has drafted a detailed economics report based largely on testimony adduced at the so-called broadcast allocations hearings of October, 1936, before the Broadcast Division. This report is expected to recommend creation of the economics unit. The report has been held up by the FCC pending reorganization under the chairmanship of Frank R. McNinch.

Originally the recommendation contemplated setting up the economics unit within the engineering department and as a part of the broadcast section of that department. Since then, however, the division form of FCC operation has been abolished with all departments functioning directly under a seven-man Commission. Consequently, it is logically anticipated that the new recommendation will be that the economics unit be established under Chief Accountant Norfleet.

Even with the spade-work for uniform fiscal information already done, the task that remains is a large one, including ways and means of effectuating such a policy, should it receive FCC approval and the likelihood of a hearing to get all possible information having a bearing on the subject. Thus, it is estimated roughly that possibly a year would elapse before fixed policy could be established.

Because of the natural reticence of any industrial group to bare its inner workings to the scrutiny of all comers, it is logically presumed that a strict mandate would be embodied in the projected policy against publicity of any information procured. In other words, it is felt that the information would be kept strictly confidential as far as the FCC is concerned, with that agency itself simply to use the information as a broad basis for declaration of policy in general station operations. One of the first reactions of the industry, it is felt, would be that this information might be culled by the Internal Revenue Bureau and that if the FCC statements did not reconcile themselves with those submitted in tax returns, litigation might ensue.

DAVID PENN MEETS DAVID PENN

And WCOL Throws a David Penn Day to Celebrate —A Lot of Confusion About Names—

THE telephone jangled in the news room of WCOL, Columbus, recently, and the operator announced that David Penn would like to see David Penn. David Penn, WCOL's ace newscaster, laid aside his script and waited. Into his busy office walked David Penn, a student at the Ohio State U. high school. He said that inasmuch as he listened regularly to David Penn's news programs and that his name, too, was David Penn they ought to meet each other. The WCOL newsman agreed. The younger Penn also confessed that he had a yen to become a news commentator. So the WCOL promotion staff set aside a David Penn day. The elder Penn took the younger Penn under his journalistic arm for the day and showed him all the ropes. In addition, the younger Penn read a portion of one of the news programs. Incidentally, the two Penns are no relation and they both are southpaws! The WCOL newsman has one daily news strip sponsored by San Felice cigars and the rest by the Dunn-Taft Co., local department store. The picture shows the younger David Penn editing a news story while David Penn, the elder, studies his work.



David Penn Meets David Penn

Minnesota Promoted

A GROUP OF businessmen of Minnesota on Dec. 5 started a full-hour Sunday evening program on WCCO, Minneapolis; KDAL, Duluth; WMFG, Hibbing; WALB, Virginia, and KROC, Rochester, Minn. Program, featuring the Minneapolis Symphony Orchestra and entitled *March of Minnesota*, promotes good-will for industry in general and each week pays tribute to a different town in the state. Agency is BBDO, Minneapolis.



Seven *letters in* SUCCESS
Seven letters in FAILURE
Seven letters in RESULTS
Seven letters in CHICAGO



Possibly the difference between the *Success* of your advertising and its *Failure,* might well be the *Results* to be obtained from a campaign in *Chicago*—on WLS, of course!

WLS Gets Results!

THE PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, *Pres.*
GLENN SNYDER, *Mgr.*

National Representatives: John Blair and Company

Keeping the Editorial Page Out of Radio

By WILLIAM S. PALEY*
President, Columbia Broadcasting System

Cause of Democracy Served by American Broadcast Plan, Which Provides a Nonpartisan and Open Forum

BROADCASTING may be divided, somewhat arbitrarily, it is true, into three broad categories. The first is public affairs. The second, for want of more exact language, I shall call culture and education. The third is entertainment.

If I were talking about broadcasting in the countries of the dictators I should have a simple story to tell. In those countries broadcasting has been owned by the state and used by the state to mold the people to its will, with the people compelled to listen to what their rulers wanted them to hear and barred from hearing anything else.

In America it has been different. We were pioneers and there was no authoritarian hand to mark out a path for us.

In the beginning we stumbled and groped. We saw only dimly the possibilities of mass communication, the complex and often conflicting avenues that were open to us. We were new in a world that was changing and changing fast. Economic necessity was driving the man in the street, the man in the factory and the man on the farm to take a deeper and a more active interest in the public affairs and the politics of his country.

Power of Radio

As more and more millions abroad were forced to lay their liberties on the altars of dictators, Americans, slowly realizing that democracy anywhere might be threatened and even lost, found themselves newly and intimately and deeply concerned with the drama of Europe and the chief actors in it.

While all this was happening, the evidence was accumulating that broadcasting could move the actions of men. People would listen, they would understand, and they would act. Living participation in the events of the world and of the nation — events great and small—had arrived. Frontiers melted like mirages, cold type turned into the warm voices of real men; ideas, good and bad, traveled farther and faster.

Naturally once so powerful a thing as broadcasting had proven itself, all sorts of people and all sorts of interests wanted to use it for all sorts of purposes. Manifold evidences of this desire forced us to think, to decide and to act. Particularly in the realm of public affairs did we need, as we grew in experience, to develop a code of ethics. We were under a very compelling necessity to do our best.

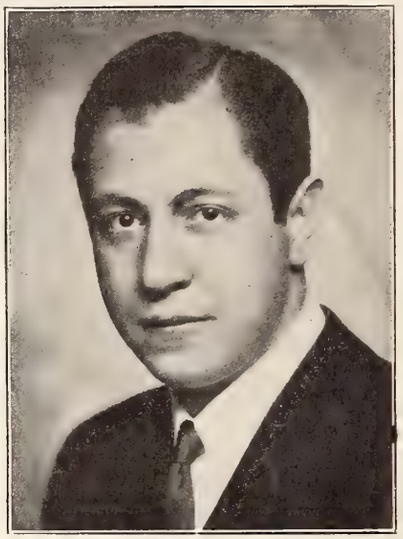
Public confidence and goodwill was the only thing we could rely on to perpetuate the system in which we believed. Seldom if ever has private enterprise had stronger motives for trying to serve the public interest. I come now to some of our major conclusions, the practices which flow out of them, and the reasons for them. Most fundamental in my own mind is this:

Broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly non-partisan. This is true not only in politics but in the whole realm of arguable social ideas.

To put it another way, we must never have an editorial page, we must never seek to maintain views of our own, on any public question except broadcasting itself. Moreover, we must never try to further either side of any debatable question, regardless of our own private and personal sympathies. Of course I do not mean that any broadcaster as an individual may not on occasion express his own views like any other citizen. I state this principle of non-partisanship first and I state it as emphatically as I can because I believe this is the cornerstone of democratic broadcasting.

You will perceive at once a striking difference between our position and that of the press. Let me point out the reason for that difference and at the same time try to clear up some of the confusion that has existed as to the meaning of such terms as "freedom of the air", "freedom of the press", "censorship", "editorial judgment" and the like.

I realize that having dwelt in the beginning on the power that lies in broadcasting I must offer logical evidence to back my conclusion that we ourselves must not use that power in the realm of controversial ideas, political or otherwise. Now, freedom of the press as I understand it, means the right of the publisher or the editor to express any view he happens to hold on any public question and even to refuse to publish the utterances of those who seek to controvert his views. He may even use his whole publication for the sole purpose of furthering his own ideas.



MR. PALEY

Why may the press be as editorially partisan as it pleases, while we may not? For the reason that there can be an unlimited number of publications devoted to countless purposes whereas the number of broadcasters is rigidly limited for physical reasons and therefore an editorial attitude on the part of broadcasters would always carry with it the danger of one side of a vital argument being maintained preponderantly or even exclusively. If an editor's views are stodgy, or unpopular, or if he rides hobbies that bore most people, he pays the penalty of dwindling circulation, but he has violated no public obligation.

If you accept my definition of freedom of the press, let me next define freedom of the air as I and nearly all other broadcasters understand it. Freedom of the air means the right of a speaker to express any views he may hold on any question of general interest. He must be guarded, and he is guarded in that right, regardless of how the operators of network or station may themselves feel about the thing he discusses. If he is not libelous or otherwise unlawful, if he is not obscene, if he does not seek to provoke racial or religious hatred he may say whatever he pleases over the air. I admit that ordinary questions of good taste or good manners sometimes arise, but virtually always they can be satisfactorily settled by consultation with the prospective speaker.

Right here I want to admit, too, that isolated instances of violation of this canon can be found. Most of them lie in what is for radio the distant past. Occasionally one is due to sudden emergency and lack of time for proper consideration; now and then someone, somewhere blunders.

A Fair Air

The next great principle in keeping American broadcasting forever keyed to the needs of our democracy is "Fairness of the air." By that I mean that no discussion must ever be one-sided so long as there can be found anyone to take the other side. The party in power must never dominate the air. No majority must ever monopolize. Minorities must always have fair opportunities to express their views. Again, because the number of broadcasters is limited by physical necessity and since, in the case of networks, millions listen at one time, it is imperative that all sides be fairly treated. Moreover, the dramatic velocity with which ideas reach the nation through this new medium, the compelling attention gained by those who, in this modern way, contend in person in the public arena of thought and opinion, the degree to which our people have come to rely on the radio for first-hand contact with men and events, all thunder this same democratic moral of freedom and fairness. For us wilfully or by the

(*Continued on page 34*)

*Text of address delivered at Second National Conference on Educational Broadcasting Nov. 29-Dec. 1 at Chicago.

Educators Concede Program Deficiency; Seek Means to Arouse Greater Interest

WHEN the Second National Conference on Educational Broadcasting met Nov. 29-Dec. 1 in Chicago under the auspices of 27 educational and cultural organizations, the educators and not the broadcasters were put on trial. Rather than simply criticize the radio industry, nationally-known educators discussed ways of improving educational programs and for the first time openly admitted they had failed to provide programs of wide listener appeal. Significant was the fact that not a single speaker condemned the American plan of private ownership and, on the whole, commercial stations were highly praised.



Mr. Kay

To the conference came outstanding industry figures to explain and defend the American plan. William S. Paley, CBS president, spoke brilliantly in defense of commercial radio and the benefits of competition [Text of Mr. Paley's speech on this page].

Lambdin Kay, general manager of WSB and WAGA, Atlanta, represented the local station and his summary of radio's development put the meeting on a practical basis. A colorful pioneer in the industry, Mr. Kay told how radio has influenced the life of the ordinary listener. Discarding highflown theories, he graphically narrated the story of the early years when the question was not "What shall we do with radio?, but "What *is* radio?" Step by step he traced the development of radio control by governmental agencies and paid tribute to the FCC for "establishing a system of channels that made the best reception possible under inherited limitations."

Benefits of Advertising

In defense of commercial broadcasting Mr. Kay pointed out that "advertising has produced the goods and services which give Americans the highest living standards enjoyed by any people on the globe." "The cost," he continued, "when split up among many stations and advertisers, was, and remains, relatively nominal when compared to the fabulous values contributed toward the public interest."

Finally he explained the position and capacity of the present day broadcaster. "In 16 years we have turned out the professional broadcaster—a type of specialist trained after a generation of experience," he said. "He can run his business better than any banker or elevator boy or preacher or professor and

(*Continued on page 58*)

SPEED!



AND ACCURACY TOO!

. . In News Casting!

A battery of automatic printers feed a constant stream of news bulletins on world happenings as covered by the ace reporters of the International News Service. WMCA reports these happenings in five regular daily programs. News of transcendal importance is broadcast the instant it breaks! *SPEED!*

. . In News Dramatizations!

Five nights a week at 7:15 and Sundays at 9:00, "Five Star Final" is on the air "to bring you news of the world we live in—Love, Life, Hate, Heroism"—made vividly real! *SPEED!*

. . In Gangplank Interviews!

As the big ships come and go, WMCA reporters interview the celebs at the pier. The doings of these famous personalities are always headline news! *SPEED!*

. . In Theatre Reviews!

Less than an hour after the curtain falls on a broadway premiere, the WMCA theatre critic is on the air with his candid review of the show—impressions that brook neither fear nor favor. *SPEED!*

. . In Roving Reporters!

There is a human-interest angle to every news story! WMCA Roving Reporters uncover the human side—often in the form of exclusive scoop interviews with the news makers themselves. *SPEED!*

. . In Spot News!

A burning dirigible—a devastating flood—whatever the calamity that makes news banners scream, is an SOS to the WMCA staff. By remote control, by short wave, or whatever it takes—WMCA men set speed records in relaying their eye-witness accounts of the disaster. *SPEED!*

NEW YORK'S OWN STATION

WMCA

FCC to Revise Applications To Delete Present Loopholes

Will Require More Detailed Disclosure to Avoid Citations of Type Involved in Segal-Smith Case

TO INSURE full disclosure of information relating to the status, responsibility and qualifications of applicants for broadcasting facilities, the FCC shortly will issue a revised application form eliciting far more detailed data than heretofore required.

Necessity for far-reaching revisions in a measure was traceable to the disclosures made in the hearings in October involving Paul M. Segal and George S. Smith, Washington attorneys, and which the FCC decided Dec. 4. By tightening the application forms, it is presumed matters that arose in the citations involving the attorneys will be avoided in the future. Charges against Mr. Smith were dismissed by the FCC while Mr. Segal was suspended from practicing before that body from Dec. 6 to Feb. 5.

The present broadcast application form (No. 301) has been in force practically since the FCC came into being in 1934, but was revised slightly last year. It comprises eight pages of interrogatories. The new application form, now in the last stages of production, probably will run a dozen pages, and will cover both applications for new stations and for modifications of license covering new facilities.

Publicity Campaign

The FCC opinion, which followed eight full days of hearing in October, was by unanimous vote of the six commissioners participating. It comprises 31 pages, more than half of them devoted to circumstances surrounding and reasons for the disqualification of Commissioner George H. Payne by his colleagues for "personal prejudice, bias and malice."

Charges against the two attorneys, instituted and made public under Payne's direction last May, were found without basis except in two instances in which Mr. Segal formed corporations at the behest of clients, which corporations applied for facilities without disclosing the real identity of the principals in the applications before they were set for hearing. This procedure, common among practitioners before the FCC, was found to be without justification, the opinion stating that "nowhere in the law may it be inferred that an application may be filed under oath for a totally undisclosed principal or undisclosed party in interest."

The lengthy opinion referred to the testimony at the hearing of a number of the leading lawyers who practice before the FCC as to the good character and reputation of Mr. Segal. "No other fact or act of alleged misconduct in his life as a lawyer for ten or more years has been called to our attention," the opinion stated. "This testimony shows that Mr. Segal's standing, character and integrity as a lawyer has been of the highest."

"We also take judicial notice of the fact that wide publicity has been given to the charges contained in the two orders of the Commission," the opinion added. "This publicity has existed for a period of more than six months and that necessarily during this time the respondent, Segal, has been more or less under a cloud because of these charges, and that necessarily his practice must have been adversely affected."

In only two of the five cases into which the Commission inquired did it find that the grounds were justified. These had to do with applications in which the actual principals were Henry P. Rines, operator of WCSH, Portland, Me., and Earl C. Reineke, president of WDAY, Fargo, N. D. In the first instance the Palmer Broadcasting Syndicate Inc., was formed to seek new facilities in Maine and in Cheyenne, Wyo., and in the second Commercial Broadcasters Inc. was formed to apply for a new station in Moorhead, Minn. Allegations of impropriety involving applications for stations in Johnson City, Tenn., Pawtucket, R. I., and Logan and Provo, Utah, also dug up by Payne as chairman of an investigating committee, were dropped.

In the two instances cited, testimony of the principals during the hearings showed they intended to disclose their identities at the usual public hearings before examiners. The Commission's opinion stated that under the law it is possible to grant applications without hearings. There was no mention, however, of that fact that in all such instances there is a protest period and, moreover, that in each case the existence of competitive applications would have made hearings mandatory.

Disqualification of Payne

Seventeen pages of the 31-page decision were devoted to reasons why five commissioners upheld the motion to disqualify Payne from sitting in the proceedings after an undisputed affidavit had been filed that Payne threatened to "get" the two attorneys and had given out publicity designed to cast reflection upon them even before the formal charges were made. Messrs. Segal and Smith are counsel for BROADCASTING in a $100,000 libel suit instituted by Payne, still pending in the local courts.

That portion of the opinion dealing with the "bias" charges, in which Commissioner Walker alone dissented on the grounds that the Commission was without jurisdiction to disqualify a fellow member, and in which no words were minced, read in part as follows:

"The facts alleged in the affidavit, particularly those alleged in paragraphs 1 to 4, both inclusive; those relating to statements alleged to have been made by Commissioner Payne to the public through the press on several occasions, and to the public over the radio in the course of a speech, concerning matters at issue in this proceedings; those to the effect that Commissioner Payne made efforts to give the charges against the respondents wide publicity; and those charging attempts on the part of Commissioner Payne through 'inaccurate statements' to press columnists 'to bring the affiants into disrepute and to facilitate his plan to bring about, if possible, the disbarment of affiants', if true, amply support respondents allegation that Commissioner Payne had personal malice, bias and prejudice against the respondents by reason of which he would be unable to act impartially in the proceeding. In consequence the Commission could not dismiss the motion on the ground that it was not sufficient in law."

McNinch Gratified

VERY "gratifying" results from the newly instituted system of handling political and other inquiries directed to the FCC, were reported Nov. 30 by Chairman Frank R. McNinch. At a press conference he said he had made inquiry to ascertain the results of the notice instituted Nov. 15 designed to eliminate politics in the conduct of the FCC. Mr. McNinch declared that a "marked falling off" in the number of inquiries made to the Commission has been detected and that there have been none during the last fortnight dealing with the merits of cases. He expressed gratitude over this "wonderful cooperation", asserting that the FCC is not receiving suggestions, recommendations, or even "significant inquiries" about pending cases.

FCC Adopts New Procedural System With Rotating Plan to Handle Routine

INVOKING an entirely new procedure in handling its duties, the FCC on Dec. 1 began functioning under the system of rotation whereby particular routine and non-policy making activities are assigned to individual commissioners for a month at a time.

Simultaneously, a motions docket was established for the hearing and determining of matters arising under FCC rules relating to purely preliminary judicial motions and interlocutory pleadings relating to procedure.

The three-division method of regulation having been abolished Nov. 15, the Commission henceforth will act as a body on all matters other than those of a purely routine nature. Effective Dec. 6, a new schedule of meetings became operative. The seven-man Commission will meet on broadcasting matters on Wednesday instead of Tuesday as it has in the past. If it is unable to complete its broadcast docket on that day, it will carry over until Friday of the same week.

On each Tuesday, at 10 a. m., the Commission will consider telephone and telegraph matters. Each Thursday is set aside for oral arguments on cases already heard by examiners and in which reports have been issued.

Announcement of the new orders allocating functions was made by Chairman Frank R. McNinch, emergency head of the FCC, at a press conference Nov. 30, to become effective the following day. Action was taken Nov. 29, at which time Commissioner T. A. M. Craven, who had been absent from Washington, returned for one day to participate in the drafting of the order. He immediately returned to Havana, to resume as chairman of the American Delegation at the Inter-American Conference there.

Mr. McNinch emphasized that the new procedure provides for delegation to members of the Commission and staff heads the authority to act upon matters of a routine, engineering or emergency character. He pointed out all these matters require prompt action and that the steps taken will insure promptness and also tend to relieve the Commission itself of much detail and routine. This procedure, he

(*Continued on page 63*)

Double Mint CBS Series Is Based on Double Motif

WM. WRIGLEY Jr. Co., Chicago, for the first time will start air advertising of its Double Mint gum, using a new comedy-variety show, *Double or Nothing*, on a 65-station coast-to-coast CBS hookup, starting Dec. 26. Emanating from Chicago the program will have a double motif throughout. There will be two comedians, Al Shaw and Stan Lee; a double piano team, Sutton & Bliss; singing duo, Jack Brooks & Paul Small; girl duo, Betty & Jean, and a double quartet. The show is authored by Bob Hafter, with Carl Hohengarten furnishing music and George Watson as m. c. Program will be broadcast at 6:30-7 p. m. Included among the 65 stations are three in Montreal, Toronto and Honolulu making Wrigley the first advertiser using both Canadian and Hawaiian stations on a network.

In addition to the Doublemint show, Wrigley is continuing two other CBS shows for Spearmint. They are *Poetic Melodies* broadcast over 45 CBS stations daily except Saturday and Sunday, and *Scattergood Baines*, on 6 CBS West Coast stations, a quarter-hour five times weekly. Neisser - Meyerhoff Inc., Chicago, is agency.

KWNO to Start Jan. 1

WITH the appointment of A. E. Mickel as manager, the new KWNO, Winona, Minn., 100 watts daytime on 1200 kc., will go on the air on Jan. 1, 1938, according to an announcement by the *Winona Republican-Herald*, whose publishers will be the chief owners of the station. Mr. Mickel until recently was manager of KFJB, Marshalltown, Ia., where he was succeeded on Nov. 21 by Homer Griffith, formerly known as the "Friendly Philosopher" over various stations where he was sponsored by Mantle Lamp Co. A Western Electric transmitter and a 199-foot Blaw-Knox radiator are being installed.

Johns-Manville Discs

JOHNS - MANVILLE Corp., New York, will use five-minute transcriptions on a small list of stations, starting in February. Reports that Gabriel Heatter has been signed for the campaign could not be verified through the agency, J. Walter Thompson Co., New York.

DISCOVER THE ITALIAN MARKET AND YOU WILL FIND A BILLION DOLLAR MARKET

THE ITALIAN MARKET concentrated one hundred miles around the city of New York is a billion dollar market, with its own buying habits, its own wholesale and retail outlets and its own advertising mediums. There are 2,300,000 Italo-Americans living and prospering in New York, New Jersey, Connecticut, Pennsylvania and Delaware. We reach this market every hour of the day and every day of the year through WOV, WBIL, and WPEN, broadcasting programs especially designed and produced to entertain and sell the Italo-American listeners. We have done so for the past five years coming to the conclusion that the only way to sell the Italian Market is the Italian way. We will be glad to place at your disposal, with no obligation on your part, whatever knowledge we possess of the Italian Market of America.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRryant 9-6080

WPEN ★ WOV ★ WBIL

PHILADELPHIA, 1000 Watts | NEW YORK, 1000 Watts | NEW YORK, 5000 Watts

Attempt to Muzzle Radio Is Charged

AN ATTACK upon the Administration, alleging that it is attempting to muzzle the press and that it also "has its fingers on the air waves," was launched in the House Dec. 6 by Rep. Crawford (R-Mich.). In extending his remarks in the *Congressional Record*, Rep. Crawford used as his thesis a remark by Postmaster General Farley, chairman of the Democratic National Committee, in a recent radio address in which he inferred that he preferred using radio because "it will be uncontaminated by coincident editorial comment." Praising radio for the great benefits that have accrued to the people in its development, Mr. Crawford said, however, he was in disagreement with the Postmaster General when he stated that "if it were not for this new agency of communication the public mind would inevitably be confused."

Mr. Farley's remarks as chairman of the Democratic Committee, the Congressman declared, implied that the Democratic Party will resort wholly to radio in its campaigns of 1938 and 1940. The Michigan member also criticized the Treasury for ignoring newspapers and even broadcasting stations in its advertising campaigns to boost the sale of United States Savings bonds. He said that advertising policy did not seem consistent with good business practice. Discussing radio, Rep. Crawford said:

"The Federal Government has a closer grip on the radio stations than it has on the newspapers. The broadcasting stations must renew their licenses every six months. They depend entirely upon the partisan FCC to keep competition out of their broadcasting field. In protecting this field, the Commission indirectly protects the revenues because the stations derive their income from their advertising field. With the six-months' renewal regulation there is a close relationship between the broadcasters and the Administration. Then, too, alterations and improvements at the station must bear the approval of the Government. The Administration has its fingers on the air waves. As yet it has not attempted to stifle speech on the air waves but the facilities for so doing are within its reach."

Five Star Sponsor

COMMUNITY OPTICIANS, Long Island City, N. Y., has assumed sponsorship of *Five Star Final*, news dramatization, heard six days a week on WMCA, New York, and the Intercity System. Contract, effective Dec. 5, is for 13 weeks, placed by Commonwealth Adv. Agency, Boston. The optical chain has also become one of the participating sponsors of *Six Star Revue*, WMCA's three-hour daily sports and variety program, of which General Mills is another sponsor.

Lorillard News

P. LORILLARD Co., New York (Muriel cigars), on Dec. 14 started *Headlines*, dramatized news program to be heard Tuesdays and Thursdays from 7:30 to 7:45 on WOR, Newark. Show is produced by Ben Rocke; agency is Lennen & Mitchell Inc., New York.



Drawn for BROADCASTING by Sid Hix

"You'll Never Convince Me, Elmer, That Radio Will Take the Place of the Newspaper."

Newspaper and Religious Ownership Mark Argument of KSD-KFUO Case

NEWSPAPER-ownership and religious-ownership of stations marked the argument of the KSD-KFUO case, argued Dec. 2 and 3 before five commissioners of the FCC. Commissioner Craven, who was attending the Havana Conference, and Commissioner Payne were absent during the arguments which began with a severe criticism of Examiner Seward's report denying the application of KSD, owned by the *St. Louis Post Dispatch*, for full time on 550 kc. with 1,000 watts night and 5,000 day and favoring the application of KFUO, owned by the Lutheran Synod, to share one-half of the time proposed for KSD. At present the stations share time on the basis of 91 hours a week for KSD and 26½ hours for KFUO.

Attorneys for KSD were Donald Richberg, former NRA head; Seth Richardson, former Assistant U. S. Solicitor General; Paul M. Segal and George S. Smith. Counsel for KFUO was J. Edward Burroughs and George O. Sutton.

Mr. Richberg opened the argument with a denunciation of the examiner's report, charging that it did not follow the record and that it obscured the facts. He warned that action on it by the Commission "could not be justified by a court." Tracing the development of KSD from its inception in 1922, Mr. Richberg emphasized its pioneering aspects and subsequent development. He told how it had given a part of its time to KFUO in 1924 and traced the series of negotiations and disagreements which prompted KSD to ask for full time.

Public Service

The conflict, he charged, was between a non-profit religious organization seeking to convert its listeners by extensive missionary work and propaganda, and a commercial station equipped and staffed to perform "a real, public service". "Public preference," he declared, "is the only safe guide to public interest, unless our government is to be given over to propaganda." More than 74% of KFUO's programs, he continued, are "religious denominational propaganda" and since only 2% of the Lutherans in America live in St. Louis, KFUO appeals to only 100,000 listeners. KFUO broadcast 55 sermons in one week and repeated seven of them, he charged.

Chairman McNinch, who had taken a keen interest in the argument, asked Mr. Richberg to explain his "conception of the Commission's duty concerning the deletion of a station that is solely religious." Mr. Richberg said that as a general proposition the Commission has no specific duty to withdraw a station rendering a general service whether it is a religious or commercial station. He cited the WOW-WCEJ case (57 Fed. 2nd) wherein a religious station was not deleted because it was rendering a general, public service. He referred to the Unity School case (69 Fed. 2nd 571) wherein a religious station was deleted because it was not rendering a public service. The danger in granting the KFUO application, he said, lay in the fact that hundreds of other religious, political and economic groups would clamor for stations. This would result in "a welter of discordant voices, each pleading for its special cause."

"The whole trend of democratic government is against special interests getting special privileges," he concluded.

Just before Mr. Richberg concluded his argument, Commissioner Brown asked him to explain his views on newspaper ownership of radio stations. There are at present about 200 newspaper-owned stations in the United States and 14 church-owned stations. Mr. Richberg replied that in general newspaper ownership is not extensive enough to create a problem of serious moment. He added that competition between newspapers and between radio stations is far too keen to allow the press to dominate radio. He pointed out the powerful influence of the networks, none of which is controlled or owned by newspapers, as being a "stabilizing influence to those who feel that the press may gradually absorb the radio industry."

Newspaper stations, he declared emphatically, were in the forefront as pioneers in radio and that the radio industry owes a great debt to the advances made possible by this pioneer work. "The development into the field of broadcasting," he said, "is a natural thing for the press, and radio simply furnishes another means of achieving the aims and ideals of all newspaper owners." He compared the advertising facilities of the two media and endeavored to show that the acquisition of stations by newspapers was in the natural course of an economic and social trend.

He preferred to solve the problem, he continued, by applying the government's test of whether or not a station served in the best public interest to individual stations be they newspaper-owned or not. And in this connection he referred to the power of the FCC to correct abuses by carefully examining license renewals and applications for construction permits. Mr. Richberg concluded that he thought "radio too new for ultimate policies to be formulated."

In his reply, Mr. Burroughs, for KFUO, praised the examiner's report and charged Mr. Richberg with making "picayunish criticisms". He tried to establish that KFUO is non-sectarian and in his summation held "there must be some place in our system for a government franchise to be available to a non-profit organization."

Attorney Seth Richardson in rebuttal for KSD referred to a long list of exceptions to the examiner's report "brilliantly compiled by Mr. Segal and every one of them substantiated by the record". He charged the KFUO attorneys with bringing to the case the "stock and well-worn argument of the big commercial station over-riding the rights of the little religious station."

EXAMINER FAVORS NEWSPAPER GRANTS

GRANTING of two of the four applications for new 1,000-watt stations on the 940 kc. regional frequency, heard jointly last June 16 by Examiner John P. Bramhall, was recommended by the examiner in an FCC report made public Dec. 3. The conditional granting of a third was also recommended, the fourth being recommended for denial. All of the proposed stations would be newspaper-owned.

Examiner Bramhall urged that the Commission authorize new stations to be built by the *Tulsa World* and the *Tampa Tribune*, each to operate with 1,000 watts night and 5,000 day on 940 kc. He recommended a 1,000-watt full-time grant to the El Paso Broadcasting Co., provided Dorrance D. Roderick, publisher of the *El Paso Times*, abandon his recently granted application for a new 100-watter in that city, which grant is now pending appeal to the courts on the part of KTSM, El Paso. Mr. Roderick is also the chief stockholder in the El Paso Broadcasting Co.

The application of KGKL, San Angelo, Tex., now operating with 100 watts night and 250 day, which seeks to improve its facilities with 1,000 watts night and 5,000 day on 940 kc., was recommended for denial. KGKL is controlled by the same interests that publish the *San Angelo Standard* and *Times*.

The ARIZONA Network

Announces the Affiliation of

KSUN

BISBEE • LOWELL • DOUGLAS
250 Watts Day • 100 Watts Night

The addition of KSUN to the link already established by KOY between that station and KGAR Tucson is a further step in the progress of KOY to give Arizona people the best possible radio service.

To advertisers this three station hookup offers maximum coverage of Arizona's major markets at a reasonable cost—and from which commensurate results can be expected.

In its first year of the present ownership KOY has installed new equipment throughout, has established local programs of outstanding interest, has brought the Columbia network to Arizona and through Transradio Press gives listeners complete national and local news. The result—Arizona has gone KOY—and KOY advertisers profit accordingly.

KOY Manager—Fred Palmer **KGAR Manager—Frank Howe** **KSUN Manager—H. Carleton Morris**

The Arizona Network is affiliated with CBS and Transradio Press.

The Voice of Arizona

KOY

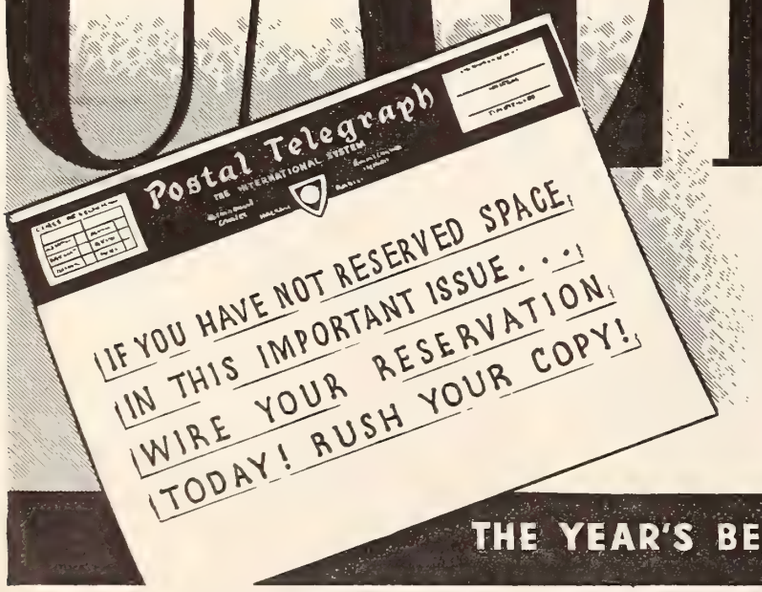
For rates, time available and all details, consult John Blair Company, Chicago, New York, Detroit, San Francisco, and Los Angeles, or write KOY.

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Fred Palmer, *Manager*

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THE YEAR'S BEST OPPORTUNITY FOR EFFECTIVE PROMOTION

Radio Is Not a Public Utility, U. S. Appellate Court Holds

Economics of Industry Are Given Recognition In 'St. Louis Star Times' and Utah Cases

IN THREE opinions handed down Dec. 6, the U. S. Court of Appeals for the District of Columbia wrote fundamental law pertaining to broadcasting, holding among other things that broadcasting stations are not public utilities.

In two cases, it sustained the decision of the FCC, granting the *St. Louis Star-Times* a new regional station to operate on 1250 kc. with 1,000 watts full time. In so doing it dispensed with the competitive application of WIL, St. Louis local, for the same facilities, and declined to sustain the contention of KSD, operated by the *St. Louis Post-Dispatch*, that the FCC first should pass upon its application for full time and that it was entitled to priority over an applicant for a new station.

Possibility of further litigation was indicated by Washington counsel for WIL, Louis G. Caldwell and Donald C. Bealar. They might seek to petition the Supreme Court for a writ of certiorari. The *Star-Times* application was filed in November, 1935, and the WIL application for the same facilities was filed the following month. The FCC already has assigned the call KXOK to the *Star-Times*.

Utah Rulings Sustained

In addition to the two St. Louis applications, the court sustained the FCC decision denying the applications of Great Western Broadcasting Association for new 100-watt stations in Provost and Logan, Utah, on the ground that Great Western failed to show the citizenship of the only stockholder and failed to establish financial qualifications and other necessary data. An appeal of KDYL, Salt Lake City, from the grant of a new 100-watter in that city to Utah Broadcasting Co. was dismissed.

It was in the St. Louis cases that the court held broadcasting is not a public utility and in the Great Western cases that it cited economic factors and held an established station must be preferred to a new applicant where the effect of granting of an application for a new license will be to destroy the ability of the holder of the old license to carry on in the public interest. It said that in the latter instance the application should be denied.

Another important ruling in the WIL appeal was that the Commission must render its statement of facts and grounds for decision at the time of its decision. Pointing out that this was not done in the WIL-*Star-Times* case, the court, however, concluded that in this case the failure of the Commission to file its statement simultaneously with the order was "harmless error" since WIL was held to have suffered no damage from it.

All three opinions were rendered by Chief Justice J. Lawrence Groner, who was elevated by President Roosevelt to that post last month. Participating with him were Justices Robb, who has since retired, and Miller, a new member, along with Chief Justice Wheat of the District of Columbia Supreme Court, who was drafted to sit in the cases. Thus, only two of the present members of the court participated.

Pointing out in the KSD appeal that it was contended a broadcasting license is a public utility and that a new utility ought not to be allowed to enter the field until an old established utility is given opportunity to extend its service, the court discussed at length its contention that a broadcasting station is not a public utility. This ruling provoked considerable discussion in radio circles because it was in direct conflict with a ruling of the same court in 1929 in the so-called General Electric cases when it held that broadcasting stations are a "peculiar public utility". About a year afterward, in the Brinkley case, in which KFKB, Milford, Kan., was ordered deleted, the court held that "the business of broadcasting is impressed with a public interest."

Mr. McNinch's Viewpoint

Adding zest to this particular ruling also was the statement of Chairman Frank R. McNinch of the FCC, upon assuming office in October, that he regarded broadcasting as a type of public utility but that he was not convinced in his own mind that it was a "common carrier".

Answering the KSD contention that stations are a public utility, the court asserted it had never said that a station is a public utility "in the sense in which a railroad is a public utility". Generally speaking, it added, that term comprehends any facility employed in rendering quasi-public service such as waterworks, gas works, railroads, telephones, telegraphs, etc. The court stated:

"The use and enjoyment of such facilities the public has the legal right to demand; but its right to the use and enjoyment of the facilities of a privately-owned radio station is of a much more limited character. We have often said that radio communication as contemplated by the Act constitutes interstate commerce and involves the public interest and that in this respect Congress could exercise its power to regulate it.

"But the power of Congress has not yet been extended to the point of fixing and regulating the rates to be charged by the licensee or the establishment of rules requiring it to serve alike the entire public in the use of its facilities. Nor has Congress assumed the right to limit the profits on the basis of its investment or otherwise. The licensee of a radio station chooses its own advertisers and its own program, and generally speaking the only requirement for the renewal of its license is that it has not failed to function and will not fail to function in the public interest.

"As long as this continues to be the policy of Congress the term—public convenience, interest or necessity—should not be given such a broad meaning as is applied to it elsewhere in public utility legislation. And so we hold that the Commission as a matter of positive duty is not required to give the owner of an existing station priority to enlarge or extend its facilities because alone of the primacy of its grant."

In deciding the WIL appeal, the court in effect instructed the Commission to enter its statement of facts and grounds for decision simultaneously with its decision. Chairman McNinch has indicated that this is one of the reforms he proposes to introduce at the FCC.

Pointing out that the question is not new, the court said it could not assent to the position of the Commission that to give binding effect to its orders the Act requires it to do no more than to make a "stark finding one way or the other that the public interest, convenience and necessity will be served." To sustain this position, the court said, would be to ignore the "reasonable implications inherent in the language of the Act (402-C) that the Commission shall file a full statement in writing of the facts and grounds for its decision."

After reviewing the law with relation to the FCC decisions, the court said it unquestionably requires the Commission in every case of appeal to file not only the record and its decision but a statement of facts of the grounds of its decision.

Economic Injury

In the third issue in the Utah cases — the Intermountain appeal from the decision the Utah Broadcasting Co. to build a local station in Salt Lake City—the court held that since the other two stations in the city are on networks "it is not difficult to see why the Commission decided that public interest would be served by the construction of a local non-network station in Salt Lake City."

It pointed out, however, that Intermountain did not suggest or claim that the financial or economic interests of Intermountain are adversely affected by the action in granting the Utah Broadcasting application. It added:

"If that were the contention we should have a wholly different case, for we are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem

(*Continued on page 65*)



WORLD'S SMALLEST—Transmitter was recently presented by O. B. Hanson (left), NBC vice-president and chief engineer, to Jules Charbneau, owner of a miniature museum. The transmitter was developed at NBC while shortwave experiments were in progress, weighs less than a pound, and transmits a wave of one meter's length on 300,000,000 cycles. Its sending radius is four miles.

FCC Slowed Down on Docket Decisions As Result of Recent Ruling by Court

THE STERN ruling of the U. S. Court of Appeals for the District of Columbia Dec. 6, that the FCC must issue its grounds for decision coincident with announcement of its rulings in docket cases, has slowed down FCC action on such cases to a walk.

The immediate effect of the court's ruling in the WIL-*St. Louis Star-Times* case was reflected at the FCC meeting Dec. 8—its first regular broadcast session under the new organization—at which it passed over all docket cases. It will not be in a position to decide those cases until it has a written statement setting forth the facts and the grounds for its action so that parties in interest will be fully aware of the Commission's reasoning and in a position to appeal. Heretofore, the FCC has simply announced its bare decision in broadcast cases with the statement of facts and the grounds written by the law department to conform with the ruling some weeks and even months later.

In the WIL appeal it had been contended the FCC did not release its statement of the grounds until 60 days after the decision had been rendered, and Chief Justice J. Lawrence Groner established the new ruling on the basis of that issue.

Justice Groner said that while the reduction of factual findings in given cases to a concise statement in writing requires time, there is no reason why this should not be done, with the formal finding of facts issued only when an appeal is taken. This is construed to mean that the FCC can issue a short statement of its facts and grounds at the time of announcing its opinion and then supplement it with a more detailed statement if an appeal is taken.

Whether the new procedure will slow up FCC decisions in the future remains to be seen. It is felt, however, that once the FCC orients itself and becomes accustomed to the new procedure, it will be able to keep abreast of docket cases without hardship. The new procedure does not affect routine broadcast matters unless there is a controversial element and a hearing has been held.

The court edict has the affect of nullifying a recent pronouncement of FCC Chairman Frank R. McNinch that statements of the grounds for decision would be issued only in "novel" cases. The Groner ruling is interpreted as requiring issuance of such statements in all docket cases and leaves no discretion whatever to the FCC. Chairman McNinch also had stated it would be his effort to reform the whole procedure of delayed issuance of the statements and to try to close the gap completely. With the court ruling, simultaneous issuance of the decision and the statement covering it becomes mandatory.

Propaganda Claim Denied by German

Educational Service Declares Discs Not Nazi Promotion

CHARGES that the German Educational Service is an organization for the promulgation of Nazi propaganda throughout the United States by offering recordings without cost to stations, were emphatically denied by Ernst Kotz, head of the Service's New York branch. "Our organization is purely cultural," he told BROADCASTING, "and we have no political ambitions or affiliations. From Germany we receive records of German music and speech which we lend without charge to anyone wishing to use them. The bulk of requests comes from teachers who wish their students to hear German spoken correctly and from German-American societies for use at their parties and special meetings. A number of radio stations also use them on their German hours."

Mr. Kotz, who is employed by NBC to broadcast news in German and to announce German programs broadcast for European listeners via its shortwave station W3XAL, said that the records are largely musical and that the others, which include descriptions of German cities, dramatic sketches and readings, contain no propaganda for the Nazi regime. National Socialism is not an article of export, he said, and Germans living abroad are forbidden to take any interest in the political situations of other countries. Mr. Kotz added that while he is a German citizen he is not a member of the National Socialist party.

Shipped Direct

Questioned as to the number of radio stations broadcasting records supplied by his organization, Mr. Kotz said that he could speak only for the New York area, as the records are shipped directly from Germany to each district Service group, and that there is no national organization of the Service. He said that he had sent records to two stations in New York and two in Philadelphia, adding that there was not much demand for them in the East as they are standard Telefunken and Polydor records and are available at many music stores, which will often supply stations with records without charge in return for a courtesy mention on the air.

Dr. Kotz was identified by William Leick, reporter for the *Cleveland Press*, in an article Nov. 16 as New York chief of a Nazi-controlled propaganda effort in this country alleged to stem from Herr Goebbels, Hitler's Minister of Propaganda. In his article, Leick named Rev. John Foisel, pastor of St. John's Church of Cleveland, as agent for Ohio, Michigan and Indiana, and quoted Foisel as admitting freely that he was sending batches of free recordings to Midwestern radio stations, most of the recordings being musical but some carrying Nazi propaganda "with varying degrees of subtlety."

According to Leick, who heard auditions of the records, 22 records will be purely musical but three will carry such remarks as:

"We owe Der Feuhrer thanks for the beautiful automobile highways that now criss-cross Germany. He has personally supervised this great work."

"A new spirit prevails in Germany, infused by Der Feuhrer, whose untiring efforts for a new and united Germany should inspire every German at home or abroad."

The *Cleveland Press* reporter also ascertained from Rev. Foisel that Germany is also planning to use its agents to distribute "educational" movies in this country.

FREE AIR AND PUBLIC EVENTS

WOW to Appeal Trespass Fines as Result of WIBW Charges Covering Cornhusking

FINED $10 each in a justice of the peace court for alleged trespassing on charges preferred originally by an official of WIBW, Topeka, Foster May, news editor of WOW, Omaha, and two engineers of that station through their counsel, served notice after their trial in the rural courtroom at Miami, Mo., Dec. 8, that they intended to appeal in an attempt to establish a "free air" principle in the broadcasting of big public events.

The alleged trespass episode occurred Nov. 4 at Marshall, Mo., where the National Cornhusking Championship was held. The Topeka station had arranged for exclusive rights to the broadcast, and the trespass was claimed when May put WOW's mobile unit into action to test from the contest grounds over the protest of WIBW. May and his crew were ejected from the grounds but rented a nearby field and carried the broadcast.

An impressive array of legal talent appeared in the makeshift rural courtroom to defend the WOW men, charged with the minor technical offense. The Missouri statute covering trespass says that such an offense can only occur when the land in question is marked or posted by written signs saying "keep off." Testimony was introduced to show that the field where the alleged trespass took place was not so marked. There was no testimony that May or the engineers attempted to get into the field proper where the contest took place, which field was marked "keep off."

More than 100 overall clad villagers and farmers attended the trial.



FOSTER MAY

"We contend that WIBW acted in violation of public policy when it tried to bar WOW from broadcasting this event," said John J. Gillin Jr., manager of WOW. "We are only beginning to fight to establish the principle that it is not only a station's right but a station's duty to broadcast such events as the National Cornhusking Tournament."

KELA Now on Full Time With Its Staff Completed

NOW on the air on full schedule, the new KELA, Centralia, Wash., reports that it has completed its staff headed by J. Elroy McCaw, who is also 25% owner of the station. Mr. McCaw also holds the title of commercial manager with Joe Chytil as his assistant. Paul Corbin, formerly with KHQ, Spokane, and KWSC, Pullman, is program director, and Richard Downie, formerly with KWSC, is assistant program director. Chief engineer is Samuel Norin, formerly with KXRO, Aberdeen.

Other staff members are Garland Baker, traffic director; DeWitt Morris, operator and announcer; Arnold Werner, musical director, and Francis Specht, publicity director. The station operates with 500 watts on 1440 kc., having been authorized by the FCC last July 2. It is equipped with Western Electric transmitter, speech input and amplifier and RCA frequency and modulation monitors. It subscribes to Transradio Press.

Ice Industry Contest

NATIONAL ICE ADVERTISING Inc., New York, (association of ice and refrigerator industry), has started a twice-a-week series on NBC-Red featuring Eleanor Howe, home economics expert. Miss Howe, who lives in Chicago, will go to New York each week. Prizes of $5 will be awarded for suggestions used on the air, and $1 to those whose contributions are used in a weekly mail bulletin. A letter-writing contest will be conducted. Prizes will be one refrigerator a week for 50 weeks. Agency is Donahue & Coe, New York.

Six Get Tex-Sun

ADVERTISING Tex-Sun as "America's Sweetest Grapefruit," the Rio Grande Valley Citrus Exchange, Weslaco, Tex., has contracted with the Butler Recording Studios, Dallas, for 117 transcribed one-minute spot dramatizations. Scheduled for distribution early in December, the spots will be placed on WJJD, Chicago; WWJ, Detroit; WHB, Kansas City; KSD, St. Louis; WGAR, Cleveland; KXYZ, Houston. Agency is Leche & Leche Adv., Dallas.

DON WILSON and Ken Carpenter, ace NBC announcers on the West Coast, will report the Rose Bowl football game for the radio audience, and Bill Stern, star NBC sports announcer, will describe the Sugar Bowl game at New Orleans, when the two New Year's Day gridiron classics are broadcast by NBC under its exclusive deal.

ROTARIANS PICKED FOR RADIO SURVEY

THE *Rotarian Magazine*, Chicago, organ of Rotary International, is distributing program questionnaires to the several thousand clubs belonging to the organization. The questionnaires were submitted, the magazine says, by "one of our leading advertisers" who "wants to learn more about the radio listening habits in the families of representative businessmen the country over."

"He feels that our readers are most typical of this substantial group and in return for our help in securing answers to a few simple questions, he promises us several pages of advertising. You may want to check these programs in consultation with your family or from your own individual experience. You do not have to sign your name or reveal your identity. Your cooperation in filling it out will mean more income to The Rotarian, so we send in advance our thanks for this mutual help."

The questionnaire lists nine programs for each day of the week; asks which one, if any, is preferred each day, and if there are other favorite programs not listed.

Lord & Thomas Officials On Coast for New Series

WITH American Tobacco Co.'s new program, *Your Hollywood Parade*, starting Dec. 8 on NBC and the *Mickey Mouse* series scheduled to start on that network Jan. 2 under sponsorship of Pepsodent Co. eastern executives of Lord & Thomas, agency handling the accounts, made Hollywood their mecca in early December.

James G. Rogers Jr. and William Griffin, account executive and copy chief respectively on the Lucky Strike account and both from New York, were on the West Coast to check up on the commercials for *Your Hollywood Parade*. Herbert B. Glover, the agency's New York publicity director, conferred with S. Charles Einfeld and Robert Taplinger, advertising manager and publicity director respectively of Warner Bros. First National Studios on exploitation activities in connection with the series. Also on the West Coast was Edward Lasker, the agency's New York radio director, to check on activities. David Noyes, vice-president and head of Lord & Thomas Chicago offices, was in Hollywood to confer with Tom McAvity, the agency's radio manager in the latter city, on the forthcoming Pepsodent Co. program.

Musterole - Zemo Discs

MUSTEROLE Co., Cleveland (Musterole), and E. W. Rose Co., Cleveland (Zemo), are starting a spot campaign on 24 stations, using transcriptions of the *Carson Robison & His Buckaroos* programs broadcast three quarter-hours weekly on 45 MBS stations. Programs are placed through Erwin, Wasey & Co., New York, and are recorded by the WOR recording laboratory.

Stations include: WHAM WJAX WHAS WSB WSOC WMC WTMJ WSM WEBC WWL WFAA KPRC KSL KVOO WFBM WOAI WWVA KWKH WDRC WIBA WGY WMBD WPTF WIS.



Now in December

FOR ALL the good things of the earth we shout "Noel!" and give praise, according to our custom, now in December. We thank heaven that the comet which is traveling toward the earth has not arrived as yet, or hadn't at the moment of writing. We are drunk with the mild glee of another year rolling by without our getting our thumb caught in a bowling ball and that with only two weeks remaining to complete the year, this great station has hit a new high in total time sold. We are glad that some hundred odd sponsors have used us with success within the year and hereby wish them a choice slice of the fruited cake on Christmas day and the days that will follow it. Glad, too, that the points of our skis are still curled up, after a summer of neglect; and that the vitamins in beer are tasteless. We are grateful for the more than 1,000,000 letters which people have sent us in the year and hereby acknowledge their receipt. Thankful that, though many things in life change, some things remain the same . . . such as the way 18,000,000 people in the area we serve buy 18½% of the nation's goods sold at retail, and that though they voted to continue an experimental rather than a traditional form of democracy, 4,000,000 of the families in this area still own radios. We thank heaven, too, for the recovery of our rubber plant which was pruned with a dull knife in the tenth month of the year.

WOR

Anti-Radio Tirade Lures *Free Press*

Succumbs to Scurrilous Drive; Hopkins Answers Fallacies

ITSELF the onetime chief owner of WJR, Detroit, the *Detroit Free Press* in latter November aligned with what appears to be a concerted anti-radio campaign by printing an editorial bitterly assailing "the abuse of radio in this country." An undercurrent campaign of publicity known to be under way is believed to have suggested the editorial outburst, which drew from James F. Hopkins, manager of WJBK, Detroit, a strongly worded reply to the newspaper's editor.

The *Free Press* is edited by Malcolm Bingay, at one time a radio commentator, and the newspaper has occasionally taken a "sour" attitude toward its local radio competition. Mr. Hopkins, assailing the newspaper itself for alleged defects, wrote it to say that "admittedly radio is not perfect. And many within the industry are working to raise the quality of the material that goes on the air. Unfortunately, the problem is an economic one, for the radio station, like the newspaper, depends upon the advertiser for its support. When the consumer-listener becomes sufficiently irked to let his reaction be known, you will find the broadcasts changing to conform with his desires."

Literature Distributed

Anti-radio literature, including mimeographed copies of speeches assailing the broadcasting industry and criticizing the FCC, have been circulated widely in recent weeks as obvious "plants" designed to incite certain newspapers to take slaps at the industry. The wording of the *Pree Press* editorial is suggestive of some of this literature. It reads as follows:

The abuse of the radio in this country is unquestionably history's most glaring example of the perversion of a tremendously valuable invention into a public nuisance—and worse.

And the most discouraging thing about it is that in many respects it is becoming worse instead of better.

Apart from a few really splendid programs, which bring entertainment and information to the radio audience, American listeners, if they tune in any longer, are compelled to listen to advertising claims which no reputable newspaper would print, to dirty and suggestive inuendoes respecting persons in the public eye, to false and misleading propaganda deliberately designed to get this Country mixed up in European politics again.

Grave as is the menace which this sort of broadcasting creates when adults listen to it, what must be its effect on the minds of children, who will be the citizens of the future?

The forces of decency have made their voice heard in other directions.

Will they continue to ignore the increasing abuse of the radio to mislead and corrupt the public mind, when it might be used as the most valuable means of communication and entertainment and education ever perfected by the hand and mind of man?

Buys Basketball

GENERAL BAKING Co., New York (Bond Bread) has bought time on WIRE, Indianapolis, for basketball games. Total time will run about 14 hours. Agency is BBDO, New York.

HOME ECONOMISTS AS SALESMEN

Housewives Listen and Govern Their Buying Habits —Accordingly, Says KSFO Commentator—

The author, director of the Home Science Institute, of KSFO, San Francisco, recently told the California State Retail Grocers Convention at Del Monte what home economics programs can do for grocers. She conducts the daily participating "Friendly Homemaker" and appears on the CBS "Western Home" program on the West Coast. Loose-Leaf recipes and food notes are mailed monthly to her listeners. Following are excerpts from her talk to the grocers.

By ELMA LATTA HACKETT
KSFO, San Francisco



ELMA HACKETT

THE SERVICE is being given by home economists on the radio all over the country and most gratefully used by the housewife. Instead of getting in the usual rut, and serving a few dishes over and over, the modern radio-conscious housewife has infinite variety on her table at low cost. How do we sell the product of the sponsor on the program? Better, I think, than is possible through any other medium. You may impress a label on a woman's mind through newspaper, magazine, or billboard so that when she goes into a store she glances over the labels, and chooses the advertised brand. But, that woman may not have thought of buying a can of beans today, until her favorite home economist tells her of "Blank's Fine Baked Beans", the simplicity of their service, the excellent meal plan that can be built around them, and down she dashes to you, and demands "Blank's Beans".

She may never have been enthusiastic about canned spinach. But, the home economist on the air can create an appetite, even for canned spinach, by telling the housewife how to prepare it in a beautiful ring mold or souffle, adding the fact that she will do well to buy "Smith's Garden Fresh Spinach", which is "green in color, and with never a grain of sand in it". And the listener buys it—buys everything the radio voice tells her to buy, once that voice has gained her confidence, with its sincerity and its proven choice of quality products.

Some Experiences

Though every home economist on the air undoubtedly has the same results, may I quote a few experiences from my own few years on the air, to prove that women listen, and women buy? I spoke a few sentences back of the service you can give women by planning a simple inexpensive daily meal plan. I have no information that tells me that other women on the air do the same, but I plan meals *one day in advance*, because I believe women should do their shopping early, instead of dashing in during your busiest time—and because I believe your customer buys more intelligently and you serve her better, when she comes in earlier in the day.

Occasionally, in times of special cake baking discussions, or other such prolonged chatter, I have dropped the daily meal plan for the time being—to have a barrage of mail come to my desk asking me, please, never to do that again . . . that the listener had come to depend on that service so that she was lost without it!

As proof of the fact that we economists on the air help to move merchandise from your shelves, may I again revert to the personal, because, of course, I know my own listeners best. Naturally, we are always interested in letters from listeners which say, "I bought this product because I heard you recommend it." If you are one of the many who think women do not write such things in letters, may I say that we jot down such remarks on legal size sheets of paper—and treasure them—and I have in my files, over a hundred sheets of such excerpts, with an average of 15 quoted remarks per page, each saying that the listener bought the advertised product and found it all that was claimed for it.

The distributor puts the product on the shelves—proper advertising moves it off, with a profit. What better medium could the producer choose than the home economist on the air, who, in her intimate, friendly way, comes into your customer's home via radio, tells her of the sponsor's product, and tells her, too, *how* to use it.

Venereal Disease Talks Sought by 100 Stations

MORE than 100 broadcasting stations have ordered electrical transcriptions of two talks on venereal diseases by Dr. Thomas J. Parran, Surgeon General of the United States, and Dr. Ray Lyman Wilbur, president of the American Social Hygiene Association. This was reported Dec. 8 in a pamphlet on *Social Hygiene and the Public Mind* issued by the association, which headquarters at 50 W. 50th St., New York, which supplied the discs.

"Just as those newspapers and magazines with the courage to publish articles on syphilis received credit for it," the ASHA reports, "the radio stations which permit discussion on the air — and the great broadcasting chains too—deserve praise for opening up this powerful and wonderfully persuasive avenue of public education." It points out that MBS, NBC and CBS have all carried talks on venereal diseases, though they first "hesitated" to do so while "numerous individual stations took a different position."

RCA Drops From Opera After Demands by Union; Will Follow With Spots

RCA's announced sponsorship of the Saturday afternoon broadcasts of the Metropolitan Opera on NBC-Blue in behalf of RCA-Victor products was to have begun on Dec. 4, but was suddenly canceled day before the first broadcast, which was aired on a sustaining basis. Reason is insistence of musicians union that each member of the pit orchestra be paid an increase of $12 per hour if the broadcasts are sponsored, a tidy sum when the orchestra averages 85 men, with perhaps 20 more for Wagnerian operas. Questioned as to previous years when opera has been sponsored, officials of AFM Local 802, having jurisdiction over New York musicians, told BROADCASTING that in former years the contract called for a premium of $12 per man for the entire performance in case of sponsorship, but that the 1937-38 contract called for a boost to $12 an hour. He expressed surprise at the last minute cancellation as he said there is no reason that RCA should not have known all along what the rate was. Officials at RCA and NBC refused to comment on the situation.

American Guild of Musical Artists refused to comment beyond stating that the contracts of AGMA members with the opera management do not call for increased compensation in case of sponsorship.

RCA will use announcements on 87 Blue stations immediately following the opera to advertise RCA-Victor musical products. Opera is carried by 94 stations, but seven will not accept announcements. Length of announcement is one minute on some stations and two minutes on others, depending on the rate. Campaign is placed through Lord & Thomas, New York.

'Hotel' Changes

CAMPBELL SOUP Co. will change the pattern and talent personnel in its CBS *Hollywood Hotel* program by Jan. 1 if plans now under way are carried through. Ken Murray and Oswald are scheduled to leave the show at the close of the year to head a new series for a refrigerator account. Added as a regular feature may be a "name" master-of-ceremonies. Louella Parson's previews will continue and it is understood that Raymond Paige orchestra, Frances Langford, Jerry Cooper and Anne Jamison, will be retained.

Bosco Back on Air

BOSCO Co., New York (milk amplifier), will start a three-a-week quarter-hour show featuring Don Ross, singer and actor. Program will start Jan. 3 on WOR, New York. The company is a subsidiary of Wm. S. Scull Co., Camden, N. J., and has just become a separate organization. Previously spots have been used, placed through Fletcher & Ellis. Bosco advertising is now handled by Kenyon & Eckhardt Inc., New York.

RADIO broadcasting will be subject of a *March of Time* film to be released shortly, in connection with which cameramen have been taking shots of various NBC departments at work.



Here's a peek at the good things Mr. S. Claus is going to use for stocking stuffing in the Badger state . . . and man, the picture is as cheering as a Turner sunset.

Millions in Christmas Club funds! Wage increases galore! Dividend checks to swell checking accounts! Bonuses to boom holiday trade! And best of all, jobs for the big majority . . . year 'round jobs that spell year 'round prosperity!

The natural result is going to be a post-season spending spree in Wisconsin . . . an orgy of ordering that will be a sales set-up for advertisers who use WTMJ to whip the cream in this rich market.

Why WTMJ? Because WTMJ coverage is not lace-curtain . . . it's solid as steel. Its low cost speaks a treasurer's language . . . and what's more important, experience has taught retailers that WTMJ advertising actually *moves merchandise!*

Need more be said—except to urge you to *hurry?* This post-season paradise won't last forever!

The Greater
MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO., INC., *Representatives*
New York, Detroit, Chicago, San Francisco

WTMJ

it's Butte's MAIN STREET



Home Address: MAIN STREET, U.S.A.

IN THE showrooms of General Motors dealers everywhere the new 1938 automobiles of the General Motors family are now on display.

When you view these cars we believe you will find many fresh instances of the sound and steady progress which General Motors, since its inception, has sought to bring to automobile design.

You will note that new standards of performance have been set, and that new qualities have been added to the ride.

You will observe that improved appearance is uniformly characteristic of all our cars.

Factors of safety, comfort and ease of operation have been enhanced through continuance and development of such features as Knee-Action, No Draft Ventilation and the Unisteel Turret Top Body by Fisher.

Each car in its field, we sincerely believe, represents a new high in utility and value.

• • •

Tonight, in Alabama, a cotton planter will go to bed quite unaware that he has helped to build an automobile.

A silver miner in Colorado, a cattle rancher in Wyoming, a sugar cane planter in Florida, a machine tool maker in Connecticut, will go about their daily lives feeling no part, perhaps, in the enterprise which is General Motors.

But the truth is, in every state in the Union, such men by the hundreds of thousands contribute to and reenforce the basis of General Motors merit.

For our products begin in the mines, mi
fields and factories of all America—in
raw materials there produced.

Before a single wheel turns in any GM p
our purchases have already begun the
ess of moving money to Main Street—
pockets of farmers, the tills of factor
bank accounts from which many a p
is met.

• • •

But this is not the only way in w
products of General Motors are
Main Street.

In recent years we have pursued
policy of decentralization—in orde
more jobs for more people in mor

We have found that living costs g
living standards up as industr
spread—that sometimes the oppo
when industry is too closely m

We have learned that the prob
ployment, seasonal or other
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that both value and service to
enhanced, that our employe
real wages and better, easie

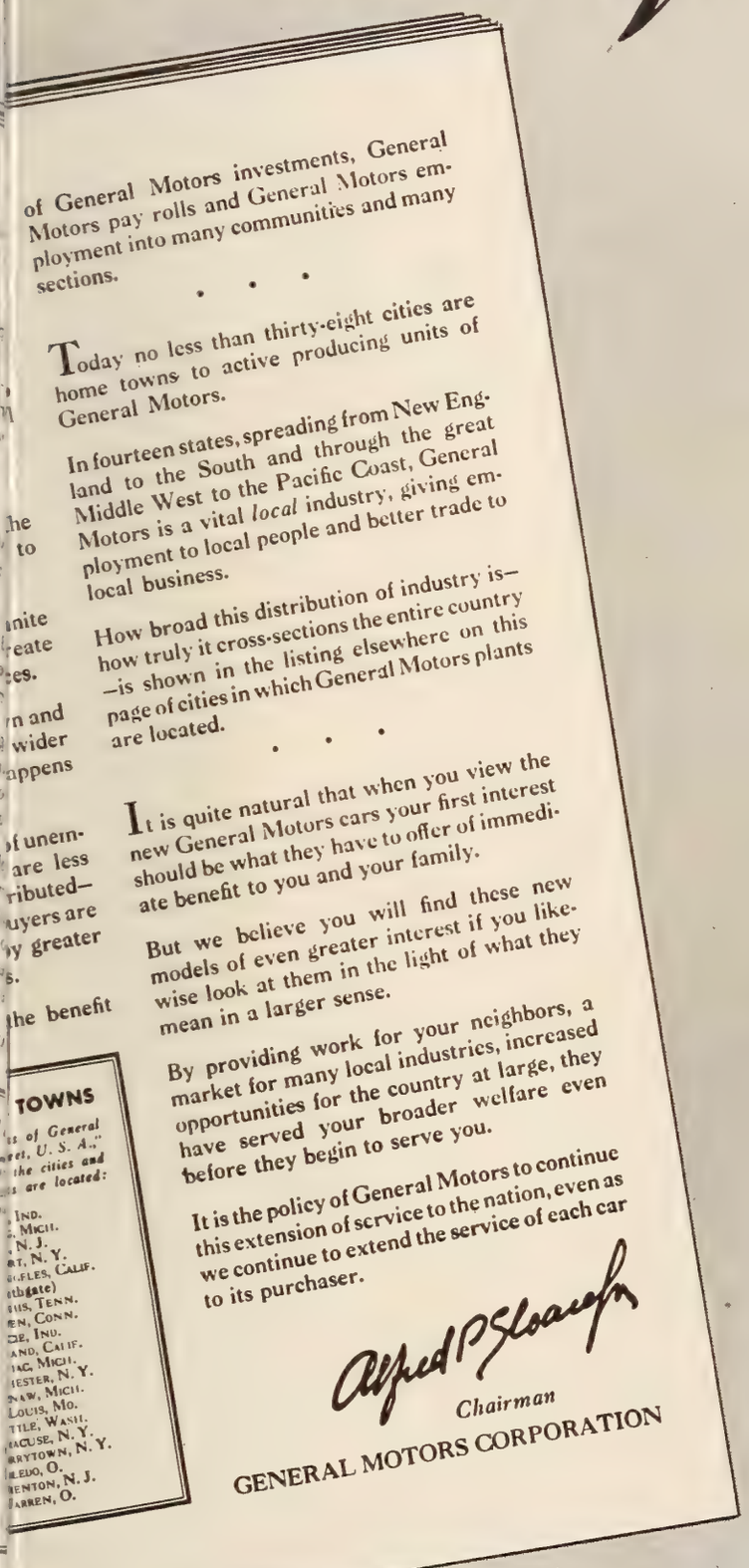
So we have sought to ex

HOME FOLKS TO ALL

*To picture how truly the hom
Motors products has become "
you have only to consider thi
towns in which General Mot*

ANDERSON, IND.
ATLANTA, GA.
BALTIMORE, MD.
BAY CITY, MICH.
BLOOMFIELD, N. J.
BRISTOL, CONN.
BUFFALO, N. Y.
CHICAGO, ILL.
(LaGrange)
CINCINNATI, O.
CLEVELAND, O.
DAYTON, O.
DETROIT, MICH.
FLINT, MICH.
GRAND RAPIDS, MICH.
HARRISON, N. J.
INDIANAPOLIS, IND.
IONIA, MICH.
JANESVILLE, WISC.
KANSAS CITY, MO.

. . . and you'll like it!



of General Motors investments, General Motors pay rolls and General Motors employment into many communities and many sections.

. . .

Today no less than thirty-eight cities are home towns to active producing units of General Motors.

In fourteen states, spreading from New England to the South and through the great Middle West to the Pacific Coast, General Motors is a vital *local* industry, giving employment to local people and better trade to local business.

How broad this distribution of industry is—how truly it cross-sections the entire country—is shown in the listing elsewhere on this page of cities in which General Motors plants are located.

. . .

It is quite natural that when you view the new General Motors cars your first interest should be what they have to offer of immediate benefit to you and your family.

But we believe you will find these new models of even greater interest if you likewise look at them in the light of what they mean in a larger sense.

By providing work for your neighbors, a market for many local industries, increased opportunities for the country at large, they have served your broader welfare even before they begin to serve you.

It is the policy of General Motors to continue this extension of service to the nation, even as we continue to extend the service of each car to its purchaser.

Alfred P. Sloan, Jr.

Chairman

GENERAL MOTORS CORPORATION

TOWNS

...s of General ...ors, U. S. A.," ... the cities and ... are located:

...IND.
...MICH.
...N. J.
...RT, N. Y.
...ELES, CALIF.
...tbgate)
...LLIS, TENN.
...EN, CONN.
...DE, IND.
...AND, CALIF.
...IAC, MICH.
...ESTER, N. Y.
...NAW, MICH.
...LOUIS, MO.
...TTLE, WASH.
...RACUSE, N. Y.
...RRYTOWN, N. Y.
...LEDO, O.
...ENTON, N. J.
...ARREN, O.

General Motors selects Butte's Main Street as typical of the Main Streets of U. S. A.

General Motors selects KGIR as its radio outlet to put more G.M. cars in the Butte area.

For more distribution and quicker turnover along the highways, byways and Main Streets of the Butte area put your product on KGIR and KPFA.

When you buy KGIR you get the added coverage of KPFA, Helena, at no additional charge.

•

KGIR

NBC

BUTTE · MONTANA

Affiliated with

KPFA *Helena* KFPY *Spokane*
KRSC *Seattle* KXL *Portland*

Reprinted from:
SCIENTIFIC AMERICAN DECEMBER 1937

Ohio State Begins Educational Study

Radio Courses in Four Areas Are Slated for Analysis

ANOTHER educational survey financed by the Federal Radio Education Committee and consisting of a five-year study of broadcasts designed for school use, has started under the direction of I. Keith Tyler of the Bureau of Educational Research, Ohio State U. The Rockefeller Foundation has set aside $69,000 to pay for the first two years of the survey and it is expected that funds for its completion will be drawn from the committee's general education fund to which NAB members have been asked to contribute $83,000 [BROADCASTING, Nov. 15].

National and local broadcasts planned for use in schools will be studied and specific areas to be analyzed include Chicago, New York, Detroit and California. Major purposes of the investigation are to gather evidence of the effectiveness of selected school broadcasts in achieving specified educational objectives and to develop criteria that will be helpful in determining new methods of making radio in the school more effective.

This survey differs from the study of radio techniques begun recently at Princeton U [BROADCASTING Nov. 1], in that it is confined to the analyses of school broadcasts and the practical effects of radio as an educational medium in the class room. The Princeton survey, likewise financed by the Rockefeller Foundation, is concerned with the general effect of radio on family life and the use of radio in propaganda and politics as well as a detailed analysis of program types.

Mr. Tyler's committee includes J. Wayne Wrightstone, formerly of Columbia U; Norman Woelfel, former editor of *Social Frontier;* Alton O'Steen, formerly of Minnesota U, and Louis Heil of Ohio U.

Mexican Programs

Arranged under the direction of Prof. William S. Hendrix, director of romance languages at Ohio State U., a Sunday evening series emphasizing the cultural relationship between Mexico and the United States has started on seven Mexican stations. The programs which began Nov. 21 with talks by Josephus Daniels, U. S. ambassador, and Eduardo Hay, Mexican secretary of state, will continue through Feb. 27 and will be financed by the Rockefeller Foundation. The series will include discussions of Mexican literature, music and drama. Mexican stations carrying the broadcasts include shortwave: XEXA, XECR, XEUZ and XEBT; long wave, XEPD, XEFO and XEB.

Program Insurance

DON LEE Broadcasting System, Los Angeles, has made application to Lloyd's of London for insurance on the Mutual-Don Lee broadcast of the New Year's Day Tournament of Roses Parade at Pasadena, Cal. The application requests insurance against one-sixteenth of an inch of rain within four hours previous to the parade which will be described in a two-hour transcontinental broadcast, according to Van C. Newkirk, Don Lee network director of public events.

A Non-Radio Owning Newspaper RAPS BACK AT A CRITIC OF RADIO

Editorial in the *Boston Traveler,* Dec. 4

Federal Communications Commissioner Henry Payne is one of the government's big bosses of radio. The ether waves, you see, are the inalienable property of the public, and the government only lets the broadcasters use them—the waves, not the public.

". . . the average program of the broadcasters is addressed to an intelligence possessed by a child of 12," said Payne. "It is important to raise this average to the adult age; otherwise there is danger that radio will perpetuate mental immaturity in the grown-up.

"There is the danger," he went on, "that radio and the movies will in time make us a nation of grown-up children. Radio must be prevented from stopping the growth of the American mind."

So spoke the commissioner.

Sort of a case of "make me a child again just for Monday and Friday nights between 7:30 and 7:45."

In the first place, commissioner, you must have been reading a book, one of those books that talk about 12-year-old intelligences and 16-year-old intelligences and the national median.

Just what is a 12-year-old intelligence, commissioner? And what do you listen to on the radio—the symphony concerts or Charlie McCarthy? We plead guilty to both charges. What does that make us—senile?

Don't you worry about the radio, commissioner. After a few looks at some of the hokum federal bureaus send out, we think they think we are still holding up our pants with a safety pin.

Over in England the government runs the radio and it cannot touch ours for quality of programs.

Better listen again, commissioner.

Keeping Out The Editorial Page

(*Continued from page 20*)

force of others, to do differently would be an unforgivable betrayal of the people themselves.

This discussion of fairness leads me naturally to the next cardinal principle evolved out of experience. Let me describe another and a costly policy maintained by Columbia and, I believe, by virtually all broadcasters as a further safeguard to the fair and democratic use of our medium. We sell time to sponsors solely for the advertising of their goods and services. We do not sell time for propaganda.

By propaganda we mean any attempt to influence legislation, regulation, taxation and the like. Despite the tempting revenue we might have derived from such sales we decided against them first of all because we believed it was part of our public obligation to provide time for the discussion of controversial issues.

An even more compelling reason was the danger that the side with the most money would win the argument and often, that special interests would drown out the voice of the public. Moreover, if we did sell time for such uses, the amount of talk on the air would be wholly dependent on the willingness and ability of proponents and opponents of issues to buy it. Obviously we could not sell time for such use to some and refuse to sell it to others and thus we should be unable to maintain anything like program balance. The sole exception we make to this policy is the sale of time to political parties during an actual election campaign. This exception is made because the parties want to use and are entitled to use more time than we could possibly afford to give away.

If I may venture my own definition of democracy it is this: the ability of a people, provided they shall have free access to truth, to choose by instinct and understanding, by trial and error, that way of life which, with fairness to minorities, gives to the greatest number those things which they want. When I have said "access to truth" I have defined our policy with regard to culture and education. To the limit of public acceptance the broadcasters must be willing that the listener shall be exposed to all kinds of ideas on all kinds of subjects.

He must look for those who know and those who do and bring them to the microphones whether or not he likes them or their ideas or their ways, satisfied, with democratic discipline, to let the people take what they can use and reject the rest. Continually, the broadcaster and all the creative agencies which help him, put on the air a variety of things which both arouse and satisfy listener appetite. It is a widely varied and a voracious appetite; it is often a fickle one. Sometimes it startles with swift response, sometimes it disappoints with the sluggishness of its reaction. Let him who seeks to force upon it too strongly his own ideas of "good" beware!

Listener is King

An inconceivably assorted mass audience can be led, but we have yet to find a way to drive it; nor do I believe that we are entitled to drive it toward our own or anyone else's particular conception of what will "uplift" it.

Just as it is vital that we shall live up to these democratic ideals in the fields of public affairs and culture and education, if we are to serve, it is essential that we shall maintain them in the field of entertainment if we are to survive. I believe I do not even need to argue the right of the audience to be entertained. Entertainment, and particularly the free entertainment to which nearly every man, woman and child in America has access through his radio set, is a fine thing in and of itself. I shall not dwell on the degree to which much of it is a vehicle for education, for enlightment, for deepening perceptions and rising appreciations. He who sits before the loudspeaker, within easy reach of switch or dial is king. He likes some of everything and he is very vocal about what he wants. It is our job to find the best for him and to keep on bettering that best.

What to Broadcast

So long as there is broadcasting, someone is going to have to decide what should be broadcast and what should not. These decisions are always going to be made by fallible human beings. Just as newspapers have editors who decide what to print and what not to print (there is never room to print it all) so do we have staffs to decide what is worth broadcasting and what is not. We engage people of background and skill, and experience, and we drill them in the principles I have been reciting. In special fields we do not try to exercise unaided judgment. Instead, we avail ourselves of competent advice. For example, we have both a child psychologist and a committee of qualified advisors to insure that all our children's programs conform to very high standards.

We have a council of qualified clerics and laymen to allot fairly and sensibly the time we set aside for religious broadcasting, and our *School of the Air* has a professional faculty.

Though I have narrowed my field of discussion to those phases which I thought would be of especial moment to you as educators, I would be sketching too inaccurate a picture of American broadcasting if I did not dwell for a moment on the stimulus of competition. Frankly, I think we have come a long way in a short time. Had we not rivaled each other, spurred each other, dared each other, we would not have done so well so quickly. We sit hourly before the whole people as our judges. None of us can let himself be outdone in the public service.

The general cultural level of our people has risen, but far more significant is the increasing aspiration toward better things. The great variety of daily broadcasts have all done their part to spread knowledge of the way men live, work, fight, play, and think in a mobile world. Broadcasting's contribution to the pleasure and happiness, as well as to the social and intellectual equipment of millions of people, is no less real because it has come to be taken for granted.

But of greatest importance is the fact that radio broadcasting has developed and used a democratic philosophy.

Democracy is precious to us all. In broadcasting it has not been achieved without a struggle. The fight is not over and it never will be. There will be danger from those who seek to lay rude and selfish hands on the medium. There will be even greater danger from those who are sincere and well-intentioned but know not the meaning or the value of the word I have used so often.

As solemnly and as sincerely as I know how, I repeat that our present American system of broadcasting, founded on freedom and fairness of the air, must be preserved and strengthened. Allow censorship to be imposed upon it, deliver it into the hands of autocrats, make it a tool of any party in power, destroy it, and you will have begun to destroy liberty in America.

Christmas
Gift Order Form

Please send
BROADCASTING

TO .....

.....

.....

★

TO .....

.....

.....

★

TO .....

.....

.....

★

Send bill to:

.....

.....

.....

(An appropriate letter will advise the recipient of your gift)

FIRST CLASS
Permit No. 1208-R
(Sec. 510 P. L. & R.)
Washington, D. C.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in The United States

—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.

This is a facsimile of the Christmas greeting card that will go to each recipient of your gift.





Santa COMES 25 TIMES A YEAR ★ ★ ★

SPECIAL GIFT RATES

$ 3.00	ONE annual subscription
$ 5.00	TWO annual subscriptions
$ 7.00	THREE annual subscriptions
$10.00	FIVE annual subscriptions
$ 1.50	each for TEN or more subscriptions

The 1938 YEARBOOK Number, a distinguished gift in itself, is included with each subscription.

PLEASE USE ORDER CARD ATTACHED

when your gift is a subscription to

BROADCASTING

Broadcast Advertising


SEASON'S
GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such successes as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W. Va.	CBS
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO



Leadership

★ From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

★

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . IT WILL PAY YOU TO CONSULT **BLAW-KNOX**

BLAW-KNOX VERTICAL RADIATORS

A

PRACTICAL GIFT

BROADCASTING

Broadcast Advertising

YEARBOOK NUMBER INCLUDED

Subscription Rates!

One Year $3
2 for One Year $5
3 for One Year $7

A

PRACTICAL GIFT

BROADCASTING

Broadcast Advertising

YEARBOOK

NUMBER INCLUDED

Subscription Rates!

One Year.....$3

2 for One Year.....$5

3 for One Year.....$7

WLLH Operating Booster Station

Second Transmitter 10 Miles Away Expands Service Area

NEW FIELDS for existing frequencies in the broadcast spectrum have been opened by WLLH, Lowell, Mass., in the opinion of A. S. Moffat, president. WLLH now broadcasts from two transmitters located 10 miles apart, and synchronized on 1370 kilocycles. Joint operation was begun Dec. 1, and has been markedly successful, with no objectionable interference or "mush area." The step has added a market of a quarter-of-a-million persons to the primary area of WLLH and similar synchronization may be adopted by other stations in similar situations.

The new Western Electric 310-A transmitter is located in the Cregg Bldg., where studios and offices are situated. A 150-foot tubular steel antenna on the roof serves as radiator. The Lawrence transmitter operates full time on 100 watts, while the Lowell transmitter uses 250 watts until local sunset and 100 watts thereafter. Synchronization is achieved through Bell Laboratories equipment built to meet the peculiar requirements. Paul A. DeMars served as technical adviser on the experiments, together with Paul Godley and Dr. G. H. Brown, consulting engineers. William MacDonald, chief engineer of WLLH, was in charge of the construction work. Studio or nemo programs from Lowell or Lawrence, as well as Mutual, Yankee and Colonial network features, are available to both transmitters.

Increased Service Area

"We have demonstrated that a local station need not necessarily confine its service to the immediate vicinity of its main transmitter," Mr. Moffat stated. "Where conditions warrant the heavy investment in equipment, it will be possible to synchronize another transmitter in a neighboring center of population and increase its service materially. We have done something to solve the problem of a limited number of available frequencies by making two stations grow where one grew before."

Engineers pointed out that this method of synchronization differs materially from any used heretofore, being the first synchronization of stations in such proximity. Between the two stations are three sets of lines, one carrying the synchronizing frequency, another carrying programs and the third for the interstation communication. The single set of call letters WLLH, includes both transmitters at Lowell and in Lawrence.

Frozen Stick Plans

FROZEN Stick Confection Division of Joe Lowe Corp., New York, is planning to devote most of its 1938 advertising appropriation to radio. Present plans call for use of both network and spots, starting early next summer. Agency is Blackett - Sample - Hummert Inc., New York.

A SPECIAL cash dividend of 50 cents a share on the present Class A and Class B stock of $2.50 par value was declared by the CBS board of directors at a meeting on Nov. 30. Dividend was payable on Dec. 13 to stockholders of record at close of business on Dec. 6.

A MINUTE APIECE
But 21 Auto Salesmen Each Get in Their Plugs

WHILE many production heads are getting gray trying to figure out commercial plugs, WHAM, Rochester, N. Y., reversed the usual process and gave a half-hour program of nothing but commercials. It happened during the recent Rochester Automobile Show when 21 automobile salesmen were given one minute each to plug their cars. Of course they tried to outsell each other and the three judges had a difficult time deciding on the winner of a box of cigars.

Jack Lee and Dick Toole, announcers of WHAM, were on hand with whistles and if any salesman ran over his time limit they let him have it. Even though the air was blue with commercialism listeners wrote in by the hundreds congratulating WHAM on the program and swearing that they enjoyed it. The show was recorded by WHAM who rounded the stunt out nicely by thanking the auto exhibitors for their cooperation and inviting them to listen to themselves.

Gulf Oil Buys Spots

GULF OIL Corp., Pittsburgh, will start spot series on four Florida stations the first week in January. Schedule calls for weather reports broadcast four times daily on WQAM, Miami; six quarter-hour news periods weekly on WDAE, Tampa; six quarter-hours sports summaries weekly on WJAX, Jacksonville, and three 15-minute hill billy broadcasts a week on WDBO, Orlando. Programs are placed through Young & Rubicam Inc., New York.

PAUL F. HARRON and Joseph Lang, chief owners of WHOM, Jersey City, and lessors of WTNJ, Trenton, have applied to the FCC for a new 100-watt night and 250-watt day station on 1500 kc. in Camden, N. J.

WLAW ON THE AIR; STAFF IS PICKED

ITS STAFF organized and equipment installed, the new WLAW, Lawrence, Mass., recently authorized by the FCC to operate daytime on the 680 kc. regional frequency with 1,000 watts, was prepared to make its debut Dec. 19 under the managership of Irving E. Rogers, vice-president of Hildreth & Rogers, publishers of the *Lawrence Daily Eagle* and *Lawrence Tribune*, the licensee. The station will affiliate with the In-



Home of New WLAW, Lawrence

tercity Network and will use Associated Press news and the Standard transcription library.

Commercial manager of WLAW is David M. Kimel, who has been with the newspapers for the last 23 years in advertising and editorial capacities. Stanley M. Schultz, program director, has been in broadcasting for 15 years, having formerly been chief organist for the Yankee Network and program director of WMEX, WCOP and WPAR. George R. Luckey, formerly with WORL, Boston, and WLLH, Lowell, has been named chief engineer. J. H. Harrison Flint, formerly musical director of WMEX, is production manager.

The WLAW transmitter, including a 300-foot Lehigh tower installed by Hartenstine & Zane, is located in West Andover, Mass. Transmitter and speech input are RCA, and RCA and WE microphones are used in the studios. Weed & Co. has been named national representatives of the station.

THE SWING TOWARD GLOBE
Investment Firm Finds 6 a. m. Pulls a Big Audience for Its KEHE Program

PREFERRING to build its advertising theme around dignity and friendliness in loan transactions, Globe Investment Co. of Southern California, Los Angeles, has abandoned spot announcement campaigns for a type of radio program that lends itself more to the idea of friendliness.

About six months ago, after taking over the sponsorship of KEHE's *Musical Clock*, a six-day-a-week early morning program, Globe began featuring dance music. The idea met with such a ready response that it was decided to organize a club to be known as the "Globe Musical Clock Swing Club."

A membership card was issued, entitling the holder to request his or her favorite number, and, also, serving as a valuable credit identification at the Globe Investment Co. when the holder needed financial assistance. A swing session with hot coffee and doughnuts was then planned. The program directors were totally unprepared for the 150 people, who literally stormed the studio at 5:45 a. m. Before the program was ended, the studio was filled.

Stodel Adv. Co., in charge of the account, decided to make the get-together a monthly affair. Members and listeners wishing to attend were requested to write in for tickets. It was necessary to do this for at the following two sessions 700 persons were present. The membership is above the 2,000 mark and climbing steadily. At the Thanksgiving get-together five turkeys were given away. So familiar is the audience with the program that when the commercials are given practically every voice in the studio chimes in to give the terms and the telephone number.

The unusual hour was chosen with the thought in mind, that a person is usually more conscious of his bills and obligations, upon first arising and consequently is in a receptive mood for suggestions of help.

Success of the idea is testified to by the fact that when Stodel Adv. Co. took over the account there were two Globe Investment Co. offices; today, there are five. Edward C. Stodel personally supervises all radio activities.

P. & G. Debut on CBS Results in Time Shifts

WHEN Procter & Gamble Co.'s contracts with CBS go into effect Jan. 3, four of its NBC shows will change times as well. *Story of Mary Marlin* (Ivory flakes), will move on the Blue network from 10-10:15 a. m. to 11-11:15; and on the Red from 4:30-4:45 to 4:15-4:30 p. m. *The O'Neills* (Ivory soap) will drop its Blue network show and move the one now on the Red from 11-11:15 a. m. to 12:15-12:30 p. m.

Pepper Young's Family (Camay soap), now on both NBC networks, moves on the Blue from 10:30-10:45 to 11:15-11:30 a .m. *Guiding Light* (White Naphtha soap), which is only on the Red, moves from 4:15-4:30 p. m. to 3:45-4 p. m. The latter show will not go to CBS as previously reported. Only five programs are changing to CBS instead of six. In one of the cases where a show is now scheduled to use a western network at the same time that another is on in the East, a full network will be available. Agencies are Compton Adv. Inc. for Ivory and White Naphtha and Pedlar & Ryan for Camay.

Packer's Discs

AMERICAN PACKING & Provision Co., Ogden, Utah (meat packers) through Gillham Adv. Agency, Salt Lake City, will release the transcribed *American Kitchen* dramatized home economic series over an Inter-mountain network of eight stations, starting the first week in January. Series, produced by Mertens & Price, Los Angeles, is a recorded version of the twice-weekly quarter-hour KFI, Los Angeles, program featuring Agnes White, national consultant on foods and home economics, as "Martha Lane." Stations are KDYL KLO KID KTFI KSEI KHO KSUB KEUB.

Canada's New 50 Kw.

CANADA'S first 50 kilowatt transmitter officially took the air at 8 p. m. Dec. 11, when American-born Minister of Transport C. D. Howe, under whose department comes the CBC, and Minister of Justice Ernest Lapointe as Acting Prime Minister, opened CBF at Montreal (910 kc.) with appropriate ceremonies. The station had been on the air during late evening hours for about 10 days prior to the opening. CBL, Toronto, on 840 kc., opens officially at 10 a. m. Christmas Day, as the second 50 kilowatt station, Minister of Transport C. D. Howe officiating. The station began tests after midnight during the second week of December.

Boake Carter Signed

GENERAL FOODS Corp., New York, has signed Boake Carter for a new series to start Feb. 28 on CBS. The commentator will be heard Mondays through Fridays from 6:30 to 6:45 p. m. Announcement has not been made of the product to be promoted. Agency is Benton & Bowles Inc., New York.

IN LINE with the policies of NBC, WSOC, Charlotte, has adopted the practice of signing off each night with the *Star Spangled Banner*.

Industry Divided On Cash Discount

Deduction for Agencies May Come Up at NAB Convention

A SHARP division within the broadcast industry on allowance of the 2% cash discount to advertising agencies has developed since the enactment two months ago of a resolution by the American Association of Advertising Agencies advocating payment of the discount by all media.

A substantial number of independently-owned and newspaper and group-owned stations are not allowing the discount, and are opposing any move for rigid enforcement. As a consequence, group action by the industry is being advocated and it is likely that the issue will come before the emergency convention of the NAB, probably to be held in Washington in February.

The AAAA, in a resolution adopted in October by its executive board, pointed out that the 2% cash discount is allowed by most advertising media, including more than 95% of the magazines and more than 94% of the daily newspapers. It added the cash discount is passed on almost universally by advertising agencies as a "stimulus to prompt payment by advertisers."

Ability to Collect

Moreover, it held that payments to media by agencies in the final analysis depend on the agencies' ability to collect, and that the failure of a small minority of media to allow a cash discount is unfair to the large majority which do and which thus sustain agency credit for the benefit of all. It added that a few newspapers recently eliminated the cash discount in the mistaken belief that agency credit would not thereby be impaired.

The Association resolved that it is "unequivocally in favor of the continued maintenance of the cash discount policy and its adoption by the small minority of media which have not adopted this wise policy."

The viewpoint of those advocating industry-wide action on the 2% proposal is that a uniform policy should be adopted. As now represented to stations by the AAAA, it is pointed out, individual stations are called upon to determine for themselves the policy they will pursue.

That the NAB intends to compile a report on cash discounts was disclosed Dec. 2 by James W. Baldwin, managing director. In his bulletin to the membership, he said that the AAAA statement touched upon a matter of "very great importance" to the industry. "Broadcasters should not take any action in this matter until the question has been thoroughly investigated and a comprehensive report thereon can be furnished to all stations. Such a report will be compiled by the NAB," he said.

Ben Bernie for Tires

U. S. RUBBER Co., New York (tires), which early in November bought the Wednesday 9:30-10 p. m. spot on CBS and has been auditioning ever since, on Dec. 6 signed Ben Bernie to star in a show starting Jan. 12 on 94 stations. Agency is Campbell-Ewald Co. of New York.

37 New Stations Since Jan. 1, 1937

** Indicates Station now on the air.*

CALIFORNIA

KARM, Fresno—CP issued to George Harm, operator of truck line system and distributor of Cadillac, LaSalle and Oldsmobile cars under Don Lee, San Francisco; 100 watts on 1310 kc.

*KTKC, Visalia, Cal.—Licensed to Tulare-Kings County Associates (Charles A. Whitmore, president, publisher of *Visalia Times-Delta*, 37½%; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whitehead, publisher of *Tulare Advance Register* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%); 250 watts daytime on 1190 kc.

*KTMS, Santa Barbara, Cal.—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, 95%); 500 watts on 1220 kc.

COLORADO

*KOKO, La Junta, Col.—Licensed to Southwest Broadcasting Co. (Leonard E. Wilson, KIDW, Lamar, and KGIW, Alamosa, 60%; Charles T. Miller, 35%; O. C. Samuel, 5%); 100 watts on 1370 kc.

FLORIDA

*WKAT, Miami Beach, Fla.—CP issued to A. Frank Katzentine, former mayor of Miami Beach, one-third owner of *The Society Pictorial*, a weekly; 100 watts on 1500 kc.

IDAHO

KGCI, Couer d'Alene—CP issued to Clarence A. Berger and Saul S. Freeman, equal partners; 100 watts daytime on 1200 kc.

INDIANA

WGVA, Indianapolis—CP issued to Glenn Van Auken, attorney; 1,000 watts daytime on 1050 kc.

IOWA

KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (F. W. Woodward, publisher); 500 watts daytime on 1340 kc.

KTRI, Sioux City—CP issued to Sioux City Broadcasting Co., 50% of the stock owned by *Sioux City Tribune* and 50% by Dietrich Dirks, formerly with KOIL, Omaha, and KFAB-KFOR Lincoln, Neb.; 100 watts night and 250 watts day on 1420 kc.

KENTUCKY

WOMI, Owensboro—CP issued to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher; Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Owensboro Inquirer*); 100 watts on 1500 kc. (Goes on air in latter December.)

MARYLAND

*WSAL, Salisbury—CP issued to Frank M. Stearns, insurance man of Washington, D. C.; 250 watts daytime on 1200 kc.

MASSACHUSETTS

WHAI, Greenfield—CP issued to John W. Haigis, president of Franklin County Trust Co.; 250 watts daytime on 1210 kc.

*WLAW, Lawrence—CP issued to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune;* 1,000 watts daytime on 680 kc.

WBRK, Pittsfield—CP issued to Harold Thomas, 89% owner of WATR, Waterbury; 100 watts night and 250 watts day on 1310 kc.

MICHIGAN

WHAL, Saginaw, Mich.—CP issued to Harold F. Gross, WJIM, Lansing, and Edmund C. Shields, Saginaw, 50% each; 500 watts daytime on 950 kc.

MINNESOTA

*KATE, Albert Lea, Minn.—Licensed to Albert Lea Broadcasting Corp. (E. L. Hayek, president, Trades Publishing Co., publisher of *Northwestern Jeweler*; Q. J. David, president, David Inc., St. Paul; George J. Wolf, vice-president of Meyer Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to president of Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul; William B. Wolf, Austin); 250 watts daytime on 1420 kc.

KFAM, St. Cloud—CP to the Times Publishing Co., publisher of the *St. Cloud Times-Journal* (Fred Schilplin, publisher); 100 watts on 1420 kc.

KWNO, Winona, Minn.—CP issued to Winona Radio Service, a partnership (M. H. White, business manager; Herman R. Weicking, editor, *Winona Republican-Herald;* Harry Dahl, chief owner of WKBH, LaCrosse; Otto M. Schlaback, LaCrosse attorney); 100 watts daytime on 1200 kc. (Goes on air Jan. 1, 1938.)

MISSOURI

WPBM, Poplar Bluff—CP issued to Don M. Lidenton and A. L. McCarthy, radio and electrical dealers and service men; 100 watts daytime on 1310 kc.

MONTANA

*KPFA, Helena, Mont.—CP issued to Peoples Forum of the Air (Barclay Craighead, Helena, 50%; E. B. Craney, Butte, 40%; Sam C. Ford, Helena, 10%); 250 watts daytime and 100 watts night on 1210 kc.

NEW JERSEY

*WSNJ, Bridgeton, N. J.—Licensed to Eastern States Broadcasting Corp. (Howard S. Frazier, consulting engineer, Hotel Pennsylvania, Philadelphia, 51%); 100 watts daytime on 1210 kc.

NORTH CAROLINA

*WGTM, Wilson, N. C.—CP issued to H. W. Wilson and Ben Farmer; 100 watts daytime on 1310 kc.

OHIO

*WICA, Ashtabula, O.—CP issued to C. A. Rowley, publisher of *Ashtabula Star-Beacon;* 250 watts daytime on 940 kc.

WTOL, Toledo—CP issued to Community Broadcasting Co., 100 watts daytime on 1200 kc. Stockholders listed as Frazier Reams, president, prosecuting attorney of Lucas County, O., 98%; Thomas Bretherton, Toledo attorney, 1%; Mrs. Mildred Aderman, 1%.

OKLAHOMA

*KHBG, Okmulgee—CP issued to Okmulgee Broadcasting Corp. (Harry B. Greaves, 41%; E. M. Sepaugh, 27%; T. B. Langford, 16%; John Caruthers, 10%; R. M. Dean, 6%); 100 watts daytime on 1210 kc.

OREGON

KLBM, LaGrande—CP issued to Harold M. Finley, publisher of the *LaGrande Evening Observer*, and Mrs. Eloise Finley, his mother, as partner; 100 watts night and 250 watts day on 1420 kc.

PENNSYLVANIA

*WMBS, Uniontown, Pa.—Licensed to Fayette Broadcasting Corp. (Harry A. Cottom, judge of Common Pleas Court of Fayette County, 20%; Edward Dumbauld, attorney, 20%; Joseph H. Echard, superintendent, Pennsylvania State Highway Department, 20%; Joseph C. Burwell, radio, 20%; W. Russell Carr, attorney 20%); 250 watts daytime on 1420 kc.

TEXAS

KTBC, Austin—CP issued to State Capitol Broadcasting Association (R. B. Anderson, president, state tax commission; R. A. Stuart, Fort Worth attorney; A. W. Walker, professor of law, University of Texas); 1,000 watts daytime on 1120 kc., utilizing time not used by WTAW, College Station, Tex.

KGVL, Greenville, Tex.—CP issued to Hunt Broadcasting Association (Fred E. Horton, publisher of *Greenville Banner;* J. L. Collins and Nobel W. Young); 100 watts daytime on 1200 kc.

*KRIS, Corpus Christi, Tex.—Licensed to Gulf Coast Broadcasting Co. (W. G. Kinsolving, publisher of *Corpus Christi Caller-Times;* John A. Mobley and Margaret Browning); 500 watts on 1330 kc.

KRBA, Lufkin, Tex.—CP issued to Red Lands Broadcasting Association (Ben T. Wilson, Nagadoches, Tex., auto dealer and garage man; Thomas W. Baker, Nagadoches, wholesale oil distributor; Thomas W. Baker, Lufkin, banker and road engineer); 100 watts daytime on 1310 kc.

VIRGINIA

*WRTD, Richmond, Va.—Licensed to Times Dispatch Publishing Co., publisher of *Richmond Times-Dispatch*; 100 watts on 1500 kc.

*WRNL, Richmond—Licensed to WLBG, Inc.; removed Oct. 31 from Petersburg, where it operated as WLBG. Chiefly owned by principal owners of the *Richmond News-Leader*. 500 watts daytime on 880 kc.

WASHINGTON

*KELA, Centralia—CP issued to Central Broadcasting Corp.; 500 watts on 1440 kc. Stockholders are Elroy McCaw, Chehalis, Wash., formerly connected with broadcasting stations in the state of Washington, 25%; Cecil L. Gwinn, Centralia theater manager, 37½; Arthur C. St. John, Chehalis Ford dealer, bus line operator and theater owner, 37½%.

KWLY—Longview—CP issued to Twin City Broadcasting Corp.; Stockholders are A. C. Campbell, Longview grain and fuel dealer, 82½ shares; J. Elroy McCaw, manager of KELA, Centralia, 65 shares; John McClelland, publisher of *Longview Daily News*, 62½ shares; A. L. Raught Jr., local manager of Weyerhauser Timber Co., 20 shares; A. W. Talbot, Seattle, 20 shares. 250 watts daytime on 780 kc.

WISCONSIN

WDSM, Superior, Wis.—CP issued to Fred A. Baxter, retired former mayor; 100 watts on 1200 kc.

WYOMING

KVRS, Rock Springs—CP issued to Wyoming Broadcasting Co.; R. R. West, oil dealer and monumental works owner, 50.98%; Kenneth M. Nielsen, radio service man, 48.99%. 100 watts night and 250 watts day on 1370 kc.

In addition, the FCC has authorized the removal of KGKO, Wichita Falls, into Fort Worth.

Pennsylvania Fee On Records Asked

NAPA Now Attempts to Exact High Fee From Stations

AS A result of the recent ruling of the Pennsylvania Supreme Court in the so-called Waring-WDAS case, holding that performing artists have a property right in their recorded works, Maurice Speiser, counsel for the National Association of Performing Artists, has launched a licensing campaign among stations in Pennsylvania. The association, of which Fred Waring, band leader, is president, is said to be seeking from stations a fee of ten times their highest quarter-hour rate per year to perform phonograph records.

Whether the effort is the forerunner of national campaign to license stations to use phonograph recordings has not yet been indicated. NAPA was created for that purpose several years ago.

Pennsylvania stations generally, it is stated, have not capitulated to the demand. Legal opinion given them is that they cease performing recordings of members of NAPA. NAPA claims a membership, it is understood, of some 250 recording artists but at a copyright hearing two years ago the membership list presented was far less imposing.

The NAB is cooperating with Pennsylvania broadcasters, and Managing Director James W. Baldwin has sent stations a confidential report covering the association's views. The Pennsylvania Supreme Court ruling does not have effect outside the state, according to legal opinion, and can only be invoked if test cases in other states are decided against stations.

Test cases are pending in New York, Chicago, and Los Angeles involving other artists. Stuart Sprague, New York attorney and former NBC counsel, is the NAB's attorney in these matters.

Jello in Canada

THE *Jello* program with Jack Benny goes on three regional Canadian Broadcasting Corp. networks starting Jan. 2. It has been carried for some years on two Canadian stations, NBC outlets in Montreal and Toronto. Now added to CFCF, Montreal, and CRCT, Toronto, are CJCB CHNS, CFCY CKCW CFNB and CHSJ in the Maritime region; CBO CFRC CBW CFCH CJKL CKGB CKPR in the Ontario region; and CKY CKX CKCK CHAB CFQC CKBI CFAC CJCA CJOC in the Prairies region. The account was handled by Baker Advertising Agency Ltd., Toronto.

WKY HAS THE POWER TO SELL OKLAHOMA'S POWER-TO-BUY!

FOR INSTANCE:

The 2 for 1
LOW PRICE STORE

BELL CLOTHING CO.

Look for the
BIG RED BELL

117 West Main St.
PHONE 3-2838

Oklahoma City
OKLAHOMA

November 23, 1937

Mr. M. H. Bonebrake
Advertising Manager
Radio Station WKY
Skirvin Tower Hotel
Oklahoma City, Oklahoma

Dear Mr. Bonebrake:

We believe in giving credit where credit is due, so we feel that we owe you a letter to tell you how much we appreciate the splendid results we are getting from our radio program, "The Bell Boys," which we broadcast over your station at 7 a.m., Monday through Friday.

Frankly, we considered this program an experiment when we began a three-times-a-week schedule about a month ago. We had never used a program before, and we were dubious as to its ability to produce business.

Within two weeks, however, we were converted. We began asking new customers why they came to the Bell Clothing Company, and in nine cases out of ten they told us they came as the result of hearing the radio program. Especially gratifying was an increase in our out-of-town business. We may add that the second Saturday following our first program produced the largest single day's volume in the history of our store.

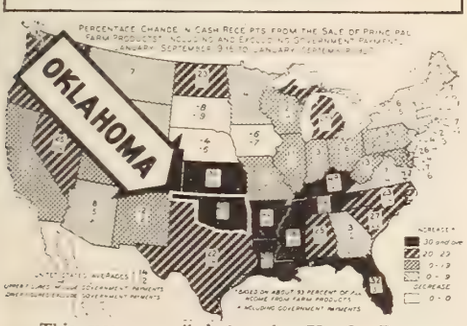
We also mention our Tulsa store in all programs, and I am sure you will be pleased to know that the Tulsa store is feeling the same response.

As the result of this proof of WKY's pulling power, we have concentrated our entire radio appropriation on our WKY program, which, as you know, we are broadcasting five days a week, instead of the three originally scheduled.

Good merchandise at fair prices, combined with good advertising, is an unbeatable combination.

Yours very truly,
BELL CLOTHING COMPANY

OKLAHOMA'S CASH FARM INCOME IS UP 30%



This map, compiled by the U. S. Bureau of Agricultural Economics, shows Oklahoma to be one of the states which showed greatest increases in cash farm income during the first nine months of 1937. Oklahoma's increase amounted to $30,433,000 . . . an increase of 30%.

● The factual evidence of WKY's ability to turn time into money may be found in the case histories of its advertisers. The individual instance cited above is merely a sample of the collective opinion of its entire roster of local and national advertisers . . . expressed by their spending of more money with WKY than with any other Oklahoma Station.

On every hand is evidence, too, that there is money in Oklahoma ready to be turned into sales. This has been the best year for farmers since 1931. Farm cash income for the first nine months, for instance, was $30,433,000 greater this year than in 1936. Forbes magazine (Dec. 1) puts Oklahoma in the country's fourth best sales spot. Brookmire and others put special emphasis on the good sales prospects in Oklahoma during the coming six months.

Oklahoma's ability to buy and WKY's ability to sell are two vital forces which can mean more sales and more profit for you immediately.

WKY *Oklahoma City*

REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

Plans Are Drawn By Survey Group

Financial Support Is Sought For Another Six Months

DECISION to continue the work of the Joint Committee on Radio Research for another six months if the necessary financial support could be secured was made at a meeting of the Committee in New York on Dec. 9. Originally scheduled for Dec. 3, the meeting had been postponed four times because of inability to assemble a quorum of the 15 members, five each from the NAB, AAAA and ANA.

Eight members attending were Roy C. Witmer of NBC and Hugh K. Boice of CBS, representing radio; John Benson, president of the AAAA, which was also represented by L. D. H. Weld. McCann-Erickson Inc.; Chester La Roche, Young & Rubicam, and Frederick C. Gamble, executive secretary, AAAA; Chester Lang, General Electric Co., and Paul West, ANA president, representing that group.

Shortage of Funds

Discussion was chiefly financial. Failure of the NAB to contribute the $10,000 previously pledged and with little hope that any of this money would be forthcoming until after the reorganization of the NAB, leaves the Committee practically without funds. It is understood, however, that NBC and CBS will probably underwrite the Committee for the six-month period by a combined contribution of approximately $20,000, although they have not yet officially agreed to do so.

Rural Radio Survey

These networks are currently financing the rural radio survey made by the Committee, which is now in the tabulating stage, with hopes of having figures on set ownership and listening habits in small towns and farm areas ready for release about the first of the year. Question of best method of release of these data also came up for discussion without being settled, networks taking the stand that since they paid for the study they should have the say about releasing results while remainder of Committee held it is a Committee undertaking to be governed by entire group. Absence of Dr. George Gallup from the meeting prevented the planned discussion of combining the data secured by the Committee and the breakdown of set ownership made by Gallup's Institute of Public Opinion before either is made public, to forestall arguments over differences afterwards.

Paul F. Peter, secretary of the Committee and director of its statistical work, was reappointed for the succeeding six months, provided the Committee continues to function.

Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis (flour), has started minute announcements daily except Sunday on KRGV, Weslaco, Texas, and WJAG, Norfolk, Neb. Howard H. Wilson Co., Chicago, is representative. Agency is Hutchinson Adv. Co. Inc., Minneapolis.

TWENTY county weekly newspapers are cooperating with WLBC, Muncie, Ind., in furnishing news for its *Around the Counties* program.

Safety WAVE

A SURGE of ice and sleet, abetted by some snow, caused an epidemic of accidents in Louisville Dec. 5. So WAVE, at the request of the local traffic bureau, broadcast an emergency warning. "Almost immediately the accidents started declining," Lieut Geo. McAleese, acting bureau head, wrote WAVE in giving the station credit for stopping the accidents.

Gallup Completing Data On Ownership of Radios

NEW figures on radio set ownership throughout the country are now being compiled by the Institute of Public Opinion and will be available to interested broadcasters shortly, according to Dr. George Gallup, director of research for Young & Rubicam Inc. and head of the Institute. Information, collected during the last week of November and first week of December in the course of the Institute's regular surveys of public opinion concerning matters of current political, social or economic import, will be broken down by sections (New England, Middle Atlantic, East Central, West Central, South, Mountain and Pacific) but not by states. Breakdowns of set ownership by urban and rural dwellers and by income groups will also be made. Data were scheduled for release early in the month but decision to double-check the figures caused a delay.

Lucy to Give Full Time To Management of WRVA

C. T. LUCY, general manager of WRVA, Richmond, and for the last 12 years advertising manager for Larus & Bro. Co., makers of Edgeworth Tobacco and owners of the station, announced Dec. 7 he had relinquish the latter function to devote full time to the station. "The situation in both the tobacco and radio fields has been so complex that it was necessary for me to give up one or the other," Mr. Lucy declared. "I am gratified to have the decision of my company that the general management of WRVA required my full time in the future."



Mr. Lucy

The post of advertising manager for Larus has been abolished and R. C. Carden Jr., general sales manager, is taking over all duties relating to advertising.

New 1,000 Watters

TWO WESTERN Canadian stations have put in new 1,000-watt transmitters following permission to raise their power from 100 watts given by the CBC. CFJC, operated by the *Kamloops Sentinel* at Kamloops, B. C., and CKCK, of the *Regina* (Sask.) *Leader-Post*, have begun their operations on their increased power, and added to their studios to take care of the increase in business.

Wired Television Tried in New York

Peck Television Corp. Starts Service to Restaurant

COMMERCIAL television, using wires instead of radio waves, was introduced Dec. 9 when Peck Television Corp. began supplying televised news bulletins to its first client, Jack Dempsey's Restaurant, at 50th St. and 8th Ave., New York, from a transmitting machine in the Hotel Lincoln at 44th St. and 8th Ave. Mr. Dempsey sent the first message over the new system, which at present uses standard wire lines, although it can be operated by radio.

Messages are typed on a transparent ribbon passing through a special automatic-feed typewriter and into the transmitting cabinet about the size of a four-drawer filing cabinet. Here the ribbon passes through a beam of light which scans it mechanically by means of a Peck lens disc. Broken by the typed letters, the light falls on a photoelectric cell at the top of the cabinet and is transformed into electrical impulses which are then amplified and conducted to the lines.

At the receiving end these impulses actuate a high-gain amplifier which feeds a Peck light-modulator cell controlling a beam of light that passes through it and falls on a Peck lens disc, rotating at 1200 rpm. The images are here "reassembled" on the screen in their original form, but greatly enlarged and reversed so that they appear as white on black. The screen is reflected in a three-foot mirror at the top of the receiving cabinet, which is about 7 feet high, 4 feet wide and 18 inches deep. Messages, reproduced with 24-line definition, are plainly visible from all parts of the room.

Invented by Peck

The apparatus was invented by William H. Peck, who began experimenting with television in 1929, following research with colored movies, and who is a firm believer in the optical mechanical scanning as opposed to the better-known cathode ray tube systems. Mr. Peck is president of Peck Television Corp., which has offices at 66 West Broadway, New York. Sales of the television news service will be under the direction of Dailey Paskman, formerly managing director of WGBS, the old Gimbel Brothers station, before its sale to Hearst, which now operates it under the call WINS.

Present plan is to lease receivers to restaurants, bars, hotels and clubs, for bulletins of finance, sports, and general news. Rental of $45 monthly is said to be considerably below that of standard ticker services and officials estimate that they will be able to make about 2,000 installations in the New York area. As soon as they have 200 installations they will apply to the FCC for a television transmitter, it was stated, and if their application is granted will replace their wires with radio transmission.

THE partnership of E. J. Regan and F. Arthur Bostwick, operators of WQDM, St. Albans, Vt., would be dissolved and Mr. Bostwick would become sole licensee of the station under an application for transfer of ownership filed Dec. 10 with the FCC.

Network Income for 11 Months of 1937 Running 17.2% Ahead of 1936 Figure

DESPITE the recent business recession and the lack of the political revenues that increased the incomes of the nationwide networks last year, the combined income from advertisers of NBC, CBS and MBS for the first 11 months of 1937 is 17.2% ahead of that for the same period in 1936 and some $3,000,000 ahead of the total network revenue for the entire year of 1936.

Total network income from January through November this year is $62,675,830, as compared with $53,488,388 for the same period a year ago. Individually, NBC reports a revenue from advertisers of $35,012,200 for the 11 months, 13.1% ahead of the $30,965,360 for the same period of 1936. CBS figures are $25,935,500 for the first 11 months of 1937, 25.1% over last year's $20,734,795. MBS is slightly behind its 1936 billings, reporting $1,728,130 for 1937 to date, 3.4% less than the $1,788,233 revenue for the first 11 months of 1936.

For the month of November, combined billings of the networks totaled $6,266,093, a gain of 2.3% over the November 1936 figure of $6,126,188. Individually, CBS and MBS both showed gains for the month, while NBC took a loss, Blue's gain not being enough to offset Red's decrease. For the month, NBC-Red reported gross billings of $2,288,866, down 5.0% from the $2,408,286 billings in November 1936. NBC-Blue, on the other hand, had a total of $1,092,480 for the month, 3.0% above the $1,060,442 figure for the same month last year. CBS figures are $2,654,473 for November 1937, 9.2% better than the $2,429,917 for that month a year ago. MBS, with a November income of $230,274, passed its last year's figure of $227,543 by 1.2%.

Gross Monthly Time Sales

	1937	% Gain Over 1936	1936
NBC-Red			
Jan.	$2,374,633	37.6%	$1,725,172
Feb.	2,273,973	34.0	1,697,524
March	2,531,322	32.2	1,915,357
April	2,304,035	30.7	1,762,201
May	2,261,344	37.0	1,650,046
June	2,211,560	48.4	1,490,426
July	2,018,920	25.1	1,613,148
Aug.	2,094,306	34.8	1,553,540
Sept.	2,057,513	3.2	1,993,371
Oct.	2,222,803	—8.1	2,417,743
Nov.	2,288,866	—5.0	2,408,286
NBC-Blue			
Jan.	$1,167,366	22.0%	$ 956,643
Feb.	1,021,809	0.5	1,016,776
March	1,082,961	—3.5	1,122,516
April	973,802	—0.6	979,727
May	953,475	4.6	911,674
June	791,827	—4.9	833,030
July	688,630	—15.7	816,835
Aug.	690,671	—20.5	868,891
Sept.	793,068	—11.2	893,266
Oct.	1,116,936	—12.7	1,278,746
Nov.	1,092,480	3.0	1,060,442
CBS			
Jan.	$2,378,620	24.2%	$1,901,023
Feb.	2,264,317	18.6	1,909,146
March	2,559,716	17.8	2,172,382
April	2,563,478	31.4	1,950,939
May	2,560,558	46.4	1,749,517
June	2,476,576	64.8	1,502,768
July	1,988,412	53.8	1,292,755
Aug.	1,955,280	58.6	1,232,588
Sept.	2,028,585	10.3	1,838,932
Oct.	2,505,485	—6.9	2,754,808
Nov.	2,654,473	9.2	2,429,917
MBS			
Jan.	$ 187,362	12.7%	$ 166,266
Feb.	202,088	24.4	162,358
March	212,861	15.0	191,483
April	173,746	24.3	139,834
May	133,341	2.7	129,907
June	99,136	—5.1	104,510
July	84,362	—23.0	109,561
Aug.	79,556	—31.5	116,223
Sept.	119,210	—29.4	168,919
Oct.	206,194	—14.7	271,629
Nov.	230,274	1.2	227,543

I'm GLAD AMERICAN Air IS FREE!



I BOUGHT a radio for Christmas.

It's a beauty, too, with an all-wave receiver.

These cold winter days I tune-in the world.

But I hear strange things.

Things I never hear in American radio.

Some of the programs are good, all right. They seem to know their music over there.

But foreign radio is so different, so tense. Surrounding each broadcast there seems to be an atmosphere of awful dread, of fierce control.

That sense of freedom to which we are accustomed just isn't there.

Much of the air is oratory, inflamed and destructive. Neighbors seem to be set against neighbors. They are selling hatred.

Maybe I don't understand the language, but the words, the tones, the manner of delivery can be understood by anyone with ears to listen.

That isn't our conception of radio's place in the world.

We don't do that here.

No one on the American air dares tell us to hate one another because of race or religion.

No one dares use the air to drive us apart. *In America radio brings us closer together.*

American radio enjoys freedom in which to contribute the greatest service to the American listener, to develop the art to its widest possibilities. Here its purpose is to entertain, to inform, to serve.

We are free to turn the dial until we find the message, the service, or the music to match the mood we feel. The only dictator we know in America is the dictate of our own desire.

I'm glad the American Air is free.

I'm glad particularly now, because American radio is free to bring us again the Christmas message: *Peace on Earth, Good-will toward Men.*

This is the American system of broadcasting.

A message in the interests of the American system of broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its service to the American listener.

WSM

The Air Castle of the South

50,000 WATTS

E. W. CRAIG, *Vice-President* • IN CHARGE OF RADIO
HARRY STONE, *General Manager*

OWNED AND OPERATED BY

THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

Baseball Coverage Left to Each Club

General Mills, Atlantic and Kellogg Again Interested

THOUGH major league policies regarding baseball broadcasts were still undecided at the conclusion of the baseball meeting held in Chicago Dec. 6-8, future decisions being left up to the individual clubs, two sponsors signed to broadcast two minor league schedules in 1938. They were General Mills, which for the second successive year will sponsor all home games of the American Association, and Atlantic Refining Co. It was learned however, that this was part of a three year contract which General Mills has with the American Association for three years terminating with the 1939 games.

Atlantic Refining, which sponsored games in four cities of the New York - Pennsylvania League (now the Eastern League) during the past season will sponsor games in all seven of the league towns. In addition to the four stations used in '37—WNBF, Binghamton, N. Y.; WBRE, Wilkes-Barre, Pa.; WAZL, Hazleton; WJTN, Jamestown, N. Y.;—the following three stations will also be used in 1938: WESG, Elmira, N. Y.; WTNJ, Trenton, N. J., and WGBI, Scranton, Pa. For the most part, in the American Association, General Mills will use the same station setup as prevailed in 1937 although there may be two or three changes before the season gets under way. Stations used last year were WHAS, WBNS, WIRE, WCCO, KXBY, WISN, WTCN and WSPD.

Other Deals Pending

Deals with other baseball clubs were consummated but the advertisers declined to reveal them until the entire lineup is complete. In the American League, contracts with all major league teams permitting broadcasts of games have terminated and although reports at the major league session were widely circulated that rights for the American League games would be sold to one sponsor, L. C. McEvoy, vice-president and radio director of the American League, told BROADCASTING they were without foundation.

Instead the following American League teams will again make their own contracts for their own clubs: Chicago, Boston, St. Louis, Cleveland, Philadelphia and Detroit. Both New York and Washington have so far refused permission for any broadcasts of their home games.

Although the entire station setup for 1938 is not complete inasmuch as stations are not selected until advertisers have secured the rights to broadcast games from the teams themselves, both Atlantic Refining and Kellogg will definitely be on more stations than last year, with the latter firm possibly doubling its nine-station set-up of 1937.

General Mills, which last season sponsored games on more than 80 stations either alone or with Socony Vacuum Oil Co., will probably use as many or more stations next year. Socony cosponsored games on nearly 50 stations last season and this may be slightly increased next year. Agencies for the leading baseball advertisers are: General Mills, Knox Reeves, Minneapolis; Socony Vacuum Oil Co., J. Stirling Getchell Inc., New York; Kellogg Co., N. W. Ayer & Son, Philadelphia; Atlantic Refining Co., N. W. Ayer & Son, Philadelphia.

IT SOUNDED NUTTY, THIS IDEA

But WDAY Found That Even Early-to-Bed Folk Listened to Midnight Baseball Recreations

The snow may be flying in North Dakota, but WDAY still talks about the way it handled its baseball dilemma during the summer. Dave Henley, manager, tells interestingly of WDAY's experiences and the story will prove informative to other stations with baseball problems.

By DAVE HENLEY
Manager
WDAY, Fargo, N. D.

WITH local baseball fans swinging into concerted action behind the Fargo-Moorhead Twins, of the Northern League, this year, WDAY determined to give baseball to its entire area but, and that was a big "but", there was a big obstacle to overcome.

WDAY was carrying a heavy early and late afternoon schedule. The one spot that was open was an hour-and-a-half starting at 3 p. m. The management of the Twins was approached with the idea of starting games at 3 p. m. instead of 4:30 and 5 p. m. Careful consideration was given the idea but it had to be given up after being tried out for a few days since it was impossible to get crowds out that early. So back they went to 5 o'clock which meant that WDAY could not broadcast the games. Right there is where El Prough, sports announcer, stepped into the picture with his idea of rebroadcasting the games.

Getting the Color

With his typewriter tucked under his arm Prough attended the afternoon games. Wrote a complete running account of the game including all the color he could get. At 10:15 p. m. the rebroadcast of the day's game went on the air. It sounded nutty, baseball at 10:30 at night and especially out in this part of the country where presumably people hit the hay at 8 o'clock. The story of WDAY's rebroadcasting success is now history but it is history well worth keeping in mind.

The folks out here wanted their baseball so sincerely that they gave concrete evidence of sitting up nights and listening. When Prough made his first rebroadcast he asked for comments and expressions from the listeners. He didn't have to wait long—but he was a busy little man for a few days trying to explain just exactly how and where he attended a Twins baseball game at 10:30 at night.

Realism is what Prough gave his work. With a carbon copy of his running account in the hands of Henry Shiels, an operator, Prough would go on the air. It was Shiels' job to run the sound effects of the crowd and with the running account in front of him he did a realistic job. For the bat contacting the ball Prough found that a snap of his fingers worked well; for the ball landing in the catcher's mitt he used a mallet and catcher's mitt. From the time one of his games started there was no doubt in the listener's mind that he was at a ball game.



BASEBALL — WDAY used three men to handle its rebroadcasts late at night. Left to right are El Prough, announcer; Harold Smithson, operator; Henry Shiels, sound effects.

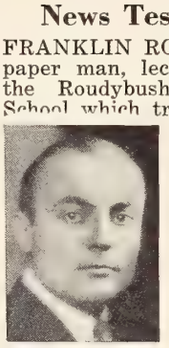
Out-of-town games were handled by Western Union direct wires. Prough worked directly from these reports, letting the game get a head start in the event it was a night game.

The rebroadcasts became a major feature of WDAY — the Twins drew the best crowds in their history and local sponsors clambered to participate in the broadcasts. Some of the sponsors were: YB Cigars, Fitgers Beer, Coca Cola and a number of local accounts.

The rebroadcasts solved the problem for WDAY and gave the local team a mighty boost in popularity which was exactly what everybody interested wanted and as a result everybody is happy and the station has a baseball feature for 1938 that is already established with a listening audience in three states.

News Test on WFBR

FRANKLIN ROUDYBUSH, newspaper man, lecturer and head of the Roudybush Foreign Service School which trains young Americans for the diplomatic service, began a series of interpretative newscasts on WFBR, Baltimore, Dec. 2 under sponsorship of Remington - Rand Inc., New York. Mr. Roudybush, who speaks eight languages and during two trips around the world interviewed prominent political leaders for the American press, will confine his news periods to a timely exposition of what is going on in world capitals with a dramatization of personalities and events. His series will consist of 13 quarter-hour newscasts on Thursday evenings. Leeford Adv. Agency, New York, has the account.



Mr. Roudybush

BRIGGS & VARLEY Inc., New York agency, has been purchased by Leo McGivena, formerly promotion manager, *New York Daily News*, and more recently copy director of Lennen & Mitchell Inc., New York; Frederic Suhr, executive art director of the latter agency; and Tom Varley, vice-president, Briggs & Varley. Harry Varley, president, recently resigned to become president of Schick Razor Corp. The agency's change in ownership is effective Jan. 1.

Means to Improve Programs Sought

Chicago Group Favors Awards; Higher Standards Advised

CHICAGO agency and station men met Dec. 8 at the invitation of Bobby Brown, WBBM program director, to discuss ways to improve radio shows.

One of the plans suggested was to offer cash prizes, as the motion picture industry does through its Academy Awards for best scripts, best produced programs, best acted radio shows. Rather than have organizations like the Women's National Radio Committee offer various awards it was agreed that radio itself should assume the initiative in offering some worthwhile prize for better-grade dramatic material.

Stations and networks were urged to refuse programs of a substandard nature. Even though better-grade dramatic programs do not sell immediately, stations should continue to put on good dramatic programs because once proven successful with listeners, advertisers will be only too glad to sponsor them on the air, the group suggested. Smaller stations were urged to take the initiative in fostering better grade dramatic productions especially since, in most instances, they have more sustaining time available than the larger stations.

Both networks and stations were urged to foster more workshops like those at New York University and the CBS programs directed by Irving Reis. Once high-grade writers and actors are developed, radio should expend more money in their behalf so that Hollywood would not be constantly seducing radio's best talent, the radio men concluded.

Suggestion was made that radio salesmen, rather than thinking of only selling time when contacting prospective advertisers, approach them with suggestions for better-type programs. Advertisers themselves came in for criticism in that. though they might be successful business men, agencies and stations should have complete charge of production.

Agency men attending the meeting were: George Fogel, Jack Hurdle, Jack Mathae and Ed Morse of Blackett-Sample-Hummert; Joseph T. Ainley, Aubrey, Moore & Wallace; Lou Jackobson, J. Walter Thompson Co.; Arthur Meyerhoff, Neisser - Meyerhoff; Cecil Widdefield, Schwimmer & Scott; Station folk included Myrtle Stahl, Blair Walliser and Russ Young, WGN; Harold Safford, WLS; Miles Reed, WCFL; Joe Allabough, WJJD; Judith Waller, NBC; and Bobby Brown, Stan Thompson, Walter Preston, Kaye Brinker, Orin Tovrov, Stuart Dawson, Phil Bowman, Dick Lawrence, Ted MacMurray, Hal Burnett, Frank Rand and Dick Chindblom, of WBBM. Harold W. Crews of Northwestern University; Harold W. Kent, radio director of the Chicago Public Schools, and Read Wight of World Broadcasting System also attended.

PRODUCERS Distributing Agency Inc., New York (Norbest turkeys), on Dec. 13 started a new series of daily five-minute broadcasts on WOR, Newark. Agency is Edwin M. Phillips Co., New York.

It's Here!

The Gates "Audio Compressor"



17-B Audio Compressor

Raises your audio output =s, Increased coverage!

Features . . . 1—Unlimited compression above peak level.

2—Automatic voltage regulated power supply.

3—Uniform response curve under compression.

4—Attaches to your present program amplifier offering marked reduction in cost.

5—Exclusive 5-inch illuminated V. I. meter.

6—Complete transmitter gain control from limiter panel.

7—Simple to install . . . . simpler to operate.

This newest Gates product has the usual moderate price tag. Write for bulletin — 83 —

GATES RADIO & SUPPLY CO.

MANUFACTURING ENGINEERS SINCE 1922

QUINCY, ILLINOIS, U.S.A.

CABLE ADDRESS (GATESRADIO)

The Time Proven Line

ALABAMA

WSGN	Birmingham
WMFO	Decatur

ARIZONA

KOY	Phoenix

ARKANSAS

KFPW	Ft. Smith
KUOA	Siloam Springs

CALIFORNIA

KPMC	Bakersfield
KIEM	Eureka
KGER	Long Beach
KHJ	Los Angeles
KLX	Oakland
KGB	San Diego
KFRC	San Francisco
KDB	Santa Barbara

COLORADO

KFEL	Denver
KGHF	Pueblo

CONNECTICUT

WTIC	Hartford
WELI	New Haven

DISTRICT OF COLUMBIA

WJSV	Washington

FLORIDA

WRUF	Gainesville
WMBR	Jacksonville
WLAK	Lakeland
WQAM	Miami
WDBO	Orlando
WFOY	St. Augustine
WSUN	St. Petersburg
WTAL	Tallahassee
WJNO	West Palm Beach

GEORGIA

WAGA	Atlanta
WRDW	Augusta
WMAZ	Macon
WTOC	Savannah
WAYX	Waycross

IDAHO

KIDO	Boise
KID	Idaho Falls
KRLC	Lewiston

ILLINOIS

WGN	Chicago
WJBL	Decatur
WTAX	Springfield

INDIANA

WTRC	Elkhart
WLBC	Muncie

IOWA

WMT	Cedar Rapids
WOC	Davenport
WKBB	Dubuque
KMA	Shenandoah

KANSAS

KFBI	Abilene
KVGB	Great Bend
KWBG	Hutchinson
KOAM	Pittsburg

KENTUCKY

WLAP	Lexington

LOUISIANA

WIBO	Baton Rouge
KMLB	Monroe
WDSU	New Orleans
KRMD	Shreveport

MAINE

WLBZ	Bangor
WCSH	Portland

MARYLAND

WFBR	Baltimore
WTBO	Cumberland
WFMD	Frederick

MASSACHUSETTS

WEEI	Boston
WCOP	Boston
WTAG	Worcester

MICHIGAN

WHDF	Calumet
WJR	Detroit

MINNESOTA

KATE	Albert Lea
WEBC	Duluth
KVOX	Moorhead
KROC	Rochester
KSTP	St. Paul-Minneapolis

MISSISSIPPI

WAML	Laurel
WQBC	Vicksburg

MISSOURI

KMBC	Kansas City
KWK	St. Louis
KGBX-KWTO	Springfield

NEBRASKA

KFAB	Lincoln
KOIL	Omaha

NEW MEXICO

KGGM	Albuquerque
KROA	Santa Fe

NEW YORK

WOKO	Albany
WGR-WKBW	Buffalo
WESG	Elmira
WOR	New York
WQXR	New York

World Broadc

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WHDL	Olean
WHAM	Rochester
WFBL	Syracuse

NORTH CAROLINA

WBIG	Greensboro
WAIR	Winston-Salem

NORTH DAKOTA

KRMC	Jamestown
KLPM	Minot

OHIO

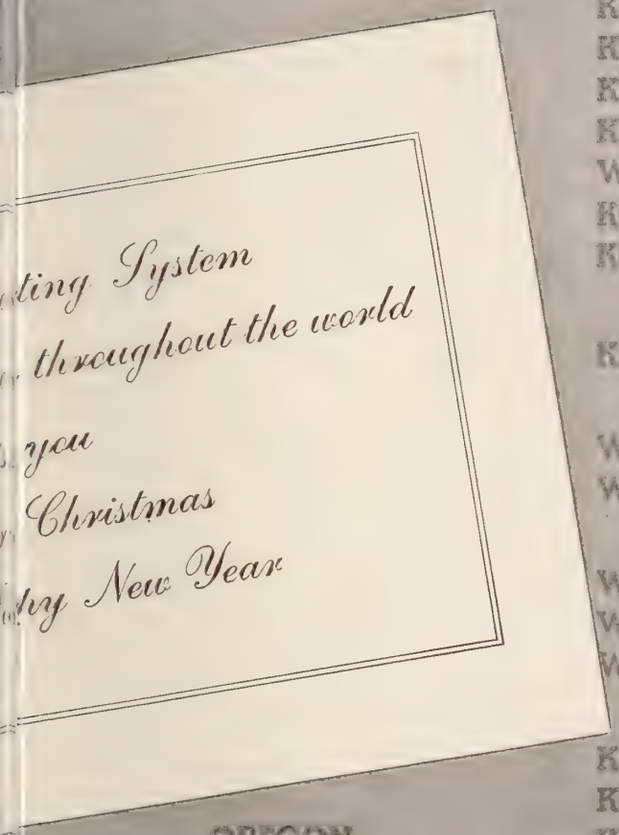
WJW	Akron
WHBC	Canton
WCKY	Cincinnati
WHK	Cleveland

OHIO (Continued)

WHKC	Columbus
WSMK	Dayton
WKBN	Youngstown

OKLAHOMA

KADA	Ada
KVSO	Ardmore
KCRC	Enid
KBIX	Muskogee
KVOO	Tulsa



OREGON

KFJI	Klamath Falls
KOIN	Portland

PENNSYLVANIA

WCBA-WSAN	Allentown
WFBG	Altoona
WLEU	Erie
WKBO	Harrisburg
WCAU	Philadelphia
WIP	Philadelphia
WCAE	Pittsburgh
WGBI	Scranton

RHODE ISLAND

WJAR	Providence

SOUTH DAKOTA

KABR	Aberdeen

TENNESSEE

WOPI	Bristol
WDOD	Chattanooga
WREC	Memphis
WLAC	Nashville

TEXAS

KFDM	Beaumont
KGFI	Brownsville
KRIS	Corpus Christi
KTSM	El Paso
WBAP	Ft. Worth
KXYZ	Houston
KFRO	Longview
KRLH	Midland
KPDN	Pampa
WOAI	San Antonio
KCMC	Texarkana
KGKO	Wichita Falls

UTAH

KDYL	Salt Lake City

VERMONT

WCAX	Burlington
WNBX	Springfield

VIRGINIA

WSVA	Harrisonburg
WRVA	Richmond
WDBJ	Roanoke

WASHINGTON

KXRO	Aberdeen
KVOS	Bellingham
KGY	Olympia
KOL	Seattle
KMO	Tacoma
KUJ	Walla Walla
KPQ	Wenatchee
KIT	Yakima

WEST VIRGINIA

WHIS	Bluefield

WISCONSIN

WEAU	Eau Claire
WHBY-WTAQ	Green Bay
WKBH	La Crosse
WIBA	Madison
WOMT	Manitowoc
WHBL	Sheboygan
WSAU	Wausau

HAWAII

KGMB	Honolulu

CANADA

ALBERTA

CFAC	Calgary
CJCA	Edmonton

BRITISH COLUMBIA

CKWX	Vancouver

MANITOBA

CFAR	Flin Flon
CJRC	Winnipeg

NEW BRUNSWICK

CKCW	Moncton
CHSJ	Saint John

ONTARIO

CKPC	Brantford
CKCO	Ottawa
CJIC	Sault Ste. Marie
CKCL	Toronto
CKLW	Windsor

PROVINCE OF QUEBEC

CKAC	Montreal
CKCV	Quebec
CHLT	Sherbrooke
CHLN	Three Rivers

SASKATCHEWAN

CJRM	Regina

FOREIGN

AUSTRALIA

5 DN	Adelaide
4 BC	Brisbane
3 KZ	Melbourne
2 GB	Sydney

NEW ZEALAND

1 ZB	Auckland
2 ZB	Wellington
3 ZB	Christchurch
4 ZB	Dunedin

MEXICO

XEW	Mexico City

FRANCE

Radio Toulouse	Toulouse

UNION OF SOUTH AFRICA

South African Broadcasting Corporation

Cape Town	Grahamstown
Durban	Johannesburg

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The Newspaper Issue

DEEP MYSTERY may enshroud the newly-constituted FCC in its efforts to remould policies governing broadcasting. But it is glaringly apparent that just about the knottiest job before it deals with newspaper ownership.

There is no mistaking the fact that the FCC has embarked upon a quest for information on this subject. The zeal with which commissioners have plied attorneys with inquiries on the subject at recent oral arguments; the deeply significant manner in which examiners delve into newspaper ownership matters in applications they hear, and in manifold other ways this interest has been demonstrated.

Although he has made no direct statement, Chairman Frank R. McNinch is understood to have been advised by President Roosevelt that he wanted the newspaper ownership issue considered. Nearly a year ago, FCC General Counsel Hampson Gary, in response to an interrogatory from Senator Wheeler, held that the FCC, under the existing law, has no authority to separate newspapers from station ownership, but he felt Congress constitutionally could evolve legislation to that end.

The issue is a live one. Presumably, the FCC will make some recommendation to Congress after it has thoroughly exhausted all phases of the problem. But the Commission obviously isn't ready as yet to crystallize its views.

The degree to which the FCC is plumbing this issue has been reflected in the questions of members at oral arguments. The most recent instance was in the case of KSD, owned by the *St. Louis Post Dispatch*, against KFUO, owned by the Lutheran Synod, the latter using a few hours weekly on the KSD channel of 550 kc. Commissioner Brown took occasion to ask Donald Richberg, of counsel for KSD, and former NRA administrator, as to his views.

In pointed response, Mr. Richberg held that newspaper ownership has not reached the point where a monopoly issue is involved; that newspapers were in the forefront of broadcasting development and should not be penalized by any class restrictions; that it was perfectly natural for newspapers to pioneer in broadcasting since both are dedicated to general public service, and that the Bill of Rights guarantees freedom of the press. He concluded that the issue should not constitute a policy problem, except in handling of individual cases.

With that viewpoint we are inclined to concur wholeheartedly. But there is no sidestepping of the issue as far as the FCC is concerned. It is under a virtual mandate to probe newspaper ownership and that it is doing.

On the same subject, William S. Paley, brilliant young president of CBS, put his finger on the very crux of the newspaper ownership issue in an address before the educational conference in Chicago. He asserted that radio "must never have an editorial page; that it must forever be wholly, honestly, and militantly non-partisan, not only in politics but in the whole realm of arguable social ideas."

We have advocated that view even before the newspaper divorcement agitation. It has been engendered by the fear that militant publishers will go to the microphones they own and orally "publish" their editorials, while their opponents have no such opportunity.

In his speech, published elsewhere in this issue, Mr. Paley ably differentiates between freedom of the press and freedom of speech. There *is* a real difference. Radio would be in very grave danger if station owners exercised the prerogatives of newspaper publishers to plead partisan cases via the instrumentalities they control. But the answer is that radio, except in very isolated and remote cases, simply isn't doing it. And a thinking broadcasting industry, sensitive to the tempo of the times, and aware of its public service responsibilities, will not permit itself to become tainted with any political complexion or involved with any partisan movement.

Legion Revival

SIGNS are becoming increasingly plentiful of impending revival of a "Legion of Decency" campaign against radio. Feelers are being thrown out. Editorials are being adroitly "planted" in anti-radio journals, as an obvious build-up. "Radio lobby" propaganda is being disseminated at an accelerated pace. The same clique of calamity-howlers appears to be sowing the seed.

The first "Legion of Decency" against radio started some three years ago. It attempted to carry on anonymously. It had a fictitious New York address. It pandered its stuff successfully to the amusement trade press—constitutionally opposed to commercial radio even though it attempts to hide that antagonism—and to anti-radio newspapers. They didn't bother to check the source or the veracity of the tirades; it was anti-radio and that was sufficient.

A few days ago the *Detroit Free Press* carried a significant editorial citing "the abuse of radio in this country" and pointing out that the "forces of decency have made their voice heard in other directions." This was ably answered by James F. Hopkins, head of WJBK, in a letter that must have caused the *Free Press* editorial board to do a little reflecting and perhaps some checking.

Simultaneously, members of Congress and of other radio groups in Washington have been queried in a systematic movement by certain amusement trade-press legmen on the "Legion" revival. That is the old army game.

Radio is not vulnerable to attack on the basis of decency. On the contrary, it has kept itself scrupulously free of such things as sex and crime and other morbid pursuits that appear to be in public demand but not public interest. Radio caters neither to the level of the tabloid-reader nor the very rich. But it provides a service, all things considered, that satisfies them equally along with the great majority of the listening populace. And it is constantly improving that service.

Let those who have crusading complexes direct their energies toward conditions that need correcting, and where they might be rewarded with some degree of success. And, as is always the case, they might first take a look in the mirror and decide whether there isn't a preliminary job to be done.

Reorganization Plan

A PLAN for reorganization of the NAB has been drafted under the mandate of the emergency convention held in New York two months ago. It is a good plan. It is the fruit of the labors of a committee of able men. It is the result of two months of intensive study and analysis of the problems confronting all elements of the industry, undertaken by Philip G. Loucks, an attorney peculiarly fitted for the task by virtue of having served as the NAB executive officer for five years.

The plan soon will be in the hands of all broadcasters, NAB members and non-members alike. The committee asks that it be studied and criticized. Then it will be redrafted to encompass the best of the new thoughts advanced, and again submitted to the industry 30 days prior to the annual convention to be held in Washington Feb. 14 at which the reorganization *must* be effectuated.

The plan is a democratic one. It provides for strong leadership through the designation of a paid president. Sanely, it recommends, in effect, against a "czar". It provides means whereby all elements in the industry may participate in activities of the association. And it provides for adequate personnel to care for labor, legal, engineering, research, promotion and other policy problems.

We concur 100% in the objectives of the plan. It follows closely the desires of the membership expressed at the last half-dozen NAB annual meetings. Unless the basic plan is adopted, the NAB as such will disintegrate. The process already has set in, as a matter of fact. And many important stations—the most important—have already made known they intend to drop out unless a far-reaching revamping of the association is effected.

Broadcasters should scrutinize the plan closely. They should make their suggestions freely. And then they should come to the February convention prepared to sweep into effect a concrete project to safeguard their industry and, incidentally, themselves.

We Pay Our Respects To —



CLARENCE GILBERT COSBY

SOLDIER, concert artist, ball player—professions as widely separated as the moon from the stars have all known the name of Clarence Cosby, general manager of Thomas Patrick Inc., operator of KWK, St. Louis.

His interesting career began almost as soon as he discarded three-cornered pants, as his record shows a professional singing engagement at the age of four. That first impression of the gentle art of singing molded the ambition of Clarence Gilbert Cosby toward the concert stage and a brilliant career as an artist—but—something happened to those plans and dreams.

Upon his graduation from St. Louis University, Cosby, although short of stature, joined the old Eastern Illinois League as an outfielder for Pana, Ill. After demonstrating fair promise as a ball player, he was sent to Montgomery, Ala., in the Southern Association, where he again held down a position as outfielder. He had as a team-mate in those days, Casey Stengel, ex-pilot of the Brooklyn Dodgers. Having pocketed at least a small part of his earnings as a chaser of the horsehide, Cosby returned to his home in St. Louis to resume his study of voice—still his real ambition.

From St. Louis, where he was born, he journeyed to New York City, after having his assets fortified by his father, the late Dr. V. B. Cosby. Upon reaching Gotham, he entered his study of voice with determination. Several outstanding instructors convinced of his promise, promptly took him under their wing. After intensive study with two of the more famous teachers —Paul Mori and Francis Fischer Power of New York—Cosby decided to polish off his study by training abroad. He traveled to Paris, where he went to the studios of Jean De Reski, one of the world's greatest. When he was pronounced ready for his chosen field, Cosby returned to America where he started a series of concerts throughout the States. After a highly successful concert debut, he teamed with Albert G. Robyn in a series of joint concerts through South America.

Upon his return from that tour, the war clouds overshadowed his thoughts of further concert work, so Cosby heeded the call and joined the army.

His name was promptly entered on the roll of the Intelligence Section of the U. S. Army, and he was sent across the water by the "G2" office, attached to the 89th Division. During the conflict he served under Col. Frank Wilbur Smith, and Capt. Thomas E. Gowenlock, now a prominent Chicago attorney.

In a book written by Captain Gowenlock, and only recently published, *Soldiers of Darkness*, Mr. Cosby rates considerable mention for his activity in this most dangerous branch of foreign service. He managed, by his uncanny ability to keep his head on his shoulders, to reach the morning on which the Armistice was signed. Just as the war was within a few hours of termination and the order to "cease firing" was about to be heard, Cosby ran afoul a gas attack near the front line sector at Steney, France. He was carted away to a French hospital in Paris, where he was confined for nine months while convalescing.

That gas attack ended abruptly a promising concert career. Cosby spent months trying to regain his singing voice but his throat and lungs had been so injured that further concert engagements were out of the question.

Upon returning to America and attempting further to prepare himself for a tentative contract with the Chicago Civic Opera Company, he was brought face-to-face with the realization that he must seek other lines of endeavor. Not to stray too far from the profession of his choice he joined Baldwin Piano Co., in charge of advertising and Artists' Service for the Southern half of the United States, from coast to coast. During his ten years with Baldwin, Cosby enlisted many great artists to the cause of its pianos—such outstanding musicians and conductors as Jose Iturbi, Edward Johnson, and Eugene Goesens.

Many artists in the field of serious music were booked for engagements anywhere from Paducah, Ky. to Phoenix, Ariz., by the young gentleman who had so much to say about the quality of Baldwin pianos. In 1929, when he was informed that his office was to be consolidated and moved to Cincinnati, Cosby decided quite suddenly that he was fairly tired of wandering around, and quietly hung his hat in St. Louis.

The day he left Baldwin, he just as quietly slid his feet under a desk that bore the name plate—"Clarence Cosby, General Manager —KWK."

He had joined the station which he previously could have purchased but which he had let slip through his fingers.

During his activity with Baldwin, he had come in frequent contact with Thomas Patrick Convey, who had started KMOX, and later had bought KWK. It was a case of mutual admiration, with Cosby greatly impressed with the aggressiveness and showmanship of Convey. Convey, in turn, was happy to annex to his new station as general manager a man with the theatrical background and advertising ability that Cosby possessed.

He became affiliated with KWK at the very beginning of its rapid rise as a leading metropolitan station, and his guiding hand helped to build the station to its present position. Upon the death of Thomas Patrick Convey, Cosby, with his thorough knowledge of Convey's ideals, proved himself an invaluable aid in assisting Bob Convey, the son, as he took over control and operation of the station which his father had founded.

Clarence Cosby will soon qualify to give his own version of "Life Begins at Forty." He and Mrs. Cosby, as well as their strapping young son, Don (who's determined to be a sports announcer) live in University City, a suburb of St. Louis.

PERSONAL NOTES

HUGH (Rusty) YOUNG, formerly with WIOD, Miami, and KFSD, San Diego, has returned to his home town, Winnipeg, to join the sales staff of CJRC. He was featured over the air in Winnipeg in 1931 in a comedy team, going from there to WCCO.

W. DONALD ROBERTS, formerly with Joseph Hershey McGillvra, station representative organization, New York, has joined the eastern sales staff of NBC, New York.

ROBERT RUNCK, formerly with WLW, Cincinnati, and Miss Helen Hoag, formerly with Paramount and Warner Brothers, have joined the sales staff of WALR, Zanesville, control of which was recently acquired by Ronald B. Woodyard. Bob Horn remains as program director, with Stuart Finley, formerly with WCPO, Cincinnati, WWSW, Pittsburgh, and WIBX, Utica, as production manager and chief announcer.

VICTOR BROOKS, formerly with CKCR, Waterloo, Ont., has been appointed commercial manager of CFCH, North Bay, Ont.

L. B. WILSON, owner of WCKY, Cincinnati, has purchased a home on Venetian Island, near Miami Beach, Fla., from George W. Davis, head of the new Davis Dog Products firm, Chicago.

ARDE BULOVA, watch manufacturer and broadcaster, sailed on the *Normandie* Dec. 8 for a European visit.

JOHN GILLIS, formerly of Marshall Field & Co., Chicago, has joined the sales staff of WLS, that city, to replace Dave Wilburn, who has joined the local office of John Blair & Co.

ROBERT I. BERGER, director of radio for the Democratic National Committee, has taken leave of abscence to act as director of radio for the Committee for the Celebration of the President's Birthday. With headquarters in New York, he has arranged programs to be carried by NBC, CBS and Mutual.

JAMES R. MIDDLEBROOKS, CBS construction engineer, was the principal speaker at the Radio Departmental of the San Francisco Advertising Club Dec. 9. Clyde Coombes, member of the NBC sales department in San Francisco, also spoke. Phil Lasky, manager of KSFO, was chairman of the day.

EDWARD J. JANSEN, commercial manager of KVI, Tacoma, is the father of a nine-pound daughter, born Nov. 30. The baby has been named Ann Theresa Jansen.

STANLEY LOMAS, formerly with N. W. Ayer & Son, Philadelphia, on Nov. 29 joined CBS, New York, as assistant to Edwin S. Reynolds, sales promotion manager for the network's managed and operated stations.

FRANK OXARART, veteran radio executive and former San Francisco manager for Allied Advertising Agencies, recently joined KYA, San Francisco, as account executive.

FRANCIS CHAMBERLIN of the commercial department of WMPS, Memphis, is the father of a baby girl born recently.

DON SERVICE, attorney for Broadcasting Service Assn., Sydney, Australia, arrives in Los Angeles Dec. 27 aboard the *Monterey*, on company business.

CHARLES H. KELTNER, former county farm advisor of Rockford, Ill., has been appointed director of agricultural service of WROK, that city.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was named chairman of the radio committee for Philadelphia's United Campaign charity drive.

CHESTER M. STRATTON, formerly of Radio-Keith-Orpheum and NBC, has been named managing director of National Radio Registry, 415 Lexington Ave., New York.

GEORGE COOK, assistant treasurer of WLS, Chicago, became the father of a 6½ pound boy, David, Dec. 4, his third child.

EDWARD KLAUBER, CBS New York executive vice-president, was in Hollywood in early December to confer with Donald W. Thornburgh, Pacific Coast vice-president.

ROSS BARBOUR, executive of British Broadcasting Corp., London, was in Hollywood in early December contacting talent.

EVE STANLEY, formerly of J. Walter Thompson Co., San Francisco, has joined KFI-KECA, Los Angeles, as account executive. Also added to the sales staff are John C. Jensen of the *Los Angeles Daily News*, and Harry H. Comer, formerly of the *Los Angeles Times*.

FRANK DELLETT, NBC western division auditor, has been transferred from San Francisco to Hollywood where auditing headquarters are now established.

JOHN ROYAL, NBC New York vice-president in charge of programs, has been in Hollywood conferring with Don E. Gilman, western division vice-president.

HINES HATCHETTE, formerly a salesman at WINS, New York, is now with J. H. Perry Associates, New York, as salesman for WCOA and newspapers.

GLENN SNYDER, vice-president and general manager of WLS, was re-elected president of the Veterans of Company A, 356 infantry, at the annual reunion held recently in St. Joseph, Mo.

GEORGE PROVOL, formerly of KFKA, Greeley, Col., has joined the sales staff of KDYL, Salt Lake City.

GEORGE MAGNES, former advertising agency man, has joined the staff of KJBS, San Francisco, as account executive.

PERSONNEL AT WLW SHIFTED BY SHOUSE

GRADUALLY altering the personnel structure of the Crosley stations, James D. Shouse, vice-president of Crosley Radio Corp. and general manager of WLW and WSAI, on Nov. 29 announced four promotions on the WLW staff.

E. C. Krautters was named assistant sales manager and Eldon A. Park, assistant program manager. The posts of both sales manager and program manger at present are vacant. Robert G. Jennings, assistant manager in charge of WSAI, at present temporarily is serving as chief assistant to Mr. Shouse in both the sales and program departments.

Lee House was promoted from the production department to the head of continuity, succeeding Mr. Krautters. Bob Franken was assigned to traffic, succeeding Mr. Park.

Bob Dunville, assistant manager of KMOX, St. Louis, which Mr. Shouse headed prior to his acceptance of the Crosley post, has joined the WLW staff in an executive capacity. He will be assigned to the program department, it is understood. For the past five years, Mr. Dunville was on the executive staff of KMOX under Mr. Shouse.

AFA Urged to Combat Charge That Advertising Causes Boost in Prices

THE advertising profession must meet the challenge that advertising costs are responsible for increased prices to the consumer, George M. Slocum, president of the Advertising Federation of America told the 10th District AFA session held recently in San Antonio.

As a matter of fact, Mr. Slocum pointed out, advertising means wider distribution with lower manufacturing costs and lower prices to the consumer.

Among other speakers were William C. D'Arcy, former AFA president; Neal Barrett, Oklahoma City, retiring governor and manager of KOMA, Oklahoma City; Harry Boyd Brown, of Philco Radio & Television Corp. Delegates included Gene Roth, manager of KONO, San Antonio; Hugh A. L. Halff, president of WOAI; Mr. Barrett; Carl A. Doty, merchandising manager of WOAI.

BOB BURNS, comedian, has filed suit in Los Angeles superior court to prevent Radio Transcription Co. of America, Hollywood, and C. C. Pyle, its president, from distributing a transcribed radio program in which he is featured. He charges that while he did make some records, they have been dubbed into the transcription series with other talent without his consent.



FIRST BIRTHDAY—Of KVOR, Colorado Springs, under management of the Out West Broadcasting Co. was celebrated with a studio show called *Suppressed Desires*. Suppressing same are (left to right) Wauhillau LaHay, program director; Dudley Tichenor, sales; Bob Hayward, operator; Arbor Fuller, announcer; Zelle Wade, program department; Leon Marshall, sales; Tom Roark, operator; Anita Parry, secretary; Gil Hodges, newscaster; Bob Freed, announcer; Paul Hughes, newscaster; Fred C. Mueller, commercial manager; Hugh B. Terry, station manager; Charles Roberts, sound effects, and Eustace Taylor, chief engineer. There followed a party.

BEHIND the MIKE

LARRY NIXON, program director, WNEW, New York, and Miss Jeanette Smits were married in Baltimore Dec. 4.

ERWIN DARLINGTON has joined the announcing staff of WDNC, Durham, N. C., to replace Al Harding who recently joined WCCO, Minneapolis.

JAMES ALDEN BARBER, former program director of KBTM, Jonesboro, Ark., has been named production manager of KGVO, Missoula, Mont.

GEORGE DEAN, formerly of KVOS, Bellingham, Wash., has joined KOMO-KJR, Seattle.

ED GUNDAKER, formerly of WGAL, Lancaster, Pa., has joined the announcing staff of WHP, Harrisburg. Robert Deihl, formerly of WOR, Newark, has also joined the WHP announcing staff.

CARL ERICKSON, WIND, Gary, announcer and Marie Fox of Rockford, Ill., were married Dec. 1 in Valparaiso, Ind.

HANK RICHARDS, free-lance continuity writer, has returned to Chicago from Chandler, Ariz., and is writing *Keystone Barn Dance Party*, *Gillette Hometown Memories*, and *Voice of the Feed Lot*, on WLS. Richards was formerly with WLS, KMOX, WIND and KRNT.

KEN ENGLUND, Hollywood radio and motion picture writer, is writing a book on radio scripts.

SAMUEL KURTMAN, after receiving his degree in dental surgery at University of Pennsylvania, has returned to Hollywood and rejoined Eddie Cantor's writing staff on the CBS *Texaco Town*. Other writers include Charles Quillen, Izzy Elinson and John Rapp.

BETTY LAIDLAW and Robert Lively have been added to the writing staff of the CBS *Vicks Open House* program sponsored by Vicks Chemical Co., from Los Angeles.

KEN CARPENTER, NBC Hollywood announcer, has replaced Don Wilson on the weekly *Hollywood Mardi Gras* program sponsored on the Red network by Packard Motor Car Co. Wilson now confines his radio activities exclusively to the *Jack Benny Program* (Jell-O) sponsored by General Foods Corp. Wilson's withdrawal from other programs is said to have been requested by General Foods, but he continues his motion picture work. Carpenter continues to announce the NBC *Kraft Music Hall* sponsored by Kraft Phenix Cheese Corp.

Getting the Bird

A BIG snow owl from the North flew into a high-tension wire recently and shut off the current for the transmitter of WHBL, Sheboygan, Wis. The station was off the air 35 minutes. The bird was electrocuted.

KLZ, Denver, was off the air for seven minutes recently when a blue heron stopped to rest on its main power line. The heron rests in peace.

DAVID BROEKMAN, after three years with Don Lee Broadcasting System, Los Angeles, during which time he was musical director, has resigned. He continues as musical director of the weekly NBC *Thrills* sponsored by Union Oil Co., on the Coast.

PAUL PIERCE has resigned as radio department manager of Howard W. Newton Co., Beverly Hills, Cal., agency, to join the CBS Hollywood continuity staff. He succeeds Ray Grande, resigned.

BOB EDGE, hunting and fishing authority of WOR, Newark, on Dec. 2 married Miss Liljan J. Larsen.

BILL HOLMES, former radio and music editor of the *Oakland Post-Enquirer*, resigned recently to join the continuity staff of NBC, San Francisco. He will write for the *Women's Magazine of the Air*, participating afternoon variety show.

HELEN SAWYER, of the KSFO staff in San Francisco for three years, has resigned to join the production department of CBS in Hollywood.

MARY KATHLEEN MOORE recently was placed in charge of the music library information desk at NBC, San Francisco. She had been with NBC for ten years.

WILLIAM LANG, announcer at KYW, Philadelphia, is the father of a baby boy.

PRISCILLA FORTESCUE, fashion editor of WAAB, Boston, has gone to Hollywood to prepare for a weekly MBS series titled *New England Girl in Hollywood*.

MARSHALL SHANTZ Jr., formerly of WFBL, Syracuse, N. Y., and WIBX, Utica, N. Y., has joined the announcing staff of WORL, Boston, to replace Harry Marble who has joined the announcing staff of WCAU, Philadelphia.

KEN WILSON, organist of WHDH, Boston, has been named program director to succeed Fred Garrigus, shifted to announcing.

LEE GEBHARDT, Chicago, who wrote *Ma Perkins* script for a number of years, has been assigned by Blackett-Sample-Hummert Inc., Chicago, to author the *Court of Missing Heirs*, sponsored on CBS by Skelly Oil Co., Kansas City.

DAVID WARD has joined the announcing staff of WALR, Zanesville, O. He formerly was with WJW, Akron; WCOL, Columbus; WSAZ, Huntington, W. Va.; WCSH, Charleston, W. Va., and WSMK, Dayton.

TED PEARSON, former NBC New York announcer recently signed by M-G-M, has been assigned a part in the motion picture *Test Pilot*. He is also announcer on the Maxwell House broadcast.

NEIL RHAU has joined the publicity department of Warner Bros. First National Studios, Burbank, Cal., in charge of radio exploitation.

GERRY WILMOT, formerly of CJOR, Vancouver, B. C., has joined the announcing staff of CBM, Montreal.

CONNIE FORD, formerly with Needham, Lewis & Brorby Inc., Chicago agency, has joined the announcing staff of WMBD, Peoria. Don Tolliver has been made a full time WMBD announcer.

CLIFF CARL, character comedian, has joined the staff of WHO, Des Moines.

HARRY CAMPBELL, former entertainer of KMOX, St. Louis, has joined the announcing staff of KFRU, Columbia, Mo.

HENRY YOHANNAN, pianist of WIND, Gary, Ind., and Mable Peters of Enid, Oklahoma, were married Dec. 6 in Chicago.

LEWIS HERMAN, Chicago radio writer, and Carlton Guy, the *Hoosier Philosopher* on WAAF, have sold an article to *Esquire* titled "Man Beats Dog". It is taken from *Joe Doakes—Showman*, a book they will publish soon.

JOE SILVER has been named continuity editor of WAAF, Chicago.

LARRY WOLTERS, radio editor of the *Chicago Tribune*, is the father of a baby girl, born Nov. 27.

MORRISON C. WOOD, production man at WGN, Chicago, left Dec. 6 to direct and write for a Hollywood film company.

LENNA THOMAS has joined KMOX, St. Louis, to handle art work for its sales promotion department.

RODERICK MAYS, formerly on the production-announcing staff of KYA, San Francisco, has joined the CBS Hollywood continuity department replacing Carlos del Prado, resigned. Roswell Rogers has taken a leave of absence to join Jack Haley's writing staff on the NBC *Log Cabin Jamboree*.

EDDIE LYON, formerly of KMPC, Beverly Hills, Cal., and prior to that at KTUL, Tulsa, has joined KHJ, Los Angeles.

BILL HAY, announcer for *Amos 'n' Andy*, will be retained by F. Wallis Armstrong Co. for the new NBC Campbell Soup Co. series starting Jan. 1. The comics will make four guest appearances on the CBS Hollywood Hotel program in 1938, the first to be Jan. 6. The agency produces both shows for the sponsor.

MARY CONGER, secretary in charge of programs on WORL, Boston, has resigned.

RICHARD F. FAULKNER, formerly with WSOC, Charlotte, N. C., has joined the staff of WAPI, Birmingham, effective Dec. 6.

REILAND QUINN, program manager of KYA, San Francisco, addressed the San Francisco Classroom Teachers' Association Dec. 9.


Merry Christmas
and
A Happy New Year
TO THE MEN OF RADIO
who will add immeasurably to the gaiety, pleasure and spiritual well-being of America's multitudes this Christmas ... who, through their vision, untiring efforts and unremitting alertness will bring added enjoyment and a richer life to this nation in the coming year.
Western Electric
GraybaR

The National Retail Market Report May Not Rank the City of Bismarck very High as a Market

But

KFYR

of

Bismarck

Serves a

Five Hundred Million Dollar Market

|

Because

|

KFYR Covers North and South Dakota, Eastern Montana and Manitoba and Saskatchewan Canada

Meyer Broadcasting Co.

Bismarck, N. D.

KFYR

The Regional Station with the Cleared Channel Coverage

GENE FURGASON & CO.

National Representatives

Philadelphia Fluster

EVERYBODY gets confused at WFIL, Philadelphia, because of Announcer Fred Weber and Fred Weber, general manager of MBS; Program Director John Clark and John Clark, president of the Transamerican; News Editor Joe Connolly and Joe Connolly, president of INS.

BILL LANG, announcer of KYW, Philadelphia, is the father of a baby boy born recently.

LEW STUBMAN, announcer of WCMI, Ashland, Ky., was married recently. Slim Fortier has joined the WCMI staff to conduct Smile Club, a morning variety program.

JERRY STONE, publicity director of WDAS, Philadelphia, on Dec. 3 married Miss Virginia Long, formerly of WDAS.

NORVAL SCHNERINGER, former news writer at KOIL and KFAB, Omaha, has joined the continuity staff, working under Bob Browne. Before switching to KOIL a year ago, he wrote continuity for an Omaha agency.

ROCH ULMER, announcer and production man of KSOO and KELO, Sioux Falls, S. D., has become an airplane pilot, having learned to solo in less than a month.

HARRY CREIGHTON, who has been sports editor of WAAF, Chicago, for the last two years, has been named full time announcer of WAAF to replace Virgil Irvin who recently left for Hollywood after a successful screen test. Joe Silver, announcer of WAAF, has been named continuity editor.

PAUL WILSON, formerly of KRBC, Abilene, Tex., has joined the announcing staff of KFRO, Longview.

PEGGY MORRIS, secretary to J. R. Poppele, chief engineer at WOR, Newark, is recuperating from an appendectomy at the Mary Immaculate Hospital, Jamaica, Long Island.

JOHN BOYLAN, continuity editor of KFI-KECA, Los Angeles, and Rowena Devine, Hollywood magazine writer, were married in the latter city Nov. 27.

DAVID ROSS YOUNG, production manager of KGB, San Diego, Cal., is the father of a baby boy, David Roberts Young, born Nov. 19.

CHARLES PENMAN, director of production of WJR, Detroit, spent the first week of December in New York studying production methods at CBS and NBC.

FRANK HARDEN, formerly of WEED, Rocky Mountain, N. C., has joined the announcing staff of WFTC, Kinston, N. C.

KEN WHITE, announcer for a number of Southern stations during the last few years, has joined WIBM, Jackson, Mich.

ELWYNN QUINN, announcer of KDYL, Salt Lake City, has taken his first solo flight after only three months of training.

BOB NEWHALL, sports commentator of WLW, Cincinnati, correctly picked winners in 80 per cent of the autumn football games on his WLW Line program for Kellogg Co.

KATHRINE MALONE, of the University of Missouri journalism school, has joined the continuity department of KFYO, Lubbock, Tex., to handle women's accounts and aid in dramatic productions.

MISS DOROTHY O'DONNELL, Carnegie Tech drama graduate, has been placed in charge of a broadcast training course recently started by Phil Hayden Studios, Washington.

WRIGHT ESSER has joined the continuity staff of KSD, St. Louis, as a special feature writer. Esser has been put in complete charge of writing and producing a new script, *Yodel's Alpine Inn*, a six-day feature of KSD for Columbia Brewing Co. Esser was formerly connected with the British Broadcasting Corp., and is a native Englishman.

CLIFF WILLIAMS is the latest addition to the WSOC, Charlotte, announcing staff. He joins the station to replace Dick Faulkner, who left to become assistant program director of WAPI, Birmingham.

WILLIAM K. MALONEY, in charge of trade press relations for WOR, Newark, on Dec. 12 was named director of public relations for Kated Inc., Kate Smith-Ted Collins production firm. Mr. Maloney was formerly with Robert S. Taplinger Inc., and handled Kate Smith publicity at that time. In his new position, he will promote Kate Smith as a business woman as well as artist.

MASON TAYLOR recently joined the news staff of WIBX, Utica, N. Y.

JAMES BULLEIT has been named program director of WAIM, Anderson, S. C., succeeding Graeme Fletcher, who has resigned to go to the Coast.

PETER POTTER, CBS Hollywood producer, has been cast as a comic reporter in *The Shadow Speaks*, film being produced by Grand National Studios Inc., that city.

NORMAN NESBITT, recently added to the KHJ, Los Angeles, production staff, has taken on the additional duties of daylight newscaster for the station and Don Lee network, replacing Knox Manning who resigned to join CBS in Hollywood.

Lewis S. Frost Shifted By NBC to Hollywood

LEWIS S. FROST, executive assistant to Don E. Gilman, NBC western division vice-president, has been transferred from the San Francisco to Hollywood studios of the network. Increased executive responsibilities in the Hollywood studios necessitated the transfer, Mr. Gilman said in making the announcement. Although his work will be centered chiefly in Hollywood, Mr. Frost will spend considerable time in other key cities of the western division.



Mr. Frost

Mr. Frost has been with NBC since April 1930, starting as program traffic manager in San Francisco. In 1931 he became assistant production manager and six months later production manager. In Oct. 1932 he was named western division program manager and executive assistant to the vice-president in July, 1936. Mr. Frost recently returned from New York where he spent one month studying all phases of NBC operations in preparation for his added Hollywood responsibilities.

Canadian Advertisers

ANNUAL meeting of the Association of Canadian Advertisers held at Toronto Dec. 9, 10 and 11, heard W. E. Powell of the Toronto commercial office of the CBC outline the new national and regional network rates. Suggestions were given the CBC by the advertisers and questions asked on various aspects of network broadcasting. No other broadcasting problems were discussed at the meeting.

Tyson Named President As Southern California Stations Are Organized



Mr. McDowell



Mr. Smith

SOUTHERN California Broadcasters Association Inc. has been formed in Los Angeles with Leo B. Tyson, manager of KMPC, Beverly Hills, as president. Lawrence McDowell, commercial manager of KFOX, Long Beach, has been elected vice-president, and Calvin Smith, Manager of KFAC, Los Angeles, secretary - treasurer. The board of directors of the corporation consists of the remaining member station owners and managers.



Mr. Tyson

The new organization is an outgrowth of the Southern California Association of Broadcasters formed in Los Angeles ten years ago. Its purpose, as outlined by Mr. Tyson, is to knit more closely the stations of Southern California, to furthering the interest of the member stations and their relationship with advertisers, advertising agencies, civic, educational and business groups.

One of the association's activities, carried over from the old organization, is the agency recognition bureau, said Mr. Tyson. He added that future activities of the organization will include the bringing together of the agencies and stations into a closer working alliance; elevate and crystallize the standards of radio advertising, and through an extensive promotion campaign to acquaint eastern agencies and advertisers with the market and radio facilities available in Southern California. He further stated that the newly formed association will work closely with the Northern California Broadcasters Association headquartered in San Francisco, and with the NAB, exchanging ideas of mutual benefit to each other and to the industry as a whole. The Southern California Broadcasters Association is said to be the only incorporated organization of its kind in the country.

U. S. Recording Change

CHANGE in management of the U. S. Recording Co., Washington, was announced Dec. 11 with the election of R. C. Miller, of Washington, as president, He succeeds R. J. Coar, who is no longer with the company. James S. Moran, former technical representative in the Washington-Virginia-Maryland area for Presto Recording Co., of New York, has been named general manager. The company also is handling the Presto line along with its regular recording business. It has specialized in recordings for members of Congress and others in public life.

GOOD-WILL FROM PACIFIC SKIES

Standard Oil Broadcasts on West Coast Are Strictly Institutional But They Pay and Pay

By CHESTER J. DOYLE
Radio Research, McCann-Erickson Inc., San Francisco

"SOLOMON said there is nothing new under the sun—there is. We are going to praise a radio program . . ." Thus, a California newspaper started a front page editorial written by the editor as a tribute to the *Standard Symphony Hour*, which was celebrating its tenth anniversary.

This program released over the Pacific Coast NBC-Red Network is sponsored by Standard Oil Co. of California. It is an offering of that company to the cultural entertainment and musical education of the Pacific Coast radio audience. The *Symphony Hour* is aimed at every class of home on the Pacific Coast, and besides presenting excellent music to eager listeners, it does splendid work in educating their listeners in the classical and semi-classical fields of music.

Initiated as a regular Coast network feature in 1927, the *Standard Symphony Hour* has remained unchanged in purpose and style for ten years. The 524th consecutive program was broadcast Oct. 28, thus setting a record for Pacific Coast network broadcasting, if not for national broadcasting as well. One thing is certain—no other program has maintained 524 consecutive hours on a network without once mentioning a product of the sponsor.

They Buy Gasoline

Many tongues were placed in cheeks when the *Standard Symphony Hour* was introduced as a good-will program which ignored the use of the so "necessary" commercial or product announcements.

Many "I told you so's" had to be swallowed by critics who couldn't believe that hundreds of thousands of dollars would be spent for a program without the sponsor falling into line with competitive radio programs, saying "Will you please buy our gasoline, mister?"

Regardless of the reluctance of Standard Oil Co. of California to exploit its radio public with apparent advertising, proof of program results has not been lacking.

Innumerable unrequested letters have been received from grateful listeners—many of them from music lovers requesting that their favorite symphonic selection be played by the Standard Symphony Orchestra. Over 30,000 letters were received in answer to one question regarding the use of vocalists.

Continuous surveys have shown the *Standard Symphony Hour* to be one of the most popular Pacific Coast broadcasts. Each year sees new types of shows rise and fall in their quest for attention and recognition only to bow out to the few old established standbys of which the *Standard Symphony* is foremost on the Pacific Coast.

Those who have kept an ear to the ground are recognizing the possibilities of noncommercial goodwill programs. Recent press notices state that one of the largest automobile manufacturers will soon adopt the good-will program idea.

To tie-in with this symphony broadcast, Standard Oil Co. of California established a program designed to train school children for a fuller appreciation of fine music.

The *Standard School Broadcast*, which was begun one year after the inauguration of the *Symphony Hour*, was the pioneer effort in radio education of school children on the Pacific Coast, and is today listened to each week by over 350,000 students seated in the class rooms of 3,300 radio-equipped schools.

Next year the *Standard School Broadcast* will also be released in Honolulu. Approximately 100,000 school children of the Hawaiian Islands will be added to the *Standard School* enrollment, thus giving this program the largest possible juvenile audience in the area served.

The *School Broadcast* serves as an introduction to the music included in the evening program of the *Standard Symphony*. The stories the composers endeavor to tell in music and the manner in which they do it is discussed and illustrated by frequent and simple but illuminating examples.

The training of the school children through the morning broadcast and the adult education value of the evening *Symphony* have done much to further music appreciation of the Pacific Coast radio audience. The *Standard Symphony* attracts an audience which includes many who have never had an opportunity to attend symphony concerts. There seems little doubt but that it has built up a new group of music lovers who will be future patrons at symphony concerts on the Pacific Coast when and if concerts are available to them.

To bear true witness to the merit and popularity of the *Standard Symphony Hour*, a review of the many news items and radio columns carrying the story of the tenth anniversary of the program fails to reveal one adverse comment.

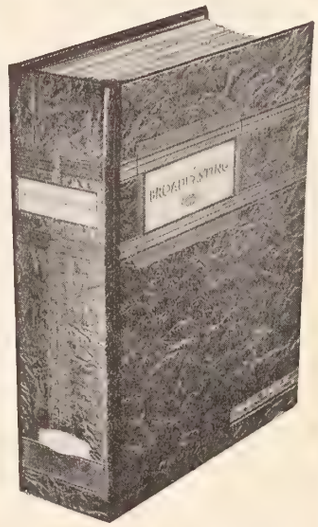
Star-Times Makes Plans To Build New Regional

WITH THE opinion of the U. S. Court of Appeals of the District of Columbia on Dec. 6 sustaining the FCC decision authorizing it to build a new station, the Star-Times Publishing Co., St. Louis, has proceeded with preliminary plans for construction of the regional 1,000 watt station to operate on 1250 kc. The call letters KXOK already have been designated.

Elzey Roberts, publisher of the *Star-Times*, will be the executive head of the station. Ray V. Hamilton will become its manager, and Walter E. Weiler its commercial manager. The chief engineer will be Arthur F. Rekart.

White Rouge to Radio

WHITE ROUGE Co., Chicago (cosmetics), has placed its account with Kirtland-Engel Co., Chicago. G. B. McDermott, account executive, said that radio advertising will be included in the 1938 advertising budget.



KEEP

Your Copies of BROADCASTING in This Handsome

BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

- Neat
- Light Weight
- Durable
- Flat Opening
- Snap In
- Snap Out
- Copies Not Mutilated

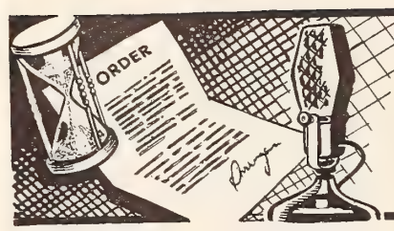
The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID

Your name in gold. 25c extra

BROADCASTING
Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBAL, Baltimore

American Oil Co., Baltimore, 4 *sa*, 3 weekly *sa*, thru Joseph Katz Co., Baltimore.
Atlantic Refiining Co., Philadelphia, 10 *sp*, thru N. W. Ayer & Son, N. Y.
Chicago Engineering Works, Chicago, 5 *t*, thru James R. Lunke & Assoc., Seattle.
Penna. State Pub. Com., Harrisburg, 15 *t*, thru Walker & Downing, Pittsburgh.
Modern Food Process Co., Philadelphia (Thrivo), weekly *t*, thru Clements Co., Philadelphia.
Taylor Provision Co., Philadelphia (pork roll), 3 weekly *t*, thru Carter-Thompson Co., Philadelphia.
Philadelphia Reading Coal & Iron Co., Philadelphia (coal), 84 *sa*, thru McKee, Albright & Ivey, Philadelphia.
Best Foods, New York (Nucoa), 26 *t*, thru Benton & Bowles, N. Y.
Reid, Murdoch & Co., Chicago (Monarch food), 3 weekly *sa*, thru Rogers & Smith, Chicago.
Gardner Nursery Co., Osage, Ia., 3 *t*, thru Northwest Radio Adv. Co., Seattle.
Carleton & Hovey, Lowell, Mass. (Father John's), 3 weekly *sa*, thru John W. Queen, Boston.
Standard Oil Co of N. J., New York (Esso), 24 weekly *sp*, thru Marschalk & Pratt, N. Y.
Fred Fear & Co., Brooklyn (dyes), 3 *sa*, thru Mencken Adv. Co., N. Y.

WHO, Des Moines

Christian Science Com. on Pub., Des Moines, weekly *sp*, thru Fairall & Co., Des Moines.
Morton Salt Co., Chicago, 30 *sp*, thru Wade Adv. Agency, Chicago.
Horse & Mule Assn. of America, Chicago, 26 *sa*, thru Rogers & Smith, Dallas.
Union Pacific Railroad, Omaha, 52 *sp*, thru Caples Co., Los Angeles.
Earl Ferris Nursery, Hampton, Ia., 180 *sp*, thru Lessing Adv. Co., Des Moines.
Pfaff Baking Co., Ft. Dodge, Ia., 3 weekly *sp*, thru R. J. Potts & Co., Kansas City.
Idaho Fruit & Vegetable Adv. Com., Boise, 3 daily *sa*, thru Botsford, Constantine & Gardner, Portland, Ore.

WAAB, Boston

Cushman Bakery Co., Revere, Mass., 26 *t*, thru Harry M. Frost Co., Boston.
Radbill Oil Co., Philadelphia (Penn Rad Oil), 22 *sp*, thru Harry A. Feigenbaum, Philadelphia.
Gospel Broadcasting Assn., renewal 52 *sp*, thru R. H. Alber Co., Los Angeles.
Kay Jewelry Co., Boston, 11 *sp*, thru Ad-Masters Adv. Co., Washington, D. C.

KNX, Hollywood

Idaho Fruit & Veg. Adv. Com., Boise, Ida. (apples, potatoes), 18 weekly *sa*, thru Botsford, Constantine & Gardner, Portland.

KJBS, San Francisco

Cystex Co., Los Angeles (Cystex), 3 weekly *sp*, thru Walter Biddick Co., Los Angeles.

KYA, San Francisco

Gas Appliance Society of California, San Francisco, 5 weekly *sa*, thru Jean Scott Frickelton, San Francisco.
Libby, McNeill & Libby, Chicago (food products), 3 weekly *t*, thru J. Walter Thompson Co., Chicago.
National Homewear Co., Oakland (kitchen utensils), 3 weekly *sa*, thru Miller Adv. Agency, Oakland.
The Warren Refining & Chemical Co., Oakland (Warcote Wax Polish), 2 weekly *sa*, direct.
Electric Appliance Society of Northern California, San Francisco, 6 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

WGY, Schenectady

Dairy Assn. Co., Lyndonville, Vt. (Cow Care), 3 weekly *sa*, thru DeRouville Adv. Agency, Albany.
General Mills, Minneapolis, 2 *t* series, thru Knox-Reeves, Minneapolis.
Cranberry Canners, S. Hanson, Mass. (Ocean Spray), 2 daily *sa*, thru Harry M. Frost Co., Boston.
Railway Express Co., New York, 6 weekly *sa*, thru Caples Co., N. Y.
Wasey Products Co., New York (Musterole, Zemo), 3 weekly *t*, thru Erwin, Wasey & Co., N. Y.

WLW, Cincinnati

Sayman Products Co., St. Louis, 3 weekly *sp*, thru Benson & Dall, Chicago.
Household Magazine, Topeka, 3 weekly *sp*, thru Presba, Fellers & Presba, Chicago.
State Automobile Mutual Insurance Co., Columbus, weekly *sp*, direct.
Wm. S. Scull Co., Camden (Boscul coffee), weekly *sp*, thru F. Wallis Armstrong Co., Philadelphia.

WHN, New York

Remington-Rand Inc., New York (typewriters), 7 weekly *sp*, 13 weeks, thru Leeford Adv. Agency, N. Y.

WINS, New York

Edward J. O'Toole Co., New York (religious articles), weekly *sa*, thru Niles-Richman Co., N. Y.

WNEW, New York

Madison Personal Loan, New York, 5 daily *sa*, thru Klinger Adv. Corp., N. Y.

WOR, Newark

Gardner Nursery Co., Osage, Ia., 3 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
New Jersey Bell Telephone Co., Newark, 1 *sp*, direct.
Provident Loan Society of New York, 3 weekly *sp*, thru McCann-Erickson, N. Y.
Frederick E. Lowenfels & Son, New York (Hotel Bar butter), weekly *sp*, thru Neff-Rogow, N. Y.
International Vitamin Corp., New York (I. V. C. Pearls), weekly *sp*, 6 weekly *sa*, Bisberne Adv. Co., Chicago.
Doyle Packing Co., Newark (dog and cat food), 2 *t* and 2 *sa* weekly, thru Beaumont & Hohman, Chicago.
Procter & Gamble Co., Cincinnati (Drene), weekly *t*, thru H. W. Kastor & Sons, Chicago.
Fischer Baking Co., Newark (bread and cake), 3 weekly *sp*, thru Neff-Rogow, N. Y.
Gardner Nursery Co., Osage, Ia. (plants, bulbs, shrubs), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Provident Loan Society of New York, New York (financial), 3 weekly *sp*, thru McCann-Erickson, N. Y.

KSFO, San Francisco

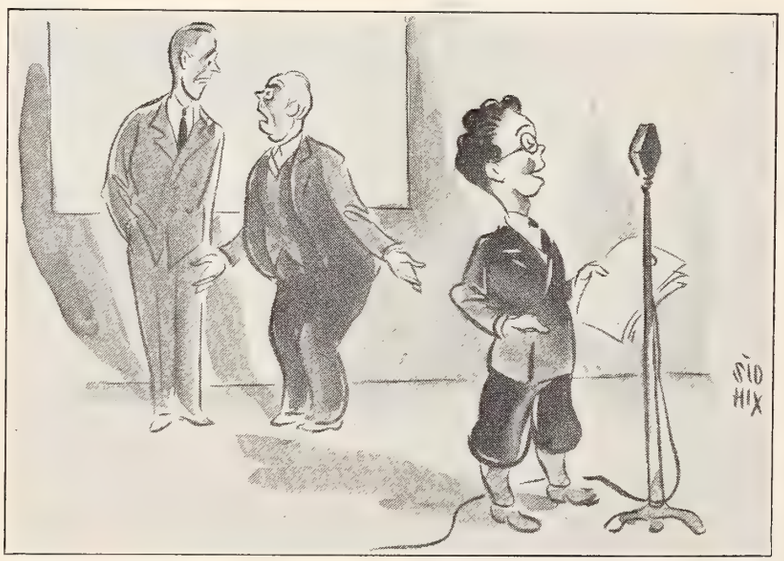
Bayuk Cigars Inc., Philadelphia, 14 weekly *sa*, thru McKee-Albright & Ivey, Philadelphia.
Coca Cola Bottling Co., San Francisco (Coca-Cola), 5 weekly *t*, thru D'Arcy Adv. Co., St. Louis.
Lever Bros., New York (Spry), 7 weekly *sa*, thru Ruthrauff & Ryan, N. Y.
Ford Motor Co., Detroit, weekly *sa*, thru McCann-Erickson, N. Y.

KHJ, Los Angeles

Haas Baruch & Co., Los Angeles (Iris Coffee), weekly *sp*, thru Erwin, Wasey & Co., Los Angeles.
Ford Motor Co., Detroit (motor cars), 8 *sa*, thru McCann-Erickson, N. Y.

KFI, Los Angeles

Smith Bros. Co., Poughkeepsie N. Y. (cough drops), 5 weekly *sa*, thru Brown & Tarcher, N. Y.
Palm Springs Business Men's Association, Palm Springs, Cal., (promotional), weekly *sp*, thru Allied Adv. Agencies Inc., Los Angeles.



Drawn for BROADCASTING by Sid Hix

"Having the Youngest News Commentator May Be Good Publicity, Harry, But This Kid's Voice Is Changing!"

KDKA, Pittsburgh

Commercial Milling Co., Detroit, 17 *sp*, thru Karl G. Behr Adv., Detroit.
RCA Mfg. Co., Camden, 52 *sa*, 78 *t*, direct.
R. B. Davis Co., Hoboken, N. J., 26 *sp*, thru Chas. W. Hoyt Co., N. Y.
Knox Gelatin Co., Johnstown, N. Y., 26 *sp*, thru Kenyon & Eckhart, N. Y.
American Pop Corn Co., Sioux City, Ia., 13 *sp*, thru Coolidge Adv. Co., Des Moines.
Railway Express Agency, New York, 35 *sa*, thru Caples Co., N. Y.
American Oil Co., Baltimore, 14 *ta*, thru Joseph Katz Co., Baltimore.
Modern Food Process Co., Philadelphia, 13 *t*, thru Clements Co., Philadelphia.
Dairy Assn. Co., Lyndonville, Vt., 32 *sa*, thru Hays Adv. Agency, Burlington, Vt.
Refrigeration & Air Conditioning Sales Training Corp., Youngstown, 13 *sp*, thru National Classified Adv. Youngstown, O.

KRNT, WMT, Des Moines, Cedar Rapids

New England Mutual Life Ins. Co., Boston, *t* series, thru Harry S. Goodman Adv. Agency, N. Y.
Lewis-Howe Co, St. Louis (Tums), 5 weekly *t*, thru Ruthrauff & Ryan, Chicago.
Reid, Murdoch & Co., Chicago, 2 daily *sa*, thru Rogers & Smith, Chicago.
Procter & Gamble Co., Cincinnati (Camay), *sa* series, thru Pedlar & Ryan, N. Y.
Coast-to-Coast Stores, Minneapolis, 26 *ta*, thru McCord Co., Minneapolis.
Hubbard Milling Co., Mankato, Minn., 3 weekly *t*, thru McCord Co., Minneapolis.

WBZ-WBZA, Boston-Springfield, Mass.

R. H. White Co., Boston (Department Store), 10 *sa*, thru Chambers & Wiswell, Boston.
Oxo Ltd., Canada (Oxo Beef Cubes), 10 *sa*, thru A. McKim Ltd., Montreal.
Milton Bradley Co., Springfield, Mass. (games), 30 *sa*, thru J. D. Bates Co., Springfield.
Reid, Murdoch & Co., Chicago (Monarch food), 312 *sa*, thru Rogers & Smith, Chicago.
Bayuk Cigar Co., Philadelphia, (Bayuk Phillies), 14 *sa*, thru McKee, Albright & Ivey, Philadelphia.

WNAC, Boston

Humphrey's Homeo-Medicine Co., New York, 30 *sp*, thru Biow Co., N. Y.
National Biscuit Co., New York, 130 *t*, thru McCann-Erickson, N. Y.
American Pop Corn Co., Sioux City, Ia. (Jolly Time Pop Corn), *sp*, thru Schmitt & Co., Sioux City.
Parker Brothers, Salem, Mass. (games), 9 *t*, thru John W. Queen, Boston.
Coca Cola Bottling Co., Atlanta, 260 *t*, thru D'Arcy Adv. Co., St. Louis.
Dodge Brothers Corp., Detroit (autos), 8 *sa*, thru Ruthrauff & Ryan N. Y.

KQW, San Jose

Feltman-Curme Shoe Co., San Jose, (shoes), 5 weekly *sa*, direct.
Tidewater-Associated Oil Co., San Francisco, 5 weekly *sa*, thru Lord & Thomas, San Francisco.
Electric Appliance Society of California, San Francisco, 7 weekly *sa*, thru Jean Scott Frickelton, San Francisco.

KGER, Long Beach, Cal.

Gardner Nursery Co., Osage, Ia., (plants), 3 weekly *t*, thru Northwest Radio Adv. Co., Seattle.
Currier's Tablets, Los Angeles (proprietary), weekly *t*, thru General Adv. Agency, Los Angeles.

KJBS, San Francisco

Crab Fisherman's Protective Assn., San Francisco, 6 weekly *sa*, direct.

Radio Advertisers

GENERAL FOODS Corp., New York, which has been placing all Canadian publication advertising through Baker Advertising Agency, Toronto, for some years, has appointed that agency to handle its Canadian radio business as well. Programming and production will continue to be directed by the company's American agencies.

REMINGTON RAND Inc., New York, on Dec. 4 started *Paul Sullivan* on WLW, Cincinnati, making three shows for the sponsor running concurrently on that station. Sullivan, news commentator, is heard Saturdays, 11-11:15 p. m. While scheduled to end Jan. 1, 1938, to make way for a program of the North American Insurance Co., Chicago, there is a possibility it may be dropped before that time, according to Franklin Bruck Adv. Corp., New York, agency in charge.

FRANK H. LEE HAT Co., New York, has started *Thornton Fisher*, sports commentator, in a series of sports talks on WNEW, New York. First program was broadcast Dec. 9, and is heard Tuesdays, Thursdays and Saturdays, 7-7:15 p. m. Agency is Bermingham, Castleman & Pierce, New York.

SOUTHERN California Floral Association, Los Angeles, a seasonal user of radio time, has started sponsoring a weekly quarter-hour *Talk on Gardening* on KECA, that city. The program is shared by growers, wholesalers and retailers and is strictly institutional. Opal Scarborough is commentator. Agency is Chas. H. Sieck, Los Angeles.



Lewis for NEA Service

"The sponsor's wife will now sing and she's terrible, and this is Announcer Joe Blow and I'm quitting!"

S & L CREDIT STORES, St. Louis chain, has added men's clothing to its line and is using five daily programs on WIL. In five years it has added several other lines to its auto accessory stock as a result of radio success on WIL.

GLOBE Department Stores, Los Angeles, sponsoring a thrice-weekly quarter-hour juvenile program *Storytown Express* on KFWB, Hollywood, has increased its schedule to five weekly.

FRANCISCAN FRIARS, Graymoor, N. Y. (religious), has appointed Sound Reproductions Corp., New York, to transcribe *Ave Maria*, which is heard on about 100 stations in addition to WMCA, New York, and the Intercity System. The latter network of ten stations carries the program live Sundays from 6:30 to 7 p. m. On Nov. 27 the show started originating in the WMCA studios instead of the sponsor's premises. Donald Peterson Productions, New York, handle the program.

COMMUNITY OPTICIANS Inc., New York and Boston, has appointed Bert Nevins Publicity, New York, to direct promotion and publicity.

ADVERTISERS participating on the half-hour *Marjorie Mills* show on six Yankee stations thrice weekly will add a seventh station, WLBZ, Bangor, Me., on Jan. 3.

EVANS FUR Co., Chicago's largest local advertiser, on Dec. 5 started *Donald Novis Sings*, a quarter-hour daily except Saturday and Sunday program on WMAQ, Chicago. Discs were cut by Radio Features Inc., a subsidiary of Standard Radio Inc. Auspitz & Lee, Chicago, is Evans agency.

STANDARD FURNITURE Co., Albany, N. Y., on Nov. 27 started sponsorship on WABY, Albany, of *30 Minutes in Hollywood*, Sunday night Mutual show. Agency is Redfield-Johnstone Inc., New York.

GOLDEN STATE INSURANCE Co., Los Angeles, which uses radio on occasion, on Jan. 9 only will sponsor a half-hour anniversary program of music and talks on 24 Pacific Coast Don Lee stations, the broadcast to emanate from KHJ, that city. Organization is a negro life insurance firm and its program will have an all-colored cast. Allied Adv. Agencies Inc., Los Angeles, has account.

REMINGTON RAND Inc., Buffalo, N. Y. (typewriters) recently started a series of broadcasts *Berton Bennett, Remington Rand News Reporter* scheduled to run 13 weeks—Monday, Wednesday and Friday from 7:45 to 8 a. m. PST—on KPO, San Francisco. Agency is Franklin-Bruch Adv. Corp., N. Y.

STEWART WARNER-ALEMITE of Canada started transcription *Moon Over Africa* on Dec. 6, for 26 episodes, five a week, on CFCF and four a week on CBL. All-Canada Radio Facilities Ltd., handled the account.

COCA COLA of Canada Ltd., has renewed a 15-minute transcription of *Singing Sam* on CJRC, CFRB, CBO, and CFCF, through D'Arcy Adv. Co., St. Louis.

FELLOWS' MEDICAL MFG. Co., New York, on Jan. 10 begins an 11-week transcription series, *Love Tales*, on CFCF and CKWX three times a week, and over CFRB four times a week. The account was handled by All-Canada Radio Facilities Ltd., and A. J. Denne Adv. Agency, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed Mitchell-Faust Adv. Co., Chicago, to handle its account. According to Paul Holman Faust, radio director of the agency, no advertising in any media will be placed before next summer. Consolidated embraces the Davidson Biscuit Co. and Thinshell Products, both of Chicago, and Hampton Cracker Co., Louisville.

HARRY O'NEILL, general manager of Consolidated Drug Trade Products Co., Chicago, which is spending almost a million dollars on radio this year, left Chicago Dec. 6 to spend a couple weeks on the West Coast, where he may appoint a supervisor to handle coast radio advertising.

SAVORY FOODS Co., Chicago, (canned food), has placed its account with C. Wendel Muench & Co., Chicago. No radio is planned for the present.

RULO Corp., Los Angeles (motor conditioner), has placed its advertising with Volney T. James & Associates, that city, and is using a thrice-weekly five-minute recorded program on KFVD and KFAC, in addition to a similar thrice-weekly quarter-hour program on KMPC, Beverly Hills.

PEPSODENT Co., Chicago, on March 1 will move its general offices from the Palmolive Bldg. to the firm's plant located at 6901 W. 65th St.

LEA & PERRINS, New York (Worcestershire Sauce) whose radio advertising has been handled by Schwimmer & Scott, Chicago, has appointed that agency to handle its entire account. Thirty-five stations are currently being used in a spot campaign.

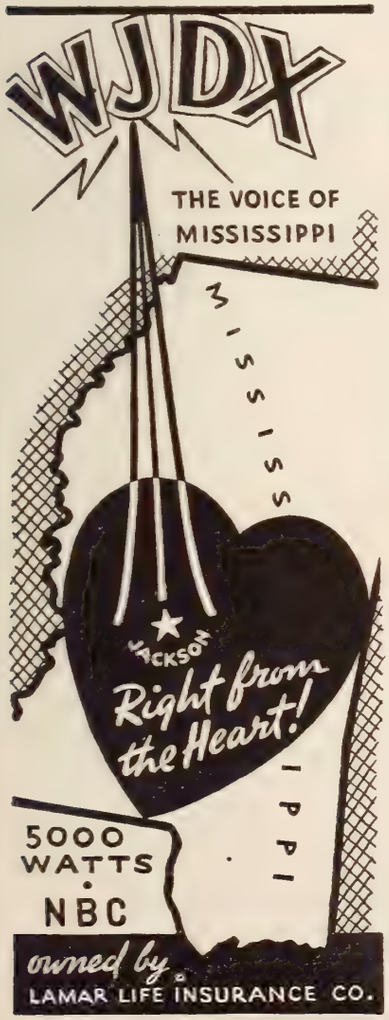
BATTLE CREEK FOOD Co., Battle Creek, Mich. (health food) has appointed Erwin, Wasey & Co., Chicago, to handle advertising. A. G. Bairnsfather is account executive. A daily five-minute news broadcast on WCFL, Chicago, and twice-weekly participation in *Ann Warner's Chats* on KFI, Los Angeles, have been started. According to Holland Engle, radio director of the agency, results of these two tests will determine whether additional stations will be added.

REMINGTON-RAND, Buffalo (typewriters), has started a thrice-weekly quarter-hour news program on KFI, Los Angeles, with Pat Bishop as commentator. Franklin Bruck Adv. Corp., New York, has the account.

J. W. DUNBAR, formerly in charge of lamp advertising in magazines for General Electric Co., has been named assistant to C. H. Lang, advertising manager, and will headquarter in New York where he will devote his attention to media selection.

CRAWFORD CLOTHES, New York, sponsoring the MBS George Jessel program in that area on WOR, Newark, is placing the account through Al Paul Lefton Co., New York.

VEGETABLE JUICES PRODUCTS, 15 Circle St., Rochester, N. Y., placing direct, is using radio along with other media.



50,000 WATTS - NATIONALLY CLEARED CHANNEL

Let Us Prove It!

Latest independent survey shows this big pioneer station consistently offers the most popular programs and has the largest following in its area . . . And you can confidently expect Station WHAS to produce better returns on every dollar you spend for advertising in the heart of the rich Ohio Valley.

PROVED PRIMARY LISTENING AREA FACTS

Population— 4,932,307
Radio Homes— 904,999
Families— 1,267,519
Passenger Cars— 962,233
Food Sales— $292,726,998
Filling Station Sales— $77,575,083
Drug Sales— $52,545,833
Income Taxpayers— 134,204

Total Annual Sales—$2,738,119,583

★

EDWARD PETRY & COMPANY
National Representatives

★



820 Kilocycles C.B.S. Outlet

WHAS

COURIER-JOURNAL & LOUISVILLE TIMES STATION

CANNED SALMON INDUSTRY, Seattle, in making up its advertising budget for 1938 has included radio along with other media, to be used at peak-interest periods. Agency is J. Walter Thompson Co., Seattle.

BIRELEY'S Inc., Hollywood (orangeade base), has set its 1938 advertising appropriation at $170,000 and will use radio along with newspapers, outdoor posters and magazines. Agency is J. Walter Thompson Co., Los Angeles.

CHRIS HEURICH BREWING Co., Washington, starts Jan. 3 a six-weekly recorded variety program on WRC for 52 weeks.

KATRO-LEK LABORATORIES, Dorchester, Mass. (Katro-Lek), has started 13 15-minute programs, Sundays, 12:15 p. m., on three Yankee stations, WAAB, WEAN and WICC. Agency is Chambers & Wiswell, Boston.

STRASSKA LABORATORIES, Los Angeles (toothpaste), subsidiary of Wm. R. Warner Co., New York, has been moved to the latter's St. Louis western division headquarters where activities are now centered. Glasser Adv. Agency, Los Angeles, has the toothpaste account.

MILNOR Inc., San Diego, Southern California gift shops and importers of oriental goods, on Nov. 18 started a 13-week holiday campaign using a weekly quarter-hour musical program, *House of Treasure*, on seven Don Lee stations. Agency is Barnes-Chase Co., San Diego.

B. FISHER & Co., New York (Astor Coffee), started a 10 minute variety program on WBT, Charlotte, N. C., Dec. 6 and plans to continue for a long period. Freitag Adv. Agency, Atlanta, is handling the account.

BORDEN'S Farm Products Division of Borden Co., New York, has placed its account with BBDO, New York.

GEBHARDT CHILI POWDER Co., San Antonio, has named Pitluk Adv. Co., San Antonio, as agency.

DRY-TAB Package Sealer Co., Cleveland, has appointed the Gordon Vlchek Adv. Agency, Cleveland, to handle its advertising.

JOSEPH BURNETT Co., Boston (food extracts) has named Lavin Co., Boston, as agency.

IN THE Dec. 1 issue of BROADCASTING it was reported that 11 Canadian stations would carry transcriptions of *Stella Dallas* for Sterling Products Inc., New York (Phillips Milk of Magnesia, Dr. Lyons' toothpowder), and Weed & Co. Inc. was named as representative. While Weed does represent six of the stations (CKWX, CJAT, CFAC, CKY, CFCF, CJKL), the other five (CFCY, CFRB, CHNS, CKCO, CHSJ) are represented by Joseph Hershey McGillvra, New York. Agency for the products is Blackett-Sample-Hummert Inc., New York.

Agency's Educator

RUTHRAUFF & RYAN Inc., Chicago agency, has named Dr. Samuel N. Stevens, professor of psychology at Northwestern U, as psychological adviser. "By appointing a nationally known educator," said Ros Metzger, radio director of the agency, "we hope to check the rising tide of criticism against certain types of programs, particularly those directed to children. We believe that a program can have sound social merit and be commercially profitable at the same time." A new children's serial titled *Jack Westaway Under the Sea* will be the first script passed on by Dr. Stevens. The show will start Jan. 3 on 15 stations for Campbell Cereal Co., Minneapolis (Malt-O-Meal).



Agencies

GEORGE VANDEL, formerly in the radio department of BBDO, New York, has joined Lord & Thomas, New York, as assistant to T. D. Wells, head of the Lucky Strike radio division.

ROBERT E. POTTER, has resigned as national advertising manager of the *Chicago Journal of Commerce*, to become vice-president and general manager of Arthur H. MacDonald Inc., Chicago. The name of the agency has been changed to MacDonald-Potter Inc.

BROOKS H. BEITLER, has resigned as publicity director of Stack-Goble Adv. Agency, Chicago, to become promotion manager of the Audit Bureau of Circulations, Chicago, and ABC's press relations representative.

A. WALTER SEILER, president of Cramer-Krasselt Co., Milwaukee, and Miss Addah J. Leland, Detroit, were married in Chicago Nov. 26.

ALVIN DEARING, formerly of the Detroit office of N. W. Ayer & Son, has been appointed publicity director of the agency's Chicago branch. He succeeds Budd Malloy, who resigned to free lance.

FRANK BEST & Co. Inc., New York, is the new name of Casmir-Best Inc., advertising agency. Officers are Frank Best, president and treasurer; Phil J. Everest, executive vice-president; Walter Reed, vice-president; V. R. Best, secretary, and A. H. Van Buren, radio director.

GLASSER ADV. AGENCY, Los Angeles, has moved to new and larger quarters at 672 South Lafayette Park Place, that city. Kenyon Ivie, well known in Southern California radio, has been added to the staff as account executive.

BETTY BUCKLER, who was in charge of the Benton & Bowles Hollywood script department, has become business manager of the office taking over the duties of Chester MacCracken who has returned to the agency's New York headquarters.

HIXSON-O'DONNELL Adv. Inc., Los Angeles, has established its own publicity department with Wayne Miller in charge.

HSG ADV. AGENCY, Chicago branch, has moved to 134 N. LaSalle St., with H. Knuth in charge. Accounts in the Central West and West are handled from Chicago under direction of Harold Krelstein and Andrew Schloss.

GERTH-KNOLLIN ADV. Agency, San Francisco, has established Southern California offices in the Chamber of Commerce Bldg., Los Angeles, and placed in charge as manager J. J. Dickely, formerly account executive of H. C. Berensten Adv. Agency, Los Angeles.



TOM WALLACE, recently named Hollywood manager of Russell M. Seeds Co. succeeding Clay Osborne, resigned, has also become executive producer of the CBS *Hollywood in Person* program sponsored by General Mills.

DON STAUFFER, Young & Rubicam Inc., New York vice-president in charge of radio, after several weeks in Hollywood, has returned to the East.

RICHARD EARL SHARP, former continuity director of KSD, St. Louis, has been named radio director of Wesley K. Nash Adv. Agency, that city. J. M. Todd succeeded Mr. Sharp as continuity director at KSD. BROADCASTING regrets the transposition of these names in its Dec. 1 issue.

CHARLES REYNOLDS, formerly of Certainteed Products Corp., Prettyman Pub. Co., and advertising manager of Kiwanis International, has joined Burnet-Kuhn Adv. Co., Chicago, as copywriter and contact man. M. Lewis Goodkind, formerly with Lord & Thomas, is radio director.

FRED SMITH, former publicity director of BBDO, has been named publicity director of J. Stirling Getchell Inc., New York, to succeed Harry Bercovich Jr., who was recently elected a vice-president of the Getchell firm.

BAXTER PICKERING, formerly with the Alfred Rooney Co., New York agency, has joined Cheltenham Adv., New York, as consultant and radio director.

LLOYD H. ROSENBLUM, formerly sales and merchandising manager of WOAI, San Antonio, has joined the Lustig Advertising Agency, Cleveland, in an executive capacity.

McMANN ADV. SERVICE, Pasadena, Cal., agency, has moved to new offices at 25 N. Mentor avenue, that city. Agency was formerly known as Doug McMann, Adv.

FAMOUS ARTISTS Corp., new Beverly Hills, Cal., talent agency, has moved temporarily into the California Bank Bldg., that city. Organization consists of the combined interests of Edington-Vincent Inc., Hollywood and Feldman-Blum Corp., Beverly Hills. Myron Kirk is to head the agency's radio department after Jan. 1. He resigned from Ruthrauff & Ryan Inc., New York, where he was vice-president in charge of radio, to take over the new assignment.

BERT LEVEY Theatrical Agency, Los Angeles, has opened Hollywood offices at 6425 Hollywood Blvd., with George Hunt and Pierce Sanders in charge. Agency continues its Los Angeles offices at 411 W. Seventh St.

BEN LARSON, Ruthrauff & Ryan Hollywood producer, has returned to his desk after an illness.

CRESS COURTNEY, assistant manager of Consolidated Radio Artists Inc., Hollywood, and Stephanie Dale, vocalist, were married Nov. 26.

RUDOLPH POLK has joined Columbia Management of California Inc., Hollywood, as assistant to Arthur Rush, manager. Polk was for five years personal manager for Jascha Heifetz.

J. E. COOMBES, formerly with Procter & Gamble where he has been identified with Oxydol advertising, and recently supervised the introductory campaign for Dreft, has just joined the Chicago staff of J. P. McKinney & Son, representatives for the Gannett newspapers. Coombes replaces J. D. Hogue who has left McKinney to join the Gannett organization as general manager of the *Utica Observer-Dispatch* and *Press*.

THOMAS D'A. BROPHY, first vice-president, Kenyon & Eckhardt Inc., New York, has been elected president. Henry Eckhardt becomes chairman of the board.

Don Lee Network Names Blair Rep

Michigan Group Announces Appointment of Paul Raymer

SHIFTING of the representation of the enlarged Don Lee Network to John Blair & Co., and the Michigan Network to Paul Raymer Co., after New Year's Day, has been disclosed by those organizations. Coincidentally it was revealed that Edward Petry & Co. has been appointed representative of KSTP. Both Don Lee and Michigan networks have heretofore been represented by William Rambeau.



Mr. Blair

Signing of the Don Lee Network, which also embraces the individual representation of all of its stations but one makes the John Blair company one of the largest representatives in the business with a list of about 40 stations. Besides representing the network as such, it will handle national sales for 23 of the stations in the group, 12 being in California, eight in Washington and three in Oregon.

Uniform Rate Cards

The Blair firm will drop its representation of KSFO, San Francisco, and KIRO, Seattle, because of the new commitment. Mr. Blair closed the deal with Lewis Allen Weiss and other operators of Don Lee stations following conferences in Los Angeles, Tacoma and Seattle. It was decided that all Don Lee stations have uniform rate cards with one rate prevailing for both national and local advertisers. Uniform promotion methods will also be instituted. Mr. Blair announced also that he will open an office Jan. 1 in Seattle with Richard McBroom, now sales promotion manager in Chicago, as branch manager. Mr. McBroom, formerly with NBC in Chicago, will leave for Seattle about Christmas time.

KALE, Portland, is the only station on the Don Lee network which Blair will not represent, that station retaining Free & Peters.

The stations in the group to be represented by Blair are: *California*—KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KMPC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KFRC, San Francisco; KQW, San Jose; KGDM, KDON, Monterey; KIEM, Eureka. *Washington*—KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia. *Oregon*—KRNR, Roseburg; KSLM, Salem; KORE, Eugene.

The Paul Raymer Co. will represent WXYZ, Detroit, and WOOD, Grand Rapids, individually as well as the Michigan Network as a group. This arrangement was worked out by Mr. Raymer with George H. Trendle, head of the company operating those stations, and H. Allen Campbell, general manager of the stations and network. Other stations in the Michigan Network will continue to be represented as at present. The arrangement is effective Jan. 15.

Reps

J. G. ACKER, formerly station manager of CFRB, and recently national advertising manager of the *London* (Ont.) *Advertiser*, and Edwin H. Baker, former advertising manager of the *Canadian Magazine* and *Canadian Countryman*, have joined Associated Broadcasting Co., Toronto and Montreal, as account executives.

KFWB, Hollywood, has appointed Walter Biddick Co., Los Angeles, as exclusive sales representative in San Francisco and Seattle.

J. J. DEVINE & ASSOCIATES Inc., New York, has been appointed exclusive national advertising representatives for WHBI, Newark; WFOR, Hattiesburg, Miss.; and WMAZ, Macon, Ga.

PAUL H. RAYMER, president of Paul H. Raymer Co., station representatives with headquarters in New York, was in San Francisco during early December on an extended business trip.

EARL BACHMAN, formerly with Gene Furgason & Co., New York station representatives, has opened his own offices at 505 Fifth Ave., and on Dec. 9 was appointed exclusive national representative for WIND, Gary, Ind.

EDWARD PETRY & Co. has been appointed representative of KSTP, St. Paul.

KAY BECKMAN, formerly of Iowa Network, who joined John Blair and Co. last summer, has been transferred to the promotion department to supervise inside activity. Dave Wilburn, formerly of WLS, Chicago, will handle special outside assignments including contacts with manufacturers, distributors and agencies.

WILLIAM PUGH, of Howard H. Wilson Co., Chicago, has joined the sales staff of Ray Linton, that city. Pugh was formerly with United Artists, Hollywood and part-owner of the *West Coast Investor*, Los Angeles financial magazine.

Chicago Rep Changes

NUMEROUS changes have taken place in the Chicago station and rep line-up the past few weeks. Charles Garland has resigned as commercial manager of WHIP, Hammond, Ind., to join the Chicago office of Radio Sales. He had resigned from the WBBM sales staff last summer to become assistant to Ralph Atlass, president of WJJD-WIND. O. E. Richardson, general manager of WHIP, will take over Mr. Garland's duties. George Diefenderfer has resigned from Radio Sales, Chicago, to join the Chicago office of the Paul H. Raymer Co., making the third man on the Raymer Chicago sales staff. He was formerly on the Detroit staff of the William G. Rambeau Co. Ed Bowers, manager of the Chicago office and Hoyt W. Mallinson, round out the Raymer staff. Edwin Shomo, formerly of Macfadden Publications, has joined Radio Sales, Chicago.

WCAU New York Office

WCAU Broadcasting Co., Philadelphia, will open a New York service office Jan. 3 in the CBS Bldg., 485 Madison Ave. Available to advertisers free of charge is a direct telephone wire to Philadelphia, which may be put through from New York by calling Wickersham 2-2000. The office will be used as headquarters for WCAU executives while in New York.

WFIL Coast Branch

WFIL, Philadelphia, is contemplating opening of a Hollywood office to handle Pacific Coast spot business. Jack Stewart, sales manager, who recently opened a New York office, will make the inspection trip to the Coast over Christmas and New Year's. The station recently opened a Chicago office also.

WLW Names Rep

WLW and WSAI, Cincinnati, on Dec. 3, announced the appointment of Transamerican Broadcasting & Television Corp. as exclusive national representatives of the stations. Transamerican has represented the stations on a non-exclusive basis for the last year. The arrangement was made by James D. Shouse, Crosley vice-president and general manager of the stations, effective at once. Transamerican also is the sales representative for the WLW Line.

Health Products Discs

HEALTH PRODUCTS Co., Newark (Feenamint), will use five-minute transcriptions on a list of 12 stations, starting the first week in January. Discs will be heard three days weekly, placed by Wm. Esty & Co., New York.

WHO'LL BUY YOUR PRETTY VIOLETS?

If Louisville itself buys your violets or what-have-you, you've pretty near sold the whole Louisville market. For instance, within our own city limits are 80.7% of the Trading Area's *total* of income tax-payers . . . 74% of all drug sales . . . 67.8% of all food sales!

WAVE *covers* Louisville like Reds cover Russia. And the cost is *half* that of any other Louisville medium. An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO STATION WFLA
STUDIOS TAMPA • • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT
N B C AFFILIATE

Vocational Tests

VOCATIONAL SERVICE Inc., Chicago, which sponsored *Dr. Dollar* on WMAQ, Chicago, through November for its courses in Diesel engineering, aviation and air conditioning, on Dec. 7 added WEAF, New York, and may expand to a larger network if results warrant. The program dramatizes odd ways of earning money. Agency is Critchfield & Co., Chicago.

ABOUT 230 broadcasting stations are carrying a series of *Short Talks on Advertising* prepared by the Advertising Federation of America and distributed among radio and newspaper media to counteract the menace of anti-advertising propaganda.

RADIO NFA News Features

Available to only one radio station in each city

Details on Request

Represented exclusively by

Stephen Slesinger, Inc.

250 Park Avenue New York

Educators Concede Deficiencies

(*Continued from Page 20*)

he usually maintains a nobler degree of restraint in not criticizing these businesses than has often been evidenced by outsiders toward broadcasting. More is expected of him than of other business men—and should be. He faces a stricter accountability as to his motives and his capabilities. I think he is making the grade. And I think, too, that he is tired of being picked on.

"Backed by his record as world's champion broadcaster, I predict that from now on he will be less apt to turn the other cheek or voice the soft answer against the wrath of less worthy citizens—that he will be more disposed to meet unmerited attacks with what the pungent parlance of the proletariat might term a sock in the kisser.

"I tell you that broadcasters need and want and welcome any help honestly intended to promote the public interest, but I do plead that broadcasters ought to be allowed to run broadcasting. Day in and day out American broadcasting is teaching people how to live. Occasionally we can teach them how to learn. I ask one thing. Don't clog up our precious hours with dull and fruitless efforts to teach somebody some unimportant thing. Let American broadcasters advertise the glories and the pleasures and the advantages of this job—and it won't cost you a dime."

Network Viewpoint

Dr. James R. Angell, recently appointed NBC director of education and former president of Yale, spoke on the place of the network in educational programs. Mentioning the diversified interests and sectional difficulties of the United States, he suggested the impossibility of networks furnishing a consistent national program of classroom education. "The networks can from time to time offer brilliant supplements to the school program which a local station could almost never command," he continued.

"I think we should do all we can to encourage the preparation of absolutely first class electrical transcriptions which can certainly in time be secured in adequate variety to care for the needs of practically any school. The time has come when the great radio organizations may be asked and be expected to accept once and for all the responsibility for a definite policy of creating the finest programs which can be devised in the general interest of the cultural development of our people."

The establishment of Cooperative Radio Councils with memberships from local civic, social and educational groups was discussed by Arthur G. Crane, president of Wyoming U; Dean T. H. Shelby, Texas U, and Dean C. B. Hershey, Colorado College. The purpose of these councils is the division of the country into sections which indicate a "community of interests" and the development of educational programs through these organizations.

From the U. S. Office of Education came William D. Boutwell to discuss the results of the Federal radio project which since 1935 has broadcast 348 network programs made possible by free time on NBC and CBS. More than 400,000 listeners have written in, he stated, and the radio script exchange now has available 85,000 copies of educational radio scripts. For this project the Government has contributed $262,700. CBS and NBC have contributed $1,313,500, Mr. Boutwell estimated. He concluded, moreover, the project has given employment and valuable experience in radio to 221 persons.

At a section of the conference devoted to children's programs, little negative criticism resulted. In the main, programs for children were highly praised, especially a number of network programs. Participating in the section were Arthur T. Jersild of CBS and Columbia U; Mrs. B. F. Langworthy and Mrs. Harold V. Milligan, chairman of the National Women's Council.

The speech of Commissioner George H. Payne titled "What Shall We Do with Radio?" was read in his absence by S. Howard Evans, of the National Committee on Education by Radio. Commissioner Payne's speech stated: "It seems to me that the point of view, the ideals of the broadcasters, must be changed, even if such changes are made at the risk of a severe jolt to those gentlemen. Like the moving picture, the average program of the broadcasters is addressed to an intelligence possessed by a child of 12. An intelligence which befits a child of 12 is a beautiful thing when found in a child of 12, but not in a child of 30. Radio must be prevented from stopping the growth of the American mind." The speech concluded: "More than two years ago I suggested that educational and civic groups should organize for the purpose of creating such machinery. I am happy to say that my suggestion has been followed and that specific plans looking forward to cooperative action have been developed."

Prominent educators participating in the conference included George F. Zook, president of the American Council on Education; Chancellor Harry Woodburn Chase, of New York U, and John W. Studebaker, U. S. Commissioner of Education.

Federal Education Work Outlined by Studebaker

THREEFOLD activities of the U. S. Office of Education in the broadcasting field were cited by John W. Studebaker, Commissioner of Education, in his annual report to Secretary of the Interior Ickes, as (1) demonstration programs over coast-to-coast networks; (2) services to local broadcasters and educators, and (3) activities to train and help educators use radio effectively.

The Office of Education, under whose auspices the WPA Radio Educational Project was conducted, ran seven series of network programs during the year, to which more than 400,000 listeners responded by mail, Dr. Studebaker's report states. The WPA Project's radio script exchange, he adds, issued 65,000 scripts which were used in producing 1,200 programs over 125 stations in 42 states. "Radio is more and more coming to take its place in the American educational system," he concludes, "but the most successful use of it by educators continues to be a challenging experiment."

Maple Leaf in Canada

MAPLE LEAF MILLING Co. Ltd., Toronto, has started the transcription *The Plainsmen* over Canadian stations CKWX CFJC CFAC CJRC CKCL CFCO CKTB CKCO CFRC CFCH CFCF CHNS CHSJ CFCY CJCB. The account was handled by Cockfield-Brown & Co. Ltd., Toronto.

CARNATION Co., Milwaukee, on Jan. 3 will install Marek Weber as conductor of *Carnation Contented Hour* on NBC-Red to replace Dr. Frank Black, who finds New York-Chicago commuting too pressing.

★

THE CROSLEY RADIO CORPORATION

announces the appointment of

TRANSAMERICAN

as exclusive national representative of

WLW

the Nation's Station

and

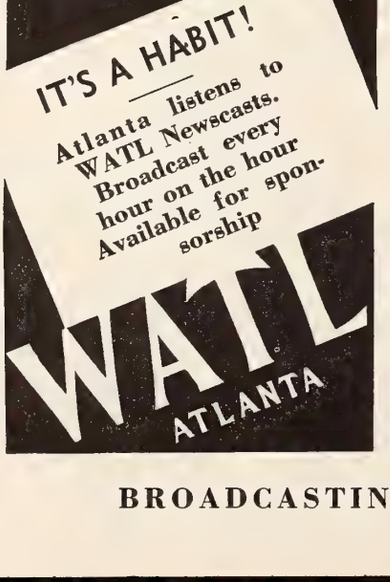
WSAI

Cincinnati's Own Station

★

TRANSAMERICAN OFFICES:

NEW YORK CHICAGO HOLLYWOOD



CBS Shortwave Station Reports World Audience In Six-Month Operation

AFTER six months of operation, W2XE, CBS shortwave station in New York, reports a mail response that indicates a worldwide audience. Dedicated May 12, it broadcast a description of the British Coronation on directional antennae aimed at Latin America. Acting as a unit and not merely a relay station for CBS programs, W2XE has its own program department headed by Miss E. A. Tucker, which eliminates many of the regular network programs and substitutes special features for the non-American audiences.

One of the most interesting parts of the station's operation has been the series of tests carried on in conjunction with the British Broadcasting Corp. to determine whether directional antennae are now sufficiently efficient to permit of two or more international shortwave stations occupying the same or adjacent wavelengths when sending in different directions.

The tests were arranged by E. K. Cohan, CBS director of engineering; L. W. Hayes, BBC Empire engineer; and Raymond Braillard, president of the technical committee of the Union Internationale de Radioiffusion, at a UIR meeting held in Bucharest last spring. The results of these tests are still being tabulated and will not be available until they are presented at the International Telecommunications Conference to be held in Cairo next February, where they will be used as a basis for international shortwave allocations. However, Mr. Cohan said that W2XE consistently showed a greater increase of signal intensity at Brussels when it changed from South American to European antennae than did any other station cooperating in the tests.

Radio Courses in Europe Outlined by Dr. Angell

EUROPEAN educators are making wide use of radio to supplement their text-book and classroom instruction, Dr. James Rowland Angell, educational counsellor of NBC, stated on his recent return from a six weeks' survey of educational radio activities in England, Scotland, Denmark, Sweden and Norway. In small countries, like England and Denmark, where homogeneous populations are gathered into small areas, educational radio has its most favorable conditions, he said, contrasting these countries with the vastness of the United States.

"I was profoundly impressed in Scandinavia, as all recent visitors have been," Dr. Angell said, "by the marked success these small and highly intelligent countries have achieved in dealing with their peculiar economic and social problems. In bringing about their results they have made constant use of the radio."

JONAS WEILAND, licensee of WFTC, Kinston, N. C., has applied to the FCC for a new 100-watt station on 1370 kc. at New Bern, N. C. Another North Carolina applicant for the same facilities is Publix Bamford Theaters Inc., 75% owned by Paramount Pictures Inc., New York, and 25% by C. R. Bamford, local operator, seeking a new outlet in Ashville, N. C.



AT LAUNCHING — Edwin M. Spence, manager of WBAL, Baltimore, (right) and John Wilbourn, WBAL chief announcer, take the mike at launching last month of the giant new Martin ocean transport, largest commercial flying boat ever built, as it prepares to take off for its test flight near the Martin factory in Baltimore before being sent to Soviet Russia, its purchaser.

Program Awards

WOMAN'S Press Club of New York City is offering certificates of merit to the station or advertiser presenting the best radio program in each of nine categories, between Oct. 15, 1937, and April 1, 1938. Certificates will be awarded at the Club's general meeting on May 28, 1938, for the best broadcasts in respect to: Editorial analysis of news; unbiased discussion of economic, political and international problems; cultural music, three awards, based on quality of music, encouragement to development of modern music, and quality of announcer's presentation; cultural programs for children; cultural dramatic programs, two awards, based on cultural quality of material and presentation, and for the best single performance of a new play written for radio; and program for the rural audience. Separate awards will be made for network and local programs, with the assistance of clubs in other cities in the selection. Details are under direction of the New York Club's radio committee, which is headed by Mrs. Joseph E. Goodbar.

COLUMBIA Artists has been named eastern agency for Sam Jaffe Radio Producers, Hollywood.

RESULTING from his radio buildup, Jimmie Fidler, whose *Hollywood Gossip* is heard twice weekly on NBC-Red, has been signed by Warner Brothers to a movie contract which will pay him $50,000 for his first picture.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Union Pacific Discs

UNION PACIFIC Railroad Co., Omaha (transportation), through Caples Co., Chicago, on Jan. 2 will start for 52 weeks a quarter-hour dramatic transcription program on a group of stations nationally. Titled *Strange As It Seems*, and based on John Hix's syndicated newspaper cartoon of the same name, the program will be heard Sunday afternoons at varying hours. Fifteen stations have been announced and list is to be added to. Program is being produced by Raymond R. Morgan Co., Hollywood, and cut by Recordings Inc., that city, under direction of Cyril Armbrister. Felix Mills is in charge of music. Cast will be individually chosen for each show.

Stations thus far announced are KNX KGO KOMO KOIN KFPY KFIR KIDO KSL KOA KMBC WOW WHO KSD WCCO and WMAQ.

Greyhound Test

NORTHLAND GREYHOUND LINES, Chicago (bus transportation), has started a test campaign on WCLO, Janesville, Wis., preparatory to extending the program, *So You're Going Places*, on a nationwide basis. In the daily five-minute program, bus travelers are interviewed as they arrive or depart from the Greyhound depot, with the announcer also giving brief human interest stories about the bus travelers. The test campaign started Nov. 1 and two weeks later the manager of the Racine Bus depot reported that his business had increased 46%. Although it was difficult to procure names of people when the broadcast first started, travelers now are glad to go on the air. Beaumont & Hohman, Chicago, is agency.



GIMME ONE LIKE THIS-UN, ONLY BIGGER!

Continuous Red River Valley prosperity enables us hayseeds to account for a surprising 33.1% of all retail sales in combined North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

WDAY, alone and all by itself, gives you this really big market—at one small-station cost. May we prove it?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Lever Bros. Abroad

LEVER BROS. Co., Cambridge, Mass. (Lux soap), following a series of tests, on Dec. 26 starts a weekly quarter-hour Hollywood news program on Radio Luxembourg and Radio Normandie. Last minute Hollywood news in "chatter" form is to be written by E. J. Fortman, Hollywood publicity director of J. Walter Thompson Co., agency handling the account. It will be cabled to the agency's London office and relayed to the stations. News, cabled Saturday, is to be broadcast Sunday evening.



AT ATLAS CONVENTION—Left to right (Seated) Lou R. Winston, vice-president in charge of production who will headquarter in Hollywood; Herbert R. Ebenstein, president; Harold Hopper, secretary-treasurer; Standing: Hal Norfleet, Dallas; S. P. Halperin, Minneapolis; L. Daniel Blank, Chicago; Ray Coffin, Hollywood; Bill Underwood, Dallas; Dave Davidson, in charge of sales promotion and publicity, New York.

A

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting

fact re WBNS COLUMBUS

Moore Adds Spots

BENJAMIN MOORE & Co., New York (paints), which starts *Betty Moore* Jan. 3 on the NBC-Red network, on the same date will start a spot series of the same quarter-hour program. Discussions of home decoration will be presented with live talent on each station, to be heard Mondays on WWNC, WBT, WRVA, WFBL, and Thursdays on WLW, Cincinnati. Business is placed direct by H. B. Martin, advertising manager of the company.

Pillsbury Change

PILLSBURY FLOUR MILLS Co., Minneapolis, despite a high Crossley rating for *Today's Children*, on the air over five years, on Jan. 3 will replace the show with a new one entitled *Woman in White*. Reasons given for the change include the "real need" to be served by the new show, the life-story of a graduate nurse, and the fact that Irna Phillips, the author, will now be able to devote all her time to writing. Miss Phillips has been acting in *Today's Children* in addition to writing it and two others, Procter & Gamble's *Guiding Light* and *Road of Life*. The new program will have two announcers, one as narrator, and one for the commercials, said to be the first time a daytime serial has disassociated the commercial announcements from the story. Schedule for the show will remain the same, NBC-Red, Mondays through Fridays from 10:45 to 11 a. m. Agency is Hutchins Adv. Co., Minneapolis.

Butter Campaign

FREDERICK F. LOWENFELS & Son., New York, is sponsoring a 15-minute Sunday morning news period on WOR, Newark, and daily announcements on WQXR, New York, to advertise Hotel Bar Butter. Neff-Rogow Inc., New York, handles the campaign.



Two SANTA CLAUSES

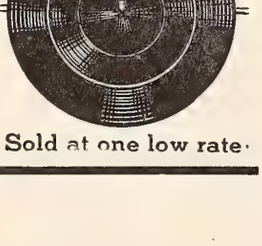
in the Carolinas--



Major R. E. Zultz

It's like having two Santa Clauses come to see you when you use WIS-WPTF—the Carolina Combination. These twin stations, broadcasting on magic low frequencies, assure top returns in the rich cotton-tobacco areas for a single low rate.

The CAROLINA COMBINATION



WIS	WPTF
COLUMBIA, S. C.	RALEIGH, N. C.
5000 WATTS, NBC	5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate



Production Center Planned by Atlas

Will Open Hollywood Studios; Use of Film Recording Seen

ESTABLISHMENT of a Hollywood production center exclusively for radio transcriptions for films similar to the motion picture headquarters was announced by Herbert R. Ebenstein, president of Atlas Radio Corp., which held its first annual sales convention at the Stevens Hotel, Chicago, Nov. 28-30. In addition to having transcribed shows produced in Hollywood, a sales setup similar to that now existing in motion pictures was also established.

In addition to selling franchises for four nationwide zones, a subsidiary firm, Atlas Radio Distributing Co., was established to handle distribution of the transcribed programs. It is planned to sell Atlas shows to stations by the same method motion picture firms sell their products to certain theatres. It is planned to have 250 stations in key centers throughout the country carrying the Atlas product on an exclusive basis in their territory. Prices to be charged will depend on rates of each station. Distribution of the Atlas shows will be worldwide with franchises to be sold in England, Canada, Australia, India and other English speaking countries.

Chicago Office

In Chicago, Atlas headquarters will be located in the old Affiliated Broadcasting System's studios in the Civic Opera Bldg. Head of the Chicago office is L. Daniel Blank, who also has the franchise of the entire central zone. First of the sub-branches in the central zone will be located at Minneapolis, with Sam Halperin in charge.

In addition to giving stations exclusive rights to certain of the Atlas productions, some of the shows will be offered to advertisers for use on stations as they see fit. A number of commercial programs have already been sold to advertisers including a children's program, *Magic Island*, sponsored by Central Shoe Co., St. Louis, over 60 stations two to five times weekly with other outlets to be added. Sale to Central Shoe not only was for the transcriptions but for complete exploitation program including publicity, premiums, local promotion, etc. This exploitation tie-up is one of the Atlas features which will be offered advertisers on all transcribed shows. Another show, *Famous Romances*, will shortly be placed on a number of stations for Central Shoes' Perfect-Eaze shoes for ladies. Kelly-Stuhlman & Zarndt Inc., St. Louis, is Central Shoe agency.

Mr. Ebenstein, president of Atlas, predicted that in time films will be used for all sound shows, displacing records. He cited the fact that by using films, scenes can be retaken numerous times until a perfect program has been made. If an error is made when film is used that particular part can be "cut." Film shows will eventually cost less than wax programs, he predicted.

CBS on Nov. 29 extended its daily schedule by 45 minutes, and is now on the air from 6:45 a. m. to 1 a. m. The broadcasting day formerly started at 7:30 a. m.

Several Blocks of Stock In CBS Sold Recently

REPORTS to the Securities & Exchange Commission of stock sales and purchases show that Samuel Paley, father of CBS President William S. Paley and a CBS director, recently sold 5,000 shares of his Class A stock, reducing his holdings to 18,200 shares of Class A and 28,000 shares of Class B stock. Herbert Bayard Swope, CBS director, disposed of 1,000 shares of his Class A stock during October, according to the report, which reduces his present holdings to 10,000 Class A shares. Jacob Paley, of Los Angeles, also a Class B director, bought 500 shares of Class A stock which increases his holdings to 25,458 Class A and 33,362 Class B shares.

The report further showed that Leon Levy and Isaac D. Levy, operators of WCAU, Philadelphia, and both directors of CBS, each sold 310 shares of their Class A stock, reducing their interests to 38,131 and 64,960 Class A shares respectively. Leon Levy also owns 44,924 Class B shares, while Isaac Levy owns 23,530. It was also disclosed that Ralph F. Colin who was appointed a Class B director on Oct. 6 [BROADCASTING Oct. 15] controls 1044 shares of Class A stock. Both classes of stock have a par value of $2.50 per share, but are currently listed on the New York stock exchange at around 20.

General Foods Adds

GENERAL FOODS Corp., New York, is increasing the schedule of *Mary Margaret McBride* on CBS from three to five quarter-hours weekly with the first of the year. Currently broadcasting Monday, Wednesday and Friday at noon in the interests of Minute Tapioca, Miss McBride will also be heard on Tuesday and Thursday for La France and Satina, laundry products. Agency is Young & Rubicam Inc., New York.

General Shoe on MBS

GENERAL SHOE Corp., Nashville, Tenn., will dramatize the lives of American tycoons in a program to start Feb. 8 on Mutual network. To be called *Famous Fortunes*, program is written by Marjorie deMott; agency is Badger & Browning & Hersey, New York.

LISTENERS Count IN BIRMINGHAM

Power alone can't guarantee listeners in Birmingham. It takes local color, showmanship and FULL TIME COVERAGE! That's why Birmingham "homefolks" keep their dials tuned steadily to WSGN!

WSGN

THE NEWS AGE-HERALD STATION
Birmingham
1310 KC.

AFFILIATED WITH NBC BLUE NETWORK

TRANSCRIPTIONS

STANDARD RADIO Inc., has sold its library service to WLAW, new Lawrence, Mass., station and WGNY, Newburgh, N. Y. The "pop" supplement has been sold to WLAW, WGNY, WKY, Oklahoma City; KLZ, Denver; WJAC, Johnstown, Pa.; KSFO, San Francisco, and KFIZ, Fond du Lac, Wis.

NBC Thesaurus has added two new subscribers—YV5RS, Caracas, Venezuela, and WHBL, Sheboygan, Wis.

LEON BLUM, formerly general director of WBBM, Chicago, and recently radio consultant to advertising agencies, has been appointed director in charge of radio sales promotion and production for Radio & Film Methods Corp., New York.

BRITISH-AMERICAN Productions, New York, is working on four transcribed radio campaigns for Latin America. Titles are *Intimate Moments in Hollywood*, featuring Alyce Shupper, writer and film critic; *The Glacier's Secret*, *Spanish-American Musical Caravan*, starring Ayala-Caceres Trio, and *The Gypsy Kiss*. The organization has secured rights to *Hollywood Reporter*, with Carlos Borcosque, commentator.

SOUND Reproductions Corp., New York, headed by E. L. Bresson, has placed *Zeke Manners & His Gang* on 170 stations under local sponsorship. The quarter-hour transcription is broadcast three days a week, and all contracts are for a year. Klinger Adv. Corp., New York, is the agency.

EUGENE L. BRESSON, president of Sound Reproductions Corp., New York, is writing a book, *Recording Technique of Today* which will be published in May.

HOLLYWOOD *Nite Letter* motion picture news digest produced by Earnshaw Radio Productions, Hollywood, will be available as an alternate service of three quarter-hour programs a week, delivered by airmail, starting Jan. 1. The regular and established service of five five-minute scripts a week will continue. Firm has leased 222 episodes of its transcribed serial, *Black & Blue*, to KFQD, Anchorage, Alaska.

THE *Charlie Chan* transcription serial, rights to which are held by Irving Fogel Radio Productions, Hollywood, will be used in script form by Radio Programs Service Co., Paris, and translated into French, German, Spanish, Bulgarian and Finnish. New Zealand and Australia rights have already been secured by Broadcasting Service Assn. Ltd., Sydney. United States rights are the property of Raymond R. Morgan Co., Hollywood advertising agency, with the program currently being sponsored thrice weekly on more than two score stations by Stokeley Bros. & Co. (Van Camp food products).

FRANK W. PURKETT, vice-president of Associated Cinema Studios, Hollywood transcription and production concern, upon his return from New York and Chicago on Dec. 1 announced that preliminary plans have been made for opening offices in those cities after Jan. 1.

EARNSHAW Radio Productions, Hollywood, has sold the Canadian rights to its *Crazy Quilt* transcription series to All-Canada Radio Facilities Ltd., Calgary, and its *Radio Short Stories* serial to KOL, Spokane, and KHQ, Seattle, as well as 104 episodes of *Chandu* to WMBS, Uniontown, Pa. and WTIC, Hartford, Conn.

NATIONAL Transcription Features has moved to 2 E. 45th St., New York City, and reports it is recording several series of 30-second dramatic programs for the jewelry, clothing, loan, furniture, optical and bakery trades.

Hoppes Returns to ERPI

W. L. HOPPES, station relations manager of World Broadcasting System, will return to his former post with Electrical Research Products Inc., New York, Jan. 1, according to announcement Dec. 6 by P. L. Deutsch president of World. He will be assistant to D. E. Collins, vice-president of ERPI and will concern himself with recording license activities in broadcasting, motion picture and other fields. He joined World a year ago on a leave of absence from ERPI. His successor will be named shortly by Mr. Deutsch.



Mr. Hoppes

KABC, San Antonio, broadcast a football game recently from Temple, Tex., by remote. Temple is 170 miles from San Antonio.

Trolley Sponsor

STREET RAILWAYS ADV. Co., New York (car-cards), on Dec. 13 started a 13-week daily program on WHN, New York, on which the sponsor is not to be mentioned. Under the title *Voice of the City*, the narrator will make imaginary trips around the city, using public conveyances and mentioning car-card advertisers as he goes. Coincidentally WHN has started a car-card campaign on which it promotes its programs and sponsors.

Whiteman Returns

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Dec. 31 brings Paul Whiteman and his orchestra back to a regular radio schedule, replacing Hal Kemp's orchestra. Program fills the present Chesterfield spot on CBS, Fridays from 8:30 to 9 p. m. Agency is Newell-Emmett Co., New York.

OUT OF THE MOUTHS OF BABES . . . .







Mr. I. Berson, manager of Hartford's youngest store, "The Youth Centre," sponsors "Daddy Couch's Young Folks Program." Pleased with the close cooperation of the studio as well as the results of his program, he drops in for a chat with WDRC's Commercial Manager William Malo and Sales Representative Eric Williams.

Out of the mouths of babes comes one of Hartford's most popular programs. Sterling Couch, WDRC's Musical Director, conducts "Daddy Couch's Young Folks Program." Through this weekly Sunday feature (now in its eighth year) several child stars of outstanding talent have been discovered . . . and its sponsors have enjoyed a boon to business.

One of the several reasons why Hartford Merchants and customers alike choose

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

THE ONLY COLUMBIA NETWORK STATION IN CONNECTICUT

Studio Notes

WIBM, Jackson, Mich., 100 watter, celebrated its tenth anniversary in November. The station went on the air in 1927 as a portable. Chief engineer Charles W. Wirtanen who installed the station in Jackson, has been with it from the start. Engineer-announcer Walter H. Johnson is second in point of service, having been with the station nine years. The anniversary performance was recorded for future use. Roy Radner is manager.

FIVE minutes after bandits robbed the Citizens Bank of Springfield, Mo., Nov. 29, KWTO had its newscaster, Joe Evans, describe the bandit car and interview witnesses of the robbery.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

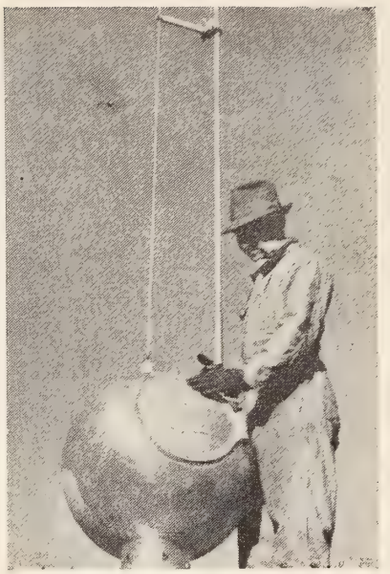
WHEN the three Northern Broadcasting Co. stations in Ontario—CJKL, Kirkland Lake; CKGB, Timmins, and CFCH, North Bay—go on the air Jan. 1 with five-minute sponsored news flashes every hour on the hour from 8 a. m. to 7 p. m. they will be among the first, if not the first to do so in Canada. Transradio Press is used by all three stations, which operate in the mining area of Northern Ontario where there is only one daily newspaper, the *Timmins Press*, owned by Roy Thompson, who also owns the three stations.

CKX, Brandon, Man., put on a three-hour special studio program on Dec. 2, to celebrate the first anniversary of the station's 1,000 watt transmitter and enlarged studios.

CJKL, Kirkland Lake, Ont., has moved into new quarters in the Sky Arcade, where the station now has two studios, a press room, reception room, two offices and a control room. All alterations have been made so that the station can go to 1,000 watts from its present 100 watts when permission is given by CBC. Staff additions include Arthur Poyntner and Gerald Tonkin to the commercial department, and Fin Hollinger as special events and sports announcer.

WHIP, Hammond, Ind., has opened Chicago studios in the Englewood Y. M. C. A. An *Englewood Hour* daily except Sunday has been started, with Southside merchants participating. First store to start sponsorship was Wise Shoe Co. chain.

THE famous Arkansas rural comedy team, *Lum & Abner*, broadcasting over NBC for Horlick's Malted Milk Corp., will return to their alma mater, KTHS, Hot Springs, for a part in the station's 13th anniversary party Dec. 20. The boys from Pine Ridge who started on KTHS are making a special transcribed program to be shipped to Hot Springs from Hollywood where their present NBC series originates.



HIGH ABOVE—Cleveland's downtown district atop the Terminal Tower Bldg. climbed Robert Fox, engineer of WHK-WCLE, to install the new "Jay" antenna for the 100-watt shortwave station used for remotes and experiments.

WJEJ, Hagerstown, Md., has been presented with a placque for meritorious service during 1937 by the American Legion Auxiliary. The station also received a placque in July from the American Legion for similar services.

WSPD, Toledo, has started a Sunday evening *Quiz Bee* during which five contestants try to answer questions sent in by listeners. First prize is $10, second prize is $5 and the listener who sends in the best three questions gets $10.

WCKY, Cincinnati, has taken space in the Gibson Hotel for its sales and promotional staff. For the past two years studios have been maintained in the Netherland-Plaza Hotel along with three floors in the WCKY Building in Covington, across the river from Cincinnati.

KTFI, Twin Falls, Id., recently broadcast a remote from atop its new 437-foot transmitter tower, featuring descriptions of the construction in a two-way conversation. Franklyn Cox, KTFI chief engineer, and Jay Spracher, KTFI announcer, handled the show which was sponsored by the local Lincoln-Zephyr dealer.

WSOC, Charlotte, N. C., recently received from the U. S. Junior Chamber of Commerce and its local chapter a citation of appreciation.

RALPH R. BRUNTON, general manager of KJBS, San Francisco, announced recently that the station's participating program *To The Ladies*, a five-a-week half-hour morning show, has been extended another 15 minutes. The feature, heard Mondays through Fridays from 11-11:45 a. m., is conducted by Hugh Barrett Dobbs, nationally known radio figure.

DAVID ROSS, who won the Academy of Arts and Letters' diction award in 1932, on Dec. 5 resumed his series, *Poet's Gold*, now in its sixth year, over CBS.

WOR-MUTUAL on Dec. 12 started the third in its charades cycle, a new program, *Who Is It?* Other successful programs of the Parlor Trick variety produced by WOR's program department and currently heard are *Let's Play Games*, sponsored by E. Fougera & Co., New York (Vapex) and *Melody Puzzles*, whose sponsor is American Tobacco Co., New York (Lucky Strike).

DESIGNED to separate the sheep from the goats among aspiring actors, *Haven MacQuarrie Presents* started Sunday, Nov. 28, on NBC-Red. MacQuarrie, a director for Warner Bros. Pictures, presents ambitious amateurs in original scenes, and gives his opinion of their acting ability.

A SERIES of modern one-act plays by Stephen Vincent Benet, Ernst Toller, A. A. Milne and others will have its first radio performance in *Contemporary Theater*, heard Tuesdays on WQXR, New York. Program started Dec. 7, presented by a cast of the Radio Division, WPA Federal Theatre, and adapted for radio by Donald MacFarlane.

WAAF, Chicago, has expanded its news department having installed United Press news service in addition to the regular news service the station gets because of its ownership by the *Chicago Daily Drover's Journal*. Dan Bolt, has been appointed news editor.

A CHANCE to hear the high spots of the week's best broadcasts a second time is offered listeners by CBS through a new sustaining series, *The People's Choice*. Broadcast each Sunday evening, the half-hour program includes the most popular bit of news, comedy, drama, light and serious music broadcast by CBS during the previous week, as measured by fan mail received by the network.

WJBK, Detroit, carries 20 five-minute news programs a day. New studios are being built, with announcers shouting in 1927 style against the noise on the other side of a false partition.

WMBH, Joplin, Mo., is broadcasting an afternoon series called *News Magazine* which combines human interest stories with late news flashes and includes gossip on Hollywood and the latest fashions.

MAURICE LOWELL, author of NBC-Chicago producer and author of *Listen In* recently made into a movie short, is now radio instructor at Rosary College, River Forest, Ill. He is directing a new weekly show, *College 1938*, a dramatic series dealing with today's contemporary and social problems which had its premiere over WJJD, Dec. 4. Scripts have been written by the school's radio writing class with roles taken by members of the radio acting group.

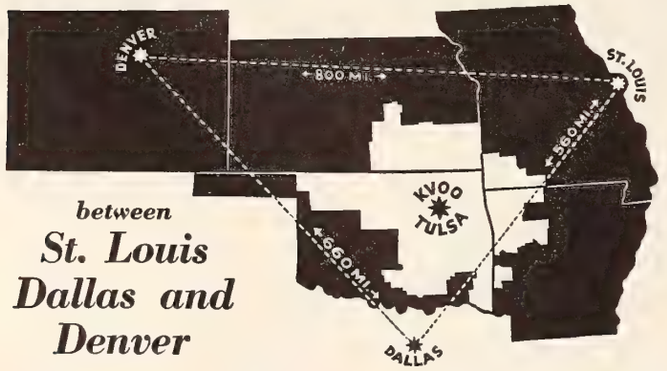
BY TYING-IN the names of its players with the product advertised, WFBC, Greenville, S. C., has built up a keen listener interest in the *Aristocratic Pigs*, a daily program sponsored by the local Balentine Packing Co.

THE 15th anniversary of CKAC, Montreal, was saluted by CBS Dec. 11 with a program of swing music by Benny Goodman and his orchestra, and an address by Sir Herbert Marler, Canadian envoy to the United States.

THE news bureau of WCAO, Baltimore, has installed a shortwave receiver tuned constantly to local police calls. Tips on news stories secured from this source are followed up on the phone or by sending a representative to the scene of the happening.

NEW studios of WMCA, New York, now being built at 1657 Broadway between 51st and 52nd streets, are nearing completion. Three studios are already finished and other work progressing rapidly. When completed, the new station will have nine large, modern broadcasting studios and a group of 65 other offices for general administrative purposes.

THE MOST
POWERFUL
STATION



between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

KFRU
•
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU
Covers the Heart of Missouri
•

FCC Adopts New Routine

(*Continued from page 22*)

added, will leave for Commission handling in regular meetings all matters of major importance and similarly will give the Commission more time to consider matters falling in the policy-making category.

The preliminary procedure in handling of broadcast applications other than those of a purely routine nature, will be the same as heretofore, Mr. McNinch pointed out. An examiner will take evidence in all cases designated for hearing and submit his report. Mr. McNinch stated, however, that he had in mind a further change in procedure whereby cases would be delegated to individual commissioners, after the examiner had submitted his report, for handling immediately prior to FCC action. The commissioners so assigned, he said, probably would simply make a recommendation to the full Commission rather than submit proposed findings and in that way the Commission might take another step step toward lightening its collective burden.

The new procedure follows rather closely that predicted in the Nov. 15 issue of BROADCASTING. Assignments of commissioners to individual duties which are interrelated will be on a monthly rotating basis effective Dec. 1. Those purely miscellaneous matters delegated to the secretary and the chief engineer will be assigned on a permanent basis. These will deal largely with matters which heretofore have required FCC Division ratification. Ratification no longer will be necessary.

Motions Docket

Commissioner Norman S Case, who sponsored the proposal for the Motions Docket, was assigned to that duty for the first month. A definite day will be set each week for the Motions Docket, Chairman McNinch asserted. Specifically the order states in connection with the Motions Docket that a commissioner, to be selected and appointed by subsequent orders of the Commission, is authorized to "hear and determine, order, certify, report or otherwise act upon all matters arising under the rules of practice and procedure of the Commission relating to withdrawals, dismissals, or defaults of applications or other proceedings subject to the statutory right of appeal to the Commission; and to hear and determine all interlocutory motions, pleadings and related matters of procedure before the Commission."

Commissioner Craven, for the first month of the new rotating procedure, was assigned all matters relating to broadcasting. This authority covers applications for licenses, following construction which complied with construction permit; for extension of time to commence and complete construction; modifications of construction permit involving only change in equipment; to install frequency control, auxiliary equipment; or special temporary authorization; change of name of licensee where ownership is not affected and other matters therein recited.

Commissioner George H. Payne was assigned applications for aeronautical, aircraft, geophysical, motion picture, airport, municipal and state police, marine relay, marine fire, and emergency and special radio facilities

Commissioner E. O. Sykes was assigned to all radio matters within the territory of Alaska, except broadcast, operators' licenses and amateur and ship stations.

Commissioner Thad H. Brown was assigned duties relating to issuance of certificates of convenience and necessity, and authorization of temporary or emergency wire service as provided in Section 214 of the Act.

Commissioner Paul Walker was delegated all matters arising in connection with the administration of tariff circulars, including the waiver of notice of the filing of tariffs.

The chairman himself will not participate in the handling of these routine functions but will interest himself in all of them.

Chairman McNinch explained that by adopting the rotation procedure, each commissioner will be enabled to become familiar with all of the functions of the FCC. Moreover, he said, it will permit them to become thoroughly acquainted with all matters subject to FCC jurisdiction before the en banc meetings on policy.

Routine Matters

Under Order No. 28, Secretary T. J. Slowie is authorized to determine, certify, report, or otherwise act, with the advice of the general counsel and the chief engineer, upon all applications for operators' licenses and all applications for amateur and ship stations. The chief engineer is authorized to determine upon all applications and request and demand appropriate order in letter form for the signature of the secretary on a large number of miscellaneous matters including operation without approved equipment or operation with new or modified equipment pending repair of existing equipment, relocation of transmitter in the same building, operation with reduced power, approval of equipment types and similar miscellaneous technical authorizations.

While oral arguments will be continued on the basis of the schedule already established. Chairman McNinch declared that it might be necessary to fit in reargruments of cases heretofore argued before individual divisions but not yet decided. In that event, he said, it might be necessary to revise the oral argument schedule but he hoped this would be unnecessary.

The FCC also is "economizing the time" of members of its staff as well as of the Commission itself, Mr. McNinch declared. Heretofore, he pointed out, perhaps a dozen members of the legal and engineering staffs have been present at Commission meetings to discuss orally particular cases. He said this practice would be dispensed with in the future with individual staff members called in if and when needed. Thus, he said, they will not take so much time out from their regularly assigned work.

Gillmore Quits Equity

FRANK GILLMORE has resigned as president of Actor's Equity Association, to become effective as soon as his successor is named. The Equity board will meet Dec. 17 for that purpose. Ill health was given as the reason for the move by Mr. Gillmore, who did not mention in his resignation letter his recently signed five-year contract to be executive director of the Associated Actors and Artistes of America, AFL parent organization of the entertainment field, with jurisdiction over Equity, Screen Actors Guild, American Guild of Musical Artists, and American Federation of Radio Artists. Mr. Gillmore is now president of the AAAA, an honorary post, whereas his directorship carries an annual salary of $13,000.

NAZI Germany is reported to be planning the erection of 2,000,000 loudspeakers on pylons above billboards so that everyone everywhere can hear governmental broadcasts. The billboard advertisers are to be assessed to defray the cost of the equipment.

Barbasol Shift

BARBASOL Co., Indianapolis (shaving preparation), has replaced *Mary Jane Walsh*, billed as Radio's Singing Cinderella, with *Arthur Godfrey*. Miss Walsh found it difficult to continue the broadcasts in conjunction with her part in "I'd Rather Be Right." Arthur Godfrey is conductor of *Washington Sun Dial*, on WJSV as a participating feature, and on WABC, New York for Wasey Products. The Barbasol show is broadcast at 7:45-8 p. m. for one group of Mutual stations, at 8-8:15 p. m. for WOR and another group, and for the West Coast at 11:15-11:30 p. m. Agency is Erwin, Wasey & Co., New York.

GOING PLACES!

WAIR's rapid progress is, in a large degree, due to its determination to give the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

For Sales at a Profit

WAIR

Winston-Salem, North Carolina

WBRC

OLDEST AND ONLY FULL TIME HIGH-POWERED STATION IN ALABAMA

NOW More Than Ever BIRMINGHAM'S DOMINANT STATION

Daytime Power Increased to

5000 WATTS

(Night 1000 Watts)

NBC RED NETWORK

(Effective Jan. 1, 1938)

BIRMINGHAM BROADCASTING CO., Inc.

BANKHEAD HOTEL BIRMINGHAM, ALA.

WWL

NEW ORLEANS

LOUISIANA'S most powerful station

850 KC. 10,000 WATTS

affiliated C.B.S.

Corn-Kix Tests

GENERAL MILLS Inc., Minneapolis, for its new cereal, Corn-Kix, will start quarter-hour discs, *Those Happy Gilmans*, on WTMJ, Milwaukee, and WTAD, Quincy, Jan. 3. If tests prove successful other stations will be added when more extensive distribution has been secured. RCA, Chicago, cut the discs, which are broadcast five times weekly. Blackett-Sample-Hummert, Chicago, is agency.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

Copyright Convention Sent to Senate, Reviving Hope for Duffy Bill Passage

By WALTER BROWN

WITH the International Copyright Convention again before the Senate for ratification, impetus has been given to enactment by Congress at its regular session next year of the bill to revise the United States copyright law being sponsored by Senator Duffy (D-Wis.) and Rep. Deen (D-Ga.).

The Senate Foreign Relations Committee reported the Convention, which extends to foreign authors and composers the same protection in this country that is extended Americans abroad, to the Senate Nov. 26 and it is now on the calendar. Immediately after this action plans got under way on Capitol Hill to revise the present law and bring it in line with the provisions of the Convention.

Changes Awaited

Senator Duffy, sponsoring ratification, said he would seek early approval of his copyright bill which was passed by the Senate in the 74th Congress only to be buried by the House Patents Committee after controversy.

Mr. Duffy has decided not to take up the Convention in the Senate until "interested parties" submit certain desired reservations. He told BROADCASTING he did not anticipate consideration of the Convention until the regular session which begins Jan. 3. A meeting of those interested groups including broadcasters was held in New York Dec. 9 at which proposed reservations were developed.

Senator Duffy said ratification would hasten passage of his copyright bill, the most controversial feature of which is a provision to repeal the section of the present law that places a $250 fine against any infringement upon copyright material, leaving the courts no discretion in imposing the penalty. The Duffy bill would remove the mandatory penalty but gives copyright holders full redress in the courts for any infringement, with the courts fixing the damage, if any.

Since the Senate had passed the copyright bill at the previous Congress, the measure must again be approved by that body. Senator Duffy, however, is confident the Senate will pass the bill at the regular session.

The difficulty lies in the House Patents Committee where Chairman Sirovich (D-N. Y.) has, with the capable support of Rep. Lanham (D-Tex.), succeeded in blocking the legislation. The Senate Foreign Relations Committee report on the Convention flays the House Patents Committee for its dilatory tactics. Friends of the measure are relying on Rep. Deen to lead the fight in the House. The vigorous Georgian took the initiative in support of the legislation when hearings were held before the Patents Committee in the last Congress and failed by only one vote to get the bill reported. He will introduce the Duffy bill in the House and demand action by the Committee in the regular session.

Senator Duffy and Rep. Deen do not minimize the power of ASCAP, the spearhead of the opposition to the bill, but both are optimistic over the chances of favorable action, especially in view of impending ratification of the Convention. Both describe conditions which have grown up under the $250 mandatory fine of the present law as a "racket" and say when it is brought to the full attention of Congress it will be ended.

The key to the House situation may lie in the filling of the three Democratic vacancies which now exist on the Patents Committee. Rep. Lawrence Connery (D-Mass.) has been appointed to fill the vacancy caused by the death of his brother, William P. Connery, but no one has been selected for the places held by Rep. McSweeney, (D-Ohio), who resigned to become a member of the Foreign Affairs Committee, and Rep. Barden (D-N. C.). There is another Democratic vacancy coming over from the old Congress.

The House Patents Committee is now composed of the following members: *Democrats*: Sirovich, (N. Y.), chairman; Lanham (Tex.), Deen (Ga.), O'Malley (Wis.), Dunn, (Pa.), Kramer (Cal.), McClellan (Ark.), Boykin (Ala.), Barry (N. Y.), Connery (Mass.), *Republicans*: Hartley (N. J.), Arends (Ill.), Church (Ill.), Wolverton (N. J.), Stefan (Neb.), Luce (Mass.); *Progressives*: Amlie (Wis.); *Farm Laborites*: Johnson (Minn.).

Effect of Ratification

Senator Duffy and Rep. Deen do not agree on the desirability of ratifying the Copyright Convention before passage of the copyright bill. The Wisconsin Senator believed ratification of the treaty will hasten passage of the copyright bill, and the Senate Foreign Relations Committee has so reported.

"The Convention does not go into effect for a year and I feel sure that once it is ratified we will get some action by the House on the copyright bill," Mr. Duffy said.

"Adoption of the International Copyright Convention without passage of the copyright bill would complicate process of copyright relations now accorded one nation to another," Rep. Deen told BROADCASTING. Ratification of the treaty without reservation and without passage of the Duffy-Deen bill would "involve an undesirable relationship on the part of other countries against us," he said.

The Georgian said it was for this reason that the Senate reversed itself after ratifying the treaty and did so at the request of the State Department.

Senator Duffy said he was glad Rep. Deen was going to introduce the copyright bill and sponsor it in the House. "The measure will have an able and friendly author in the House," he added. Rep. Bloom (D-N. Y.) introduced the Duffy measure in the House but friends of the legislation feel it should be sponsored in the House by a member of the Patents Committee.

In commenting on the copyright bill, Rep. Deen said:

"The bill strikes out the $250 damage fee for relaying copyright material but provides those holding the copyright may go into courts and sue for damage. As it now stands the ASCAP crowd holds broadcasters and others for the fee without the right to go into court."

Senator Duffy said he understood ASCAP was "now backing up" in its support of the International Convention "because they believe its ratification would expedite action on the copyright bill." He said that under the present copyright statute a "terrible racket" exists and unless checked there was no telling to what extent it would spread. "Already restaurant owners are being made to pay a fee for using a radio in their establishments," he said. "Only this week a

RIGHT DOWN OUR ALLEY

Today's radio advertiser is not of the gold-brick buying variety. He wants to know how well a station covers the territory in which he wants sales, whether pockets of listeners hold any cash, whether distributors and retailers will co-operate.

Such advertisers prefer WGAR, the station sold on fact instead of the gold-brick standard.

Over WGAR your selling message will be heard throughout the seven counties in Northern Ohio that make up the state's richest market . . . Cuyahoga, Lorain, Medina, Summit, Portage, Geauga and Lake . . . will reach nearly a million homes in this spending territory . . . will draw from the purses of the families which spend one out of every three of the state's retail dollars.

And, when you talk merchandising, you're firing right down our alley! WGAR works closely with distributors in its territory, knows and gets the help of top executives of various trade associations, sends men out into the field to talk with retailers in regard to your product and your radio program.

First in number of accounts, first in total dollar volume among Cleveland stations . . . first in merchandising assistance . . . you just can't help but place WGAR first among the stations you consider in Northern Ohio!

W·G·A·R

"CLEVELAND'S FRIENDLY STATION"

John F. Patt, *Vice Pres. and Gen. Mgr.*
Edward Petry & Co., Inc., *Nat'l Repr's*

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO

Represented by
FREE & PETERS

man was in my office protesting the payment of such a fee. They can fine a taxicab driver if he plays a radio in his cab while carrying passengers. I think Congress should pass my bill which will stop the racket but will afford authors and composers full protection in the courts."

In reporting the Copyright Convention to the Senate, the Foreign Relations Committee submitted the report of its subcommittee in charge of the matter, composed of Senator Duffy, Senator White (R-Maine) and Senator Van Nuys (D-Md.).

The report points out that there has been "a great deal of pirating both here and abroad" in copyright materials and the Convention was designed to end such practices.

In touching on the desirability for accompanying legislation by the Congress amending the United States statute, the subcommittee report said:

"It has long been hoped that the approval of the copyright treaty would be accompanied by legislation appropriately amending the statute law of the country and interpreting those portions of the treaty which contemplate individual legislative action by the countries party to it. The Senate has, indeed, passed such legislation. But continued inaction of the Committee on Patents of the House of Representatives has dimmed, if not destroyed, hope of cooperation by that body until the treaty shall have been disposed of.

"The failure to act is not understood to be due to opposition by any considerable proportion of the committee, or to any appreciable opposition in the House itself. Under the circumstances it would seem to have rendered unjustifiable any further delay by the Senate in taking remedial action which it is constitutionally empowered to take without the cooperation of the other branch of Congress."

New York Fair Group

NEW YORK World's Fair 1938 Inc. has appointed an advisory committee on music to enlist the services of foremost artists and orchestras during the fair. Headed by Allen Wardell, the committee membership includes Marshall Field, Mrs. Vincent Astor, Dr. Walter Damrosch and Edward Johnson, general manager of the Metropolitan Opera Assn. Far reaching in scope, the fair's musical program will include historical pageants, ballets, oratorios, folk music, choral and glee club presentations, as well as classical and popular music.

New WOLS on Air

OWNED and managed by O. Lee Stone, outdoor advertising man, the new WOLS, Florence, S. C., went on the air in November with 100 watts on 1200 kc. Mr. Stone announced the appointments of Henry Mosses as commercial manager, William F. Melia as program director and Paul Dillon as chief engineer. A composite transmitter with Gates speech input and a 150-foot vertical steel tube radiator have been installed. Transradio Press service is being used.

ANNUAL East-West All-Star football game will be played in San Francisco on New Year's Day, and will be heard exclusively over Mutual network.

ASCAP Seeks Current And Past Nebraska Fees After Ruling by Court

AS A DIRECT result of the ruling of the Federal District Court in Omaha granting it a temporary injunction restraining the State of Nebraska from enforcing its recently enacted anti-ASCAP law, ASCAP on Dec. 1 sent out to all stations and other copyright users in Nebraska statements seeking payment of current royalties along with back payments. After enactment of the law in the State, ASCAP refused payments from all stations and presumably other users, returning the envelopes unopened. It is following the same procedure in other States, including Montana, Washington, Florida and Tennessee, which have enacted anti-ASCAP laws.

The Nebraska court granted the temporary injunction after preliminary testimony in behalf of ASCAP that certain of its important composer members and heirs of composers would be deprived of livelihoods by such State laws. The action simply means that the case will come to trial on the issues, that is, whether the States have the right to enact such anti-monopoly laws. Meanwhile, ASCAP will continue doing business in the State.

Because of the trend toward state laws to restrict the operation of ASCAP and force a competitive market on music, ASCAP has revived its publicity campaign in an effort to offset these moves. In its second issue of the *ASCAP Journal*, made available early this month, it ran an editorial on the Nebraska injunction and hailed it as a victory. There were articles by ASCAP members and attorneys emphasizing the necessity for unity in composer-publisher ranks to combat opposition, along with other editorial features. The *Journal* is distributed free nationally, and, it is understood, is sent to the Congressional roster.

Cook Back on NBC

THOMAS COOK & Son-Wagon-Lits Inc., New York, on Dec. 12 started a program on the NBC-Red network featuring Malcolm La Prade, who has been on the air as "the man from Cook's" since 1925. The quarter-hour travel talks are heard Sundays, through L. D. Wertheimer Co., New York.

THANKS!
Response Terrific
At Your Demand
"WALKS OF LIFE"
Now Transcribed.
Built especially for Shoes—
Sale or Repair.
13 15-Minute Shows
Ready.
Priced Right.
Write
---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
220 Markham Bldg.
. . . wood words sell . . .

Not a Public Utility

(*Continued from Page 27*)

submitted to the Commission in the application for broadcasting facilities.

"In any case where it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overwhelming reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service. This, we think is the clear intent of Section 402 (b) (2) of the statute, which provides for an appeal by an aggrieved person whose interests are adversely affected by a decision of the Commission granting or refusing an application. But here Intermountain fails to allege financial or economic injury—or any other sort—through the allocation of radio facilities to Powers and associates."

The language of the court on this point is unprecedented, and probably will give rise to more appeals raising the question that new stations in given areas would result in pecuniary or other damage to existing licensees and thereby deprive them of their ability to continue to function in the public interest.

That the Court intends to follow up these revolutionary rulings with additional statements of law has been clearly indicated in the last few weeks. The complexion of the court has changed almost completely since its last term, with Justice J. Lawrence Groner succeeding Chief Justice Martin, who has retired.

In arguments before the court during the week of Dec. 6, many significant questions were asked regarding court procedure and policy and the indication was rather clearly given that in future decisions the Court intends to establish legal precedent on many FCC methods in handling of applications. Just how far-reaching these revisions will be must await future court decisions.

POSSIBLE MERGER of Consolidated Radio Artists Inc., New York, and Rockwell-O'Keefe, New York, talent organization, is still in the discussion stage, and will probably not be definitely decided for several weeks.

LISTENERS
PAY ATTENTION
to
WROK
They're afraid they might miss hearing something of vital community interest if they don't.
ROCKFORD, ILL. 1410 KC.


Affiliated
with the
MUTUAL
BROADCASTING
SYSTEM

Best Wishes
for a
MERRY
CHRISTMAS
and
SINCERE THANKS
to National Advertisers
and Agencies for a
300% INCREASE IN
NATIONAL BUSINESS
for 1937

TARRANT
BROADCASTING CO.
Studios and Offices in the
Hotel Texas
FORT WORTH, TEXAS
Raymond E. Buck, *President*
Sam H. Bennett, *Gen. Mgr.*

1000 WATTS — FULL TIME
KTAT

National Representatives:
FREE & PETERS, Inc.
New York
San Francisco
Detroit
Los Angeles
Chicago
Atlanta

Purely PROGRAMS

After the Crash

FATAL automobile accidents are dramatized weekly on KOIN, Portland, during *Speed Incorporated*, with facts taken from the state's official files. Each show closes with an official talk on how the accident might have been averted. It's a great audience puller, says KOIN.

A similar program on WIBX, Utica, N. Y., has been so successful that the local accident rate is down 7.2% as compared with the state's rate. Kiwanis members were behind the series and D. T. Burke, who gave the series on WIBX, has been named chairman of the State Kiwanis Safety Council.

* * *

Accidents Reported

IF ANY listener of WJAG, Norfolk, Neb., sees an automobile accident he may call WJAG collect and a moment later the station will flash the word to the state safety patrol. This is a new public service feature and WJAG pays the phone bill, donates its air time and maintains a private line to the highway headquarters. Motorcycle cops keep tuned to WJAG. According to the police and to WJAG this service has already saved many lives.

* * *

Publicity for KSTP

IF YOUR station needs publicity and a good program along with it, you might try a version of *Editors' Roundtable*, similar to the one conducted each Friday night on KSTP, St. Paul, by Val Jjornson. Each week a different editor from one of Minnesota's small town papers discusses the problems of his community and gives his prospective radio appearance a big write up in his paper. Weekly column space, says KSTP, has totaled 4,800 inches.

* * *

Reverse English

OPPOSING the many programs devoted to informing the radio audience, *Howlers*, new series of Star Radio Programs Inc., New York, specializes in *mis*information. Each of the 13 five-minute scripts comprising the series contains a number of boners, mostly humorous, but all authentic, according to Star. The series has already proved popular with stations, Star says. Most recent subscribers to *Howlers* are CJCA, Edmonton; WTHT, Hartford; KSAL, Salina; WGBI, Scranton.

* * *

Don't Be Taken In

A *War on Rackets* is featured in a weekly series on WTMJ, Milwaukee. In cooperation with local business men and the Better Business Bureau, WTMJ presents the transcribed series of NBC dealing with pitch men, missing heirs schemes, home work frauds and allied rackets. Local slant is given by dramatizations of local rackets.

* * *

What Can We Do?

NEW KIND of contest titled *How KFRO Can Improve Its Broadcasting Service* is running on KFRO, Long View, Tex., so successfully that the mail man is complaining about all the letters. We know our station now from the listener's viewpoint, says KFRO happily.

For the Curious

VARIATION of *Prof. Quiz* is *Curiosity Court*, a weekly program on WIP, Philadelphia, sponsored by the Shell Union Oil Corp. and presented in a local auditorium seating 1,000 persons. Patterned after court procedure, five witnesses are called who try to answer the questions in competition for cash prizes. A novel feature is a traffic light which flashes green as the question is asked and red as the time limit of 30 seconds approaches. The series is extensively publicized through all Shell agents, gas stations, and trucks.

* * *

Ask the Ladies

MAN-on-the-street idea is applied to interviews of women during *Feminine Viewpoints* on KDYL, Salt Lake City. The series is sponsored by the local Mode O'Day Shops and a special daily gift goes to the woman answering the selected question of the day.

Scooping Seoops

NEWS that is broadcast before it happens is a scoop within a scoop, according to WCOP, Boston, which aired a recent attempted robbery 10 minutes before the robbery was attempted. Ed Pearson, WCOP script writer, who was passing the store on his way to the studio, saw cops hiding in the bushes. He verified the ambush and WCOP went on the air with the story 10 minutes before the robbers walked into the trap.

Free For All

NEW TYPE of discussion is used during *Let's Hear Your Side*, a weekly program on WBBM, Chicago, presented by the Chicago U Broadcasting Council. Instead of the formal debate procedure of argument and rebuttal, prominent debaters from local universities discuss current events informally, interrupting and heckling each other at will. Wide listener interest, says WBBM.

* * *

Petticoat Parade

DAILY afternoon program on WMBD, Peoria, is devoted to current fashions, home decorating, foods and hints on how to care for children. Called *Petticoat Parade*, the program features a three way discussion by Jessica McFarland, Josephine Wetzler and Connie Ford, of WMBD's women's department. Female listeners galore, reports WMBD.

* * *

Books for Children

JUVENILE books are dramatized on WGN, Chicago, during *Book Shelf Spotlight*, a weekly series under direction of the National Youth Administration. Abbott Ross of Airshows Inc., that city, produces the show.

* * *

World Customs

STUDENTS at Chicago U from foreign countries discuss and compare their countries with America during *International House Forum*, a weekly program on WGN.

Master Mechanic

WHEN the Automobile Show came to Kansas City, KCKN gave novel coverage. It happens that Leonard Brann, assistant chief engineer of KCKN, has made a hobby of cars for years and is one of those rare people who can reduce scientific terms to ordinary language. So, Owen Balch, KCKN special events director, and several hundred visitors interviewed Mr. Brann about the cars. Listeners have been writing KCKN ever since asking for more and saying that they didn't know complicated gadgets could be described so plainly.

* * *

Cash and Plaques

RADIO dramatization of James Trueslow Adams' "Epic of America," presented by the Radio Division, WPA Federal Theater, started Nov. 28 on the Mutual network, and is the subject of an essay contest conducted by the American Legion Auxiliary. A first prize of $100 in cash and special Auxiliary plaque will be awarded for the best essay on "What the Epic of America has taught me about the future of America." Second award is $50, and is to go to a high school student not over 18 years of age. Gold medals will be given to the next five winners. Contest closes March 10, 1938.

* * *

I Know 5,000 Songs

THE other day a 17-year-old girl wandered into the studios of WTMV, E. St. Louis, and announced that she could sing 5,000 cowboy and hillbilly songs. So Woody Klose, WTMV program director, devised a new radio game called *Can You Stump Susie?* and Miss Mary Wesnitzer, "Susie," tries to sing her songs faster than listeners can phone for more. She misses eight out of 30 and the telephone keeps ringing all through the program, according to WTMV.

* * *

It Begins At Sixteen

RIGHT after school on Wednesday afternoon high school students of Fall River, Mass., gather in the studios of WSAR to broadcast a series of their own, titled *Life Begins at Sixteen.* They write and produce the shows, dramatize their school activities and give themselves a sendoff with publicity in their school paper. According to William T. Welch, manager of WSAR, the townspeople delight in the programs.

* * *

Birmingham Leaders

KIDS crowded the Birmingham auditorium when WSGN recently held a Model Airplane meet. A local department store sponsored the meet which was so successful that it has signed for a monthly program.

WSGN is also proud of its *Hill-Billy Night*, featuring bands from all over the county and packing the studio-auditorium with listeners set for a frolic. After the weekly show is over, WSGN entertains the audience with its talent for another hour.

* * *

Lest They Stray

DURING the cold weather lots of men-on-the-street find it difficult to hold their audiences. Brooks Connally, announcer of WIND, Gary, Ind., solved the problem by passing out coffee and doughnuts and is changing his program's title to *The Coffee Jug.*



TARZAN—Has nothing on Jimmy Vandiveer who broadcasts a series called *Trips Through the Zoo* on KFI, Los Angeles, each Friday. The elephant's name is Anna.

* * *

Pot of Gold

NAMES picked at random are announced during *Pot of Gold* on WPAY, Portsmouth, O., and if the listener doesn't phone, the award that would have gone to him goes into the "pot" and the next listener phoning gets that much more. The listener must repeat the exact wording used by the announcer. It's so successful, says WPAY, that we've copyrighted the game.

* * *

Two in One

BROADCASTING a program in two sections is a new stunt on KDYL, Salt Lake City. Titled *Crime Quiz*, the crime is described at 7 p. m. and the solution is aired one hour later. Prizes of neckware are given to listeners phoning in the correct solution within the hour by the local sponsor, Firmage for Men. First time the program went on the air KDYL's five trunk lines were tied up with calls.

* * *

Statues as Stooges

NEAR the memorial statues in various sections of Milwaukee, Bob Heiss, chief announcer of WTMJ, is conducting a series of interviews on his *Around the Town* series. Novel slant on this program is a voice representing the statue's voice piped from the studio to the remote truck and rebroadcast. Historical and informative in nature, the series has aroused keen listener interest, according to WTMJ.

* * *

Charting Adventures

MAPS to be used in conjunction with an imaginary round-the-world flight are sent to children of St. Paul who listen to the *Topaz Room*, a weekly WMIN children's series.

* * *

Help the Blind

WITH THE well-chosen title *They Also Serve*, WEEI, Boston, is broadcasting a series of plays designed to show the success of the National Braille Press in helping blind people.

Indians' Word

ANNOUNCERS on WHB, Kansas City, fell to quibbling about the pronunciation of Osawatomie, a little town not far away. To settle the whole thing, remote equipment was sent to Osawatomie and the mayor was interviewed. Oh - Sawatomie turned out to be correct, disproving Webster's Dictionary which lists the pronunciation with a short "o."

Minnesota Marches

STATE industrial leaders and the Minneapolis Symphony Orchestra are cooperating in a new Sunday afternoon series on WCCO, Minneapolis, titled *The March of Minnesota*. Cedric Adams of the local *Star*, interviews prominent local personalities and a remote broadcast from a different city in the state is featured on each program. The Minneapolis office of BBDO is handling the series which is broadcast on WCCO, KDAL, WMFG, WHLB, KROC.

* * *

Know Their Bible

THE Bible students quiz is the newest program on KRE, Berkeley, Cal. Each Saturday morning the program brings to the microphone 21 contestants ranging in age from 10 to 14. They are asked questions pertaining to a biblical subject which has been announced in advance. A gong is rung when a wrong answer is given. The feature is conducted by N. F. Turner.

* * *

Crackers and Crunches

KROW, Oakland is conducting a novel quiz type program titled *Skullcrackers*, broadcast Monday nights. And in place of the usual gong to mark errors, Scott Weakley, production manager, is using cocoanut shells crushed by a steel bar. Two teams of four persons each compete in the contest, with the winning quartet appearing weekly until defeated. The individual scoring the highest each week is given a cash prize.

* * *



RED FLANNELS — And a white picket fence across the side walk stopped all "good neighbors" as WOWO, Ft. Wayne, Ind., sent its men on the street to help in the Community Chest drive.

* * *

Let's Swap!

SHOTGUNS for automobiles and an endless procession of household goods are swapped daily in Denver as a result of *Trading Post of the Air* on KFEL. Fred Graham, announcer of KFEL, handles the show sponsored by the Frumess Jewelry Co. and reports much local interest.

* * *

Asiatic Mogul

WITH the title *Hits, Misses and Hisses*, KIRO Louis, sultan of the Seattle station, takes the air at 6 every weekday morning with chatter on events and people, as well as request recordings. He is aided by Carl Christopher, announcer, and Dave Fields, technician, both of whom play characters.

* * *

Sans Commercials

FOR THOSE who dislike commercials and other announcements, WHN, New York, has started a half-hour daily midnight program called *Music to Read By*.

Throw Away

LIVE TURKEYS were thrown from the tops of advertisers' buildings during a turkey "throw-away" held just before Thanksgiving on KFRO, Longview, Tex., in cooperation with its local advertisers. The stunt drew such large crowds that two or more persons would get hold of the same turkey, scrap it out and end up in the county jail. One turkey was torn into five parts and a near riot resulted. James R. Curtis, president of KFRO, says, "Never again—there's such a thing as too much pulling power in radio advertising."

Arguments by Air

CROSS-COUNTRY debating became a recent reality when the New York U team argued from the studios of WHN, New York, and the Cincinnati U team gave rebuttals from the WLW studios. WHN plans a regular weekly series of debates and reports strong listener interest.

* * *

They Like to Talk

SO SIMPLE that many have overlooked it is the tie-in used on KDYL, Salt Lake City, by the Mullett-Kelly Co. in whose new "Knotty Pine Sportsroom" local sportsmen are interviewed. Few people like to tell of their luck and daring as do hunters and the tie-in is complete.

* * *

Requests by Wire

REQUESTS that are limited to paid Western Union telegrams are broadcast each Saturday afternoon on WORL, Boston, during the program titled *Western You*. Western Union sponsors the variety show and requests cost senders about 20c due to special rates applying only to the program. With a telaprinter in its studios the first program netted WORL 132 paid wires.

* * *

Join the Parade

EVERY interesting person who has an unusual occupation will be asked to participate in *Personalities on Parade*, a thrice weekly series on WKRC, Cincinnati, under the direction of Marsha Wheeler. Sponsor is Cincinnati Oil Works Co.

* * *

Calling All Ducks!

THE Second Annual National Duck Calling Contest was recently broadcast on KARK, Little Rock, from the hunting grounds at Stuttgart, Ark. KARK's staff says their ears are still buzzing, but the listeners liked it.

CELEBRATING
13 YEARS
OF SERVICE TO
ARKANSAS
DEC. 20
KTHS
10,000 WATTS NBC
CLEAR CHANNEL 1,060 Kyc.
HOT SPRINGS, ARK.

To the Women!

OUTSTANDING deeds of Boston women are saluted daily during *Orchids to You* on WCOP. Recent salute was for Miss Genevieve Caulfield whose work for Boston's blind has made her a national figure. Blind herself, WCOP sent her a copy of the script and a letter of congratulations in braille. The local Summerfield Furniture Co. is sponsor.

* * *

Education's Answer

VALUE of a college education is dramatized in a new series called *Alma Mater* on WFIL, Philadelphia. Designed and produced by Margaret Schaefer, WFIL educational director, the programs will dramatize the achievements of one alumnus from each nearby college.

* * *

Yes or No

A HUNDRED prizes a week are awarded by WNEW, New York, on its *Yes or No* program, with listeners answering 19 questions put to them by William McGrath and submitting a 20th question for future programs.

* * *

Utah Bee

GRADE school children from the nine local public schools compete in a weekly spelling bee on KLO, Ogden, Utah, for prizes totaling several hundred dollars offered by the sponsor, a local jeweler. Dave Parmer of the KLO staff conducts the show.

* * *

Carnation Party

CARNATION Co., Milwaukee, for the third successive year will be host to 400 underprivileged youngsters on the firm's NBC *Contented* program Dec. 20. Following the broadcast, Carnation officials will give a party.

Funds for Spellers

FOX BREWING Co., Chicago, recently started sponsorship of a unique spelling bee on WBBM, Chicago. Instead of limiting contestants to high school or college students the spelling bee presents radio artists vs. chorus girls, baseball stars vs. football heroes and other such combinations. A $500 first prize will be awarded the grand winner at the end of 13 weeks, with $200 the second prize, and $100 the third prize. In addition, special cash prizes will be awarded to the weekly winners. Cecil Widdifield of Schwimmer & Scott, Chicago agency handling the Fox Beer account, is in charge of production of the new program which is broadcast every Sunday night from 7:30-8:00 p. m.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA



It's Christmas every day for KFH advertisers
KFH
WICHITA, KANSAS
BASIC CBS • *National Representative, Edward Petry & Co.*

in the CONTROL ROOM

DANIEL MUNROE, engineer at WIND, Gary, was married Dec. 5 to Lucille Noyes of Chesterton, Ind. Rev. William L. Clark, who broadcasts on WIND, performed the ceremony.

HAROLD SWANSON, engineer at WJJD, Chicago, injured in a motorcycle accident is recovering rapidly.

FRED C. NEIDERT, formerly of KTRH, Houston, has joined the technical staff of KABC, San Antonio.

THOMAS R. McLEAN, formerly chief engineer of KMOX and KWK in St. Louis, and at one time chief engineer of WCAE, Pittsburgh, has been appointed chief engineer of WTMV, E. St. Louis, Ill., succeeding Fred S. Liggett, who died Nov. 17.

RALPH REA, chief engineer of KOKO, La Junta, Colo., was married recently.

WENDELL SEWARD, operator at KJBS, San Francisco, has resigned to join RCA Communications.

JOHN JAEGER, who has been at WNEW, New York, several years, has been named chief engineer.

RICHARD DUNCAN, formerly of WLW, Cincinnati, has been named chief engineer of WHP, Harrisburg.

ART MUNKER has joined the technical staff of KDYL, Salt Lake City.

GLENN FLYNN, engineer of WOW, Omaha, has announced his engagement to Mildred Nelson, a member of the WOW program staff.

JAMES P. BURKE, chief engineer of KWK, St. Louis, recently married Jacqueline Carr.

GEORGE B. BAIREY, operator of KOVC, Valley City, N. D., on Nov. 31 was issued Letters Patent No. 2,099,671 covering an antenna system, which he has partially assigned to the Collins Radio Co.

PAUL HOLTON, formerly of WPAY, Portsmouth, O., has joined the engineering staff of WCMI, Ashland, Ky.

AUTHORITY to transfer control of KICA, Clovis, N. M., 100 watts on 1370 kc., to Charles C. Alsup, one-third owner of the station, is sought in an application filed with the FCC. J. Lindsay Nunn, also one-third owner, would transfer 25 shares of stock.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

Adopted by
WSM, 50,000 Watts
Nashville, Tenn.

FINCH
TELECOMMUNICATIONS LABS., Inc.
37 W. 57th ST., NEW YORK CITY
PLAZA 5-6570

For Boys Only

IT'S A BOY! has become the slogan of WGAR where eight consecutive boys have been born to staff employes in the last six months. Newest arrivals are at the homes of Walter Widlar and William Hutton, engineers.

Former WHAS Engineer H. E. Campbell, Is Dead

OVERCOME by monoxide gas, Howard E. Campbell, former chief engineer of WHAS, Louisville, was found dead Nov. 23 beside his automobile in his garage near the WHAS transmitter. The car's hood was open, indicating that Mr. Campbell was stricken while making some motor adjustment.



H. E. Campbell

Mr. Campbell came to WHAS in 1932 from the Bell Laboratories, New York. Prior to his connection with Bell, he had been a member of the technical staffs of WWJ, Detroit, and WLS, Chicago. Born at Greenup, Ill., Mr. Campbell was educated at Indiana U and the U. S. Naval Academy. Surviving are his wife, two sons, two daughters, his mother and one sister.

Radio Technical Session Is Planned in Australia

ORGANIZED by the Institution of Radio Engineers (Australia) of which Sir Ernest Fisk is president, a World Radio Convention will be held at Sydney April 4-14, 1938, during the celebration of Australia's 150th anniversary. It is believed the worldwide meeting will be the first ever held to discuss all phases of radio engineering.

The convention will cover all technical subjects common to radio engineers including wave propagation, telecommunication, broadcast transmission and receivers, sound projection, electromedical, television, general and allied subjects. An invitation to attend has been accepted by Marchesa Marconi, widow of the inventor of radio. David Sarnoff, RCA president, may bring Giulio Marconi, son of the inventor. Sir Noel Ashbridge, BBC chief engineer, is planning to attend.

WHAS Completing New 50 kw. Plant

Can Be Adapted to 500 kw. if Petition to FCC Is Granted

INSTALLATION of the new 50,000-watt plant and studios of WHAS, Louisville, at a cost of between $350,000 and $400,000, will be completed by the first of the year, Mark Ethridge, general manager of the *Courier - Journal* and *Times*, announced Dec. 9.



Mr. Towner

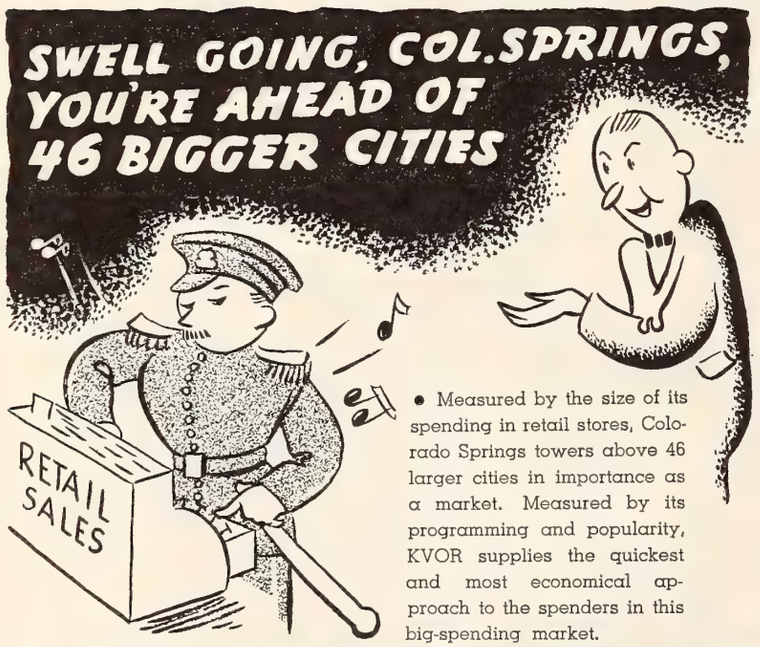
A new Western Electric 50,000-watt transmitter, but with connections which would make possible its building up to a 500,000-watt unit, in the event its pending application is granted, is being installed near Anchorage, Ky., 16 miles east of Louisville. Studios in the *Courier-Journal* and *Times* Building also are being completely modernized and augmented, to accommodate increased activities of the station.

Technical construction work is under the supervision of Orrin W. Towner, chief engineer, who has been appointed to succeed the late Howard E. Campbell. Mr. Towner leaves Bell Telephone Laboratories, New York, to assume his new post. He is 34, and is a graduate of the University of Kansas. From 1922 to 1925, in addition to his school work, Mr. Towner managed and was chief engineer of Towner Radio Mfg. Co., Kansas City, Mo., and served in 1927 as operator of KFKU and as chief operator of WREN. Following his graduation, he joined Bell Laboratories and specialized in broadcasting and communication installation work. He was assigned to the WHAS installation by Bell Laboratories and upon the death of Mr. Campbell accepted the offer to succeed him. He is a member of the American Institute of Electrical Engineers and Institute of Radio Engineers.

NBC Shortwave Service Put on Permanent Basis

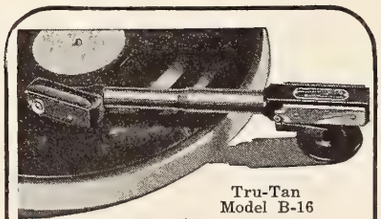
RESPONSE to the international broadcasts to Europe and Latin America on NBC's shortwave station W3XAL, Bound Brook, N. J., has been so large and so enthusiastic that the network's shortwave department has been changed from experimental to permanent, has been named the International Division of the Program Department, and has moved into new quarters of its own in Radio City.

The rapid growth in the number of programs specially produced for foreign audiences from 173 in July to 403 in August, 564 in September and even larger numbers in October and November has been accompanied by an increase in personnel, which now includes six foreign announcers in addition to Percy Winner, director of the division, and Charles R. Carvajal, acting program manager. The announcers are: Fernand Auberjonois (French), Ernst Kotz (German), Lisa Sergio (Italian), Fernando de Sa (Brazilian), Julian Muriel (Argentine), and Esteban Balleste (Latin American).



• Measured by the size of its spending in retail stores, Colorado Springs towers above 46 larger cities in importance as a market. Measured by its programming and popularity, KVOR supplies the quickest and most economical approach to the spenders in this big-spending market.

KVOR
1000 WATTS . . FULL TIME
Colorado Springs
PROGRAMS OF THE COLUMBIA BROADCASTING SYSTEM



Tru-Tan
Model B-16

One for the Records
Featuring Astatic's Tru-Tan Model B-16 Pickup with Offset Head Design for finer reproduction and longer record life. Black and chrome finish. See your jobber or write for literature.
LIST PRICE $27.50
ASTATIC MICROPHONE LABORATORY, Inc.
Dept. O-4 Youngstown, Ohio
Licensed Under Brush Development Co. Patents
ASTATIC

Equipment

RCA MFG Co., Camden, has published a folder on its new 1-G transmitter, which is 1000-watt, high-level modulated. Its performance, mechanical arrangement and well-engineered electrical design are graphically illustrated. The transmitter comprises three units, the first consisting of the exciter; the second, the 1 kw power amplifier, and the third, the modulator and power unit. It is designed, the booklet indicates, for regional service.

GATES RADIO & SUPPLY Co., Quincy, Ill., announces a new Model 17-B audio compressor, a device for limiting the audio output of the broadcast signal above the given level desired and allowing operation of the transmitter audio gain at least 3 db. higher than if the compressor were not used which develops the equivalent of doubled power. The compressor is sold with or without the regular line amplifier equipment.

WRC and WMAL, NBC outlets in Washington, have installed four short-wave transmitters, eight receivers and one gasoline driven generator to be used in short-wave broadcasts such as floods and parades. The "beer mug" transmitters with built-in microphones weigh seven pounds and operate on .2 watt.

CHARLES E. FORREST, managing director of International Radio Co. Pty. Ltd., of Australia and New Zealand, manufacturers and distributors of radio equipment, arrived in Los Angeles Nov. 29 to contact American manufacturers, and during December, January, February and March may be addressed at International Forwarding Co., 431 S. Dearborn St., Chicago.

On Page 59 of the Nov. 15 BROADCASTING, accompanying a photo of the new Canadian Broadcasting Corp. building at Hornby, it was stated that this was one of two to accommodate the 50,000-watt Canadian Marconi transmitters being built for the CBS. Northern Electric Co., Montreal, affiliated with Western Electric, reports that it is supplying both transmitters, which will be WE 407-A types. BROADCASTING regrets the error, which was based on erroneous information supplied it.

KFRO, Longview, Tex., has installed a Gates remote amplifier.

WFTC, Kinston, N. C., announces the installation of a remote control unit at New Bern, N. C. Bob Wasdon is in charge of the new remote studios.

WTJS, Jackson, Tenn., has purchased an RCA 250-D broadcast transmitter.

KFYR's ANTENNA
Said to Be The Tallest of Self-Supporting Type



THE TALLEST self-supporting vertical radiator in the country—700 ft. high—is being installed by KFYR, Bismarck, N. D. Manufactured by Truscon, the tower will require 75 tons of steel and slightly more than 100 tons of concrete for its foundation. A new ground system consists of 120 radials of 3/8" copper ribbon, each 450 ft. long and a ground screen at the base of the tower 100 ft. in diameter. A 4-wire transmission line is being used in the installation, of the overhead type. All telephone lines are underground.

Operating on the 550 kc. channel with 1,000 watts night and 5,000 watts day, KFYR is expected to increase its primary service area appreciably with the new radiating system. A new transmitter building (pictured above) has been completed along with the ground system and all connecting lines.

The tower now is in the process of construction. The new building is of brick, tile and glass brick construction, completely modern and dustproof. Air-conditioning is accomplished through a heat exchange system which is also used for transmitter tube cooling. The present RCA 5-B transmitter will be used in conjunction with a Western Electric type 110-A volume limiter and automatic line voltage regulators. E. C. Page, consulting engineer of the firm of Page & Davis, is supervising the installation.

ALTHOUGH the transmitter has not yet been ordered, the new KVRS, Rock Springs, Wyo., a local recently authorized by the FCC, will go on the air about March 15, 1938, according to Ken Neilsen, who will be its manager. Mr. Neilsen reports that Collins speech input, a Hoke radiator and Western Electric microphones will be used.

PLANS are being formulated to erect a 10,000-watt broadcasting station to serve Newfoundland, according to the American consulate at St. Johns, and interested American firms should communicate with W. E. Curtis, government purchasing agent, Department of Public Utilities, St. Johns.

WTAR, Norfolk, Va., announces completion of a new master control desk at its transmitter with facilities for switching to either of two antennae non-directionally and to three antennae directionally. Chief Engineer J. L. Grether was in charge of the installation.

WICA Makes Its Debut

MODERN in every detail, the new WICA, Ashtabula, O., licensed to C. A. Rowley, publisher of the *Ashtabula Star-Beacon*, went on the air with its inaugural program Nov. 21, operating with 250 watts daytime on 940 kc. Three studios designed by Johns-Manville with a Western Electric transmitter and a Truscon tower comprise the basic technical installation. Personnel includes R. B. Rowley, manager; Harrison Bailey, formerly with KMOX, St. Louis, program director; Robert Marvin, formerly with Interstate Adv. Agency, Cleveland, commercial manager; George Gautney, formerly with WRBL, Columbus, Ga., chief engineer. Howard Wilson Co. has been named national representative.

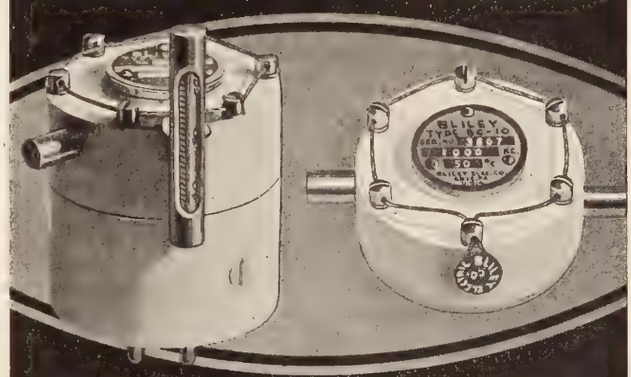


UNIVERSAL
NEW DYNAMIC
MICROPHONE

Self energizing. Not affected by heat or climate. Impedance 33, 50, 200 or 500 ohms. Also high impedance direct to grid. Freq. res. 40-8000 C.P.S. Output -58 db.

Microphone Division
UNIVERSAL MICROPHONE CO., LTD.,
424 Warren Lane, Inglewood, Calif., U.S.A.

Approved by F. C. C.
BLILEY CRYSTALS



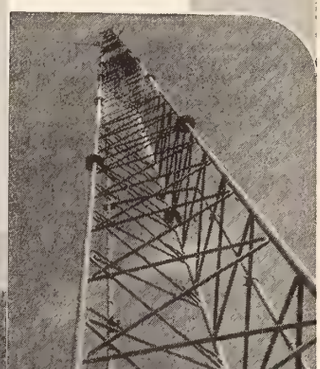
Bliley Broadcast Crystals, Holders and Ovens are specially designed for General Communication Frequencies from 20 Kc. to 25 Mc. Bliley Broadcast Crystals and Ovens are approved by F.C.C. For full information and prices, write for Bulletin G-9.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

THE PERFORMANCE OF YOUR
IDECO
VERTICAL RADIATOR
is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.
Stations now using the new Ideco Radiator report increased field strength and remarkable reduction in fading.
Write for complete data and prices.
• Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

RECENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA—Denver
KPLC—Abilene, Tex.
KOL—Seattle, Wash.
KRNT—Des Moines
KRLH—Midland, Tex.
KECA—Los Angeles
KFWB—Los Angeles
KEHE—Los Angeles
KSTP—St. Paul, Minn.
KRBC—Paris, Tex.
KOMA—Oklahoma City
WMT—Cedar Rapids, Ia.
WPAR—Parkersburg, W. Va.
WMMN—Monongah, W. Va.
WFBM—Indianapolis
WGPC—Albany, Ga.
WSYR—Syracuse, N.Y.
WBLY—Lima, Ohio
WNOX—Knoxville, Tenn.
WMAQ—Chicago
WCPO—Cincinnati
WDZ—Tuscola, Ill.
WPTF—Raleigh, N. C.
WHIO—Dayton, Ohio
WLBL—Auburndale, Wis.
WCAT—Rapid City, S. D.
WGL—Fort Wayne, Ind.
WPDH—Richmond, Ind.
WFLA—Clearwater, Fla.
WGH—Newport News, Va.



THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL-STACEY CORP.
COLUMBUS, OHIO

Little Apples

LAST SUMMER when this season's apples were green, Frank Corlett of Tonasket, Wash., climbed one of his trees and with a pin punched the names of *Barn Dance* artists in as many apples. The day before Thanksgiving, WLS Program Director Harold Stafford received the monogrammed apples and the *Barn Dance* stars voted Corlett their favorite fan. Skyland Scotty's got lost in the harvesting, but Lulu Belle let him have a bite of hers.

Sales Price Ten Times the Net Return For Stations Is Urged Before the FCC

SUGGESTION that the FCC use as a yardstick in determining the fair and equitable sales price of broadcast stations a figure representing ten times the average annual net return, was made to that agency Dec. 9 in a memorandum filed by Ben S. Fisher and Charles V. Wayland at the Commission's request.

The brief was requested following an oral argument Nov. 18 at which Mr. Fisher argued in favor of the sale of KOOS, Marshfield, Ore., to Sheldon Sackett, publisher of the *Marshfield Coos Bay Times* for $14,000, when the examiner found that the station had only an estimated $5,000 replacement value. Mr. Fisher was asked to submit a memorandum on elements which should be considered in transfer cases.

A Hazardous Business

After reciting a number of factors, both tangible and intangible, which should be taken into account, the attorneys said that a return of 10% was a reasonable one, and that if, for example, a station makes a return of $10,000, the fair sales price should be $100,000. The Commission itself must have concurred in such a view, it was added, because it was apparent in its determination of both the KNX and KMPC sales in Los Angeles.

While a 10% return is admittedly higher than the 5% or 6% current in the utility fields, the lawyers contended that in a fast growing and "somewhat hazardous enterprise" such as broadcasting, a larger return should be available and recognized. Moreover, they added that broadcasting is not a public utility and the public is not compelled to pay rates of any kind.

The lawyers opened the memorandum with the premise that it is unjust, with possibly one exception, for any particular element to be singled out and a determination of fair and equitable price be based upon it. The exception was improvement to the public service.

In discussing tangible assets that should be considered, the memorandum contended the original cost value of stations, and not the replacement or depreciated value, be the determinating factor, on the ground that the vendor is entitled to a return on sums originally expended. In this were included actual sums put into physical equipment, including transmitter, antenna, buildings, land studios acoustical treatment, furniture and fixtures, phonograph and transcription records and any other physical assets.

Also in the tangible group were placed money spent for program building, employment and other expenses incurred during years of adversity, which they held should be repaid in the amount of all sums invested. Stations which have operated at a loss should be compensated in full in determining sales price. The capital structure of stations, notably those licensed to corporations, should be taken into account, they argued with the capitalization considered in fixing the valuation. Promotional and developmental expenditures, including legal and engineering expenses, were mentioned as added factors.

In the intangible group, they emphasized that the return on the investment of a station should be considered in any attempt to fix a fair sales value. The "expectancy" of license renewal, based on service during the preceding six months, is a legitimate one, they held. If an applicant has operated in the public interest "his facilities cannot be taken away from him without having a proper hearing and without having it shown that he is not operating the station in the public interest, convenience and necessity," they said.

Another intangible factor is evidence showing the general valuation placed on the station by other prospective purchasers. Improvement in public service by the prospective purchaser likewise was described as a most important factor. "It might appear in some instances," they said, "that an exhorbitant sum is being placed as a value upon the station, but if the vendee can show that decided improvement to the public service will result from his ownership, then the transfer would be in the public interest."

In conclusion, the attorneys said three lines of thought had developed on the FCC's authority in considering transfers: (1) That a station is only worth the actual value of its equipment; (2) that the FCC has no right to question the amount involved in either assignment or transfer of control on the ground that its authority ends under the law when it ascertains that the proposed purchaser has shown that he is qualified to own and operate the facility in the public interest, and (3) that the item of consideration does have a place in the price, but based upon various elements which together constitute "a fair and equitable valuation of the station's worth." They said they subscribed to the third theory.

M-G-M Makes Changes

WITH Ed Gardner being made producer-director of the M-G-M-Maxwell House program and George Jessel, radio and motion picture director added to the staff in an advisory capacity under supervision of Louis K. Sidney, M-G-M executive in charge of radio, the format of *Good News of 1938* on NBC-Red, Thursdays, 9-10 p. m., is gradually being revised. The motion picture preview of the weekly show has been shortened to ten minutes and other bits are being tightened up. Frank Whitbeck, M-G-M advertising executive, is scheduled to join as commentator. He is to give news and announcements on forthcoming M-G-M productions. Also added to the staff is Mort Harris, program manager of WHN, New York, on leave of absence. He has been made script supervisor, working with Sam Moore, writer. Edward Miller, NBC New York technician, has been brought to Hollywood as control engineer on the show. He replaces Harry Spears, who returned to his former post as CBS Hollywood audio supervisor.

New Warner Facilities

WARNER Bros. First National Studios has converted Stage 9 on its Burbank, Cal., lot into a broadcasting studio for *Your Hollywood Parade* which started on the NBC-Red network Dec. 8 under sponsorship of American Tobacco Co. (Lucky Strike cigarettes). The stage was remodeled at a cost of more than $10,000 and serves for both rehearsals and broadcasts. Conversion includes installation of a control room and 500 seats for spectators.

McCall Forms Agency

CHESTER H. McCALL Co., new advertising agency, has been formed in New York by Mr. McCall, formerly executive vice-president of U. S. Adv. Corp., New York. Offices are at 1775 Broadway. Other officers are Vincent J. Galbo, vice-president, and Leo J. Paulin, secretary-treasurer. Both were formerly with U. S., which recently merged with O'Dea, Sheldon & Co., New York, to become O'Dea, Sheldon & Canaday.

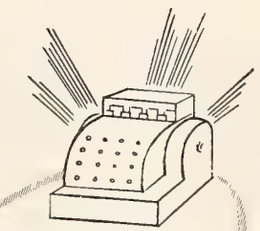
DATE for KTSM, El Paso, to become an NBC outlet has been moved up from April to January, as work on connecting the station to the network is progressing much more rapidly than was originally anticipated.

NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.

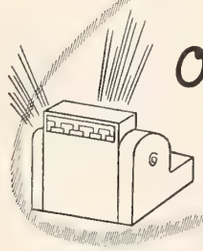
WTAR
VIRGINIA'S OLDEST BROADCASTER

★ ★

MAY WE TALK ABOUT
CIRCULATION!
A radio-listening circulation is difficult to prove at best, but...



One KEX program brought 6501 replies*



*for details write KEX

There's none more powerful in the Northwest... than The Oregonian Station—

KEX
5000 WATTS ☆ 1180 KILOCYCLES
PORTLAND, OREGON

☆
Represented by
Edward Petry & Co., Inc.
NEW YORK • DETROIT
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1ST IN LOCAL ACCOUNTS
—IN CHICAGO—
WGES

Congress Lays Aside Inquiry While McNinch Revamps FCC

Radio Legislation Is Sidetracked by Special Session; Regular Session in January May Be Different

THE SPECIAL session of the 75th Congress will end next week, probably Dec. 22, with absolutely no action being taken on any of the 50 pending bills and resolutions which affect the radio industry. Some of these, however, are slated for serious consideration early in the regular session which begins Jan. 3.

Demands for an investigation of the FCC, which were in such evidence when Congress adjourned last summer, have not been heard during the special session and if ever an FCC chairman had a free hand to make and carry out policies, Frank McNinch has one. It is evident that both the President and leaders in Congress are confident Chairman McNinch will do the job laid out for him.

Rep. Bacon (R-N. Y.) introduced in the House Dec. 1 a companion resolution (HR-365) to the White Resolution (SR-149) in the Senate calling for a broad investigation of radio by the House Interstate & Foreign Commerce Committee.

Like Senator White (R-Me.), Rep. Bacon has long taken an interest in radio, having been a member of the House Interstate & Foreign Commerce subcommittee which drafted the original radio act. On this subcommittee were Senator White and Commissioner Ervin L. Davis, of the Federal Trade Commission, a former member of the House from Tennessee.

Merely a Study

Questioned concerning his resolution, Rep. Bacon told BROADCASTING he did not propose a "smelling committee," as some had suggested, but agreed with Senator White there was a need for an extensive study by Congress with the view of perfecting the statute.

"It has been a long time since our laws dealing with communications have been changed and I think in the end Mr. McNinch will want this resolution passed," Mr. Bacon asserted. He said that before introducing his resolution he had conferred with Senator White.

"It is my opinion that if a Senate committee is going to make the investigation proposed by Senator White then a House committee should conduct a simultaneous investigation," Mr. Bacon stated, adding it might be desirable to have a joint investigation.

Asked what chance he thought there was of the House adopting his resolution, he said he doubted if a Republican member could get any kind of resolution adopted.

The Bacon resolution was referred to the House Rules Committee where it is likely to remain some time. Typical of the Democratic reaction to the Bacon proposal was this statement by Rep. Bayard Clark (D-N. Y.) and member of the Rules Committee:

"If there is anything wrong with the FCC I believe if you will give Frank McNinch time he will fix it."

Rep. McFarlane (D-Tex.) let go another blast at Chairman McNinch for not being specific in answering a previous communication protesting against the action of Commission in refusing to allow Commissioner Payne to sit in the Segal-Smith case. Mr. McNinch refused to enter into a discussion with the Texan on the grounds that the matter in question involved a judicial proceeding. McFarlane's attack attracted little if any attention in the House.

One of the first bills affecting the radio industry which is likely to receive attention on Capitol Hill during the regular session is the food and drug measure. The bill has already passed the Senate and the subcommittee of the House Interstate & Foreign Commerce committee, headed by Chairman Lea (D-Cal.) will have its report ready for the full committee soon after the first of the year, it was stated. Senator Copeland (D-N. Y.), who piloted the bill through the Senate, said he was confident from information he had received that the House would act on the measure during the regular session. He does not feel there will be any great difficulty in adjusting differences between the Senate and the House on the bill and it will be written into law next year. He has offered a bill in the Senate designed to protect the public against elixir preparations which he hopes to have included in the main food and drug bill.

'First Lady of Radio'

VAUGHN DE LEATH, radio singer who has used the title, "First Lady of Radio" since 1932, is seeking to prevent Kate Smith from use of the title on her current General Foods show. Miss Smith was so described in several recent broadcasts, but plans to do so on her broadcast of Dec. 9, when Mrs. Roosevelt was her guest, were dropped. Action of Miss deLeath, through Attorney Reuben Caidin, is directed against Kate Smith, Ted Collins, CBS, and Columbia Artists Bureau. Miss de Leath is represented by NBC Artists Service. Injunction hearing was held in New York County Supreme Court on Dec. 13.

NORGE REFRIGERATOR Co., Detroit, will make definite decision by Jan. 15 whether to go on with a coast-to-coast half hour network show starting in April. Decision will be based on trend of household appliance sales for the next month. Cramer-Krasselt Co., Milwaukee, is the agency.





TEXAS HI-JINKS — At left is Martin Campbell, manager of WFAA, Dallas, who shows off his day's catch down near Monterrey in Old Mexico last month. At right Harold Hough, Manager of WBAP, Fort Worth. It was their annual off-season fishing trip to Mexico, and with them went Ed Zimmerman, KARK, Little Rock, and Bob Calen, WBAP announcer, whose pictures didn't "jell."

KSO, Des Moines, fed MBS and a special 104-station hookup the hour broadcast of Rev. Charles E. Fuller's *Old Fashioned Revival Hour* Dec. 5.

. . . Serving an area with the highest income in Wisconsin outside of Milwaukee. Write or wire for details.

FULL TIME CBS STATION

JAMES A. WAGNER
Managing-Director

WTAQ
GREEN BAY - WISCONSIN

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1937, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½ x 11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
50 Copies	$3.75
100 Copies	$5.00
200 Copies	$9.00
Single Copies	10c

BROADCASTING
Broadcast Advertising

National Press Building
Washington, D. C.

Don't Forget the Youngsters!

• Now, with Christmas coming on . . . or any other time . . . don't forget the youngsters. They're important customers . . . if not already, they soon will be! Youngsters are not forgotten on WOW—either as listeners or artists. WOW's weekly Playhouse is now in its tenth year with a cast composed entirely of children.

JOHN GILLIN, Jr., Mgr.

Owned and Operated by the Woodmen of the World Life Insurance Society

JOHN BLAIR CO., Representatives

WOW
Omaha, Nebraska
590 KC 5,000 Watts

ON THE N. B. C. RED NETWORK

Basic Provisions of North American Pact

Allocations Made At Conference In Havana

(*Continued from page 9*)

and to reassign them to any or all of the other interested countries.

Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nightime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

* * *

Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible after ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

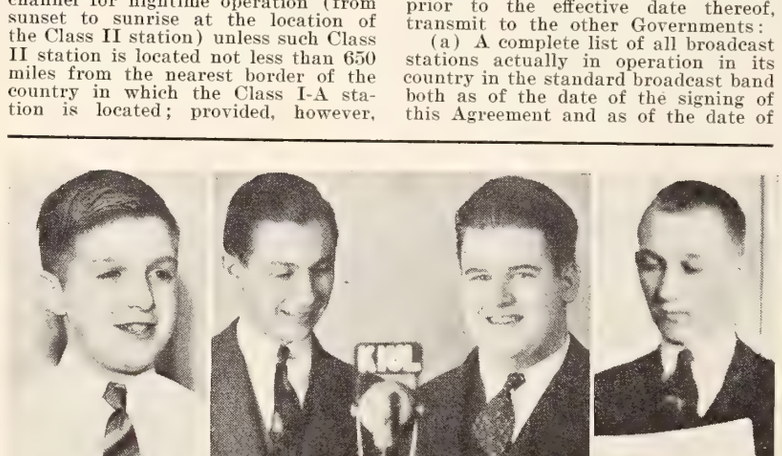
(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications* — After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or



YOUNGER — And younger grow the men in radio and prouder and prouder are the stations. WKZO, Kalamazoo, Mich., is bragging about its Bobby Hopkins who at 11 writes and produces *Krimko Komics*, a Saturday morning dramatization of the funnies. KIUL, Garden City, Kans., tells of Chester Fouquet (left) aged 19 and Dallas Stallard, aged 18, veteran newscasters. KIUN, Pecos, Tex., claims a "youngest" in its Dick Jay, 18, formerly of KFJZ, and now commentator at KIUN.

of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau* — The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take the steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation*—Each contracting Government shall have the right to denounce this Agreement by a notification addressed through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

Effective Date and Term of the Agreement

2. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, whenever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.



ON ICE — Is the program for Canadian fans who listen to Stan Francis, special events announcer, interview hockey fans every Saturday night for CBC at Toronto in a series sponsored by Imperial Oil Ltd.

WHAI are the call letters assigned for the new station at Greenfield, Mass., which the FCC recently authorized for construction to operate with 250 watts daytime on 1210 kc. Licensee will be John W. Haigis, local banker, state legislator and in 1936 Republican candidate for Governor of Massachusetts.

CBC-BBC Exchange

GEORGE TAGGART, manager of the Toronto region for the CBC, sails on Dec. 26 on the *Normandie* for a six month connection with BBC with headquarters in London. This is a part of an exchange arranged between the CBC and the BBC, Laurence Gilliam of BBC having been in Canada for the past two months. Gilliam is top production man of the BBC having put on such special events as the Coronation broadcast, and in Canada is putting on similar big special events broadcasts as this year's Christmas Day program. George Taggart will study European broadcasting conditions while with the BBC, and Laurence Gilliam intends to spend a month in New York in the spring at the close of his exchange time. Peter Aylen, formerly of CRCW and direct from CBO, takes over at Toronto in the absence of George Taggart. Aylen has been with the CBC and its predecessor for the last three years.

Diesel Training Talks

CHICAGO INSTITUTE OF Diesel Engineering, Chicago (Diesel training), has started five-minute talks called *Your Friendly Advisor* on six stations, with others to be added throughout the country. Following is the complete schedule: CKLW, Windsor-Detroit, daily except Sunday; WWJ, Detroit, twice weekly; WJR, Detroit, twice weekly; WTAM, Cleveland, Sundays only; WKBW, Buffalo, twice weekly; WSYR, Syracuse, twice weekly. Agency is Brace Beemer Inc., Detroit.



Aunt Jemima Settles

SUIT of Tess Gardella, the original "Aunt Jemima", against General Foods Corp. and NBC, has been settled out of court for an unnamed sum. Claiming that she had sole right to use of the name Aunt Jemima, Miss Gardella started suit about two years ago for $200,000 damages, when another actress appeared in the role for Log Cabin products.

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Lieut. Comdr. Thomas Appleby, U.S.N.R.
President and Chief Engineer

RMA Convention

THE Radio Manufacturers Association will hold its annual convention in Chicago June 7-8 at the Stevens Hotel. The National Radio Parts Show again will be held in conjunction with the convention from June 8-11.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Local radio station serving market of a half million needs first class salesman; right man will eventually be sales manager. State experience, etc. All replies confidential. Box 835, BROADCASTING.

Account Executive
Specializing in Radio is offered an exceptionally attractive proposition by a fully recognized, general Chicago agency. This man must be capable of assuming full charge of Radio Department. Immediate business is essential for consideration. Write fully and in strict confidence. Our staff is advised. Box 839, BROADCASTING.

Midwestern network station with responsive audience in city of 175,000, only station trading area 300,000, desires an aggressive persistent salesman with radio sales background. Agency trained radio executives will assist with ideas, contacts, closing. Right-priced programs, spots and talent participations. Continuity, promotion and collections furnished by station. Guaranteed drawing account against commissions. Box 838, BROADCASTING.

Situations Wanted

Program Director, Eastern 250 watter, desires change, anywhere. Excellent announcer. Young. References. Box 837, BROADCASTING.

Announcer, radio operator, experienced, desires position with progressive station. Prefer South of Middle West. Box 845, BROADCASTING.

Inexperienced operator. First class radiotelephone and second class radiotelegraph license. Practical electrician. Box 819, BROADCASTING.

Engineer, RCA Graduate. Have first class telephone license laboratory experience. Willing to start work for small but progressive station at nominal salary. Best of references. Box 847, BROADCASTING.

Broadcast engineer, both licenses. 3 years experience including transradio and chief engineer. Can supervise, maintain and operate. Best reference. Box 843, BROADCASTING.

Attention radio station owners. One of America's leading radio broadcasting men will manage your radio station and bring you profits. A personal interview will absolutely convince you of this statement. Box 828, BROADCASTING.

Young radio director of midwest agency, seven years in radio (temporarily doing ad research Columbia University at night), anxious for connection with agency or station. Ideas, production, announcing. New York vicinity only. Box 841, BROADCASTING.

Available January 1 as station or commercial manager. Seven years experience with major and small stations. Thorough knowledge of all station operations. References. Will locate anywhere if opportunity interesting and permanent. Box 842, BROADCASTING.

Situations Wanted (Con'td.)

Production-program director; excellen announcer, continuity writer. Prefer smal midwest station. Box 834, BROADCASTING

Engineer ten years active experience operator, engineer and chief engineer tw stations wants position with future. Ex perience covers construction, installatio three stations including one 5 kw. direc tional antenna. Dependable, good charac ter, family, excellent references. Box 844 BROADCASTING.

NBC Announcer now employed, seek new connection. Twenty-six years old an college graduate. Exceptionally broad ex perience in all phases of broadcasting announcing, production, writing, news ed iting, commentaries, etc. Best employe and agency references. Available at once Box 840, BROADCASTING.

Available, as a team, on two weeks no tice, station manager, five years network and local experience and program director five years experience programming an promotion. Best references. If your sta tion needs the stimulation of well-grounded experience and ideas and is located in an acceptably thriving trade area, here it is Box 836, BROADCASTING.

Frankly inexperienced, but eager t break into radio, will go anywhere, d anything, ask only a subsistence wage. Am 22, robust and willing; have had two years at University of Minnesota; have had good scholastic and athletic record. Now in East. Address Box 846, BROADCASTING.

For Sale—Equipment

Good opportunity with investment operating good local station. Box 833, BROADCASTING.

Presto Model "D" Recorder. Complete. Like new. Bargain. Box 832 BROADCASTING.

1 RCA type 100 w Broadcast transmitter, output 100 watts. Complete with spare tubes. Transmitter meets FCC requirements. Wire or write Radio Station WRDW, Augusta, Georgia.

Wanted to Buy

Three used transmitters, one to five kw. Box 830, BROADCASTING.

Will buy or lease station. All replies confidential. Box 831, BROADCASTING.

Wanted to buy part interest in station with privilege to work as program manager. Fifteen years experience. Box 829, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
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A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within ¼ cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds. Lake Bluff, Ill.

Canadian License Receipts Swelling

Figure Was Expected to Be Over 1,000,000 This Month

By JAMES MONTAGNES

MORE radio listeners will be licensed in the Dominion at the end of the fiscal year, March 31, 1938, than ever before, present $2 license fee collections showing that some 1,125,000 licenses will have been issued by that date, as against 1,038,500 on March 31, 1937. In the larger cities collections are practically up to the total of the entire last year, at the end of a half-year. Latest figures give 865,272 licenses sold by Sept. 30.

The Government's radio division of the Department of Transport is now waging its annual cleanup campaign, and this year is going after the country districts where license collection has not been well organized in the past. The cities can be cleaned up any time, it is felt, and radio inspectors will work both in the cities and in the country from now till March 31, with two weeks off for the Christmas season, sending a summons to everyone found without this year's radio license. The summons means a court appearance, a fine of $5 and costs or more, and purchase of a license.

A Few Evaders

It is generally conceded in Canada that the number of licenses sold does not account for all the radios in the country, but a reliable authority closely connected with the issuance of licenses states that 75% of all owners of radios have a license. The 25% is made up of people on relief, the majority of whom have radios and who are exempt; indigents, on the border line of relief, who are not pressed for a $2 license, and a small percentage of people who either live too far from the beaten path or are chronic evaders.

This 25% estimate is also backed up by persons contacted in the various fields of the broadcasting industry. The figure is not 25% of all the radios in Canada, for an owner can, under his license, operate as many radios as he likes in his home and have a radio in each of his cars. While a figure of 1,400,000 thus is a fair approximation of the number of receivers which could be licensed in the Dominion, it is not an accurate figure as to how many receivers are operating. A conservative estimate is considered as 1,500,000 receivers in operation, with 90% working under license or official license exemption.

Uses 8 Local Outlets

DOWNTOWN Business Men's Assn., Los Angeles, to stimulate Christmas shopping and also to counteract the present strike of department store delivery service, is sponsoring a series of daily five-minute and quarter-hour live talent musical and novelty programs on eight Los Angeles county stations. This is being supplemented by daily one-minute transcribed announcements. Stations are KNX, KHJ, KEHE, KFAC, KFWB, KFOX, KIEV, KMPC. Agency is Jefferson K. Wood, Los Angeles.



RADIO VIEWPOINT—At the Dec. 2 meeting of Associated Motion Picture Advertisers in New York, W. B. Lewis, CBS vice-president in charge of programs was principal speaker. At table (l to r) are L. W. Lowman, CBS v-p in charge of operations; M. R. Runyon CBS v-p; Mr. Lewis (at microphone); Oliver Wakefield, comedian; Ralph Rolan, AMPA president; Guy Lombardo, dance orchestra director.

MOVIES HAVE NOTHING TO FEAR

Radio Serving as Fertile Field for Experiments Of Benefit to Films, Says Lewis

THE movie industry has nothing to fear from radio, W. B. Lewis, CBS vice-president in charge of programs, told the Associated Motion Picture Advertisers at their luncheon meeting in New York on Dec. 2. Despite the complaints of some exhibitors, he said, "there is only one thing that can keep able-bodied people away from the movies—or away from the radio—and that is a bad program."

Citing the increased attendance at sporting events due to interest aroused by broadcasts, Mr. Lewis continued: "There has been a greater use of Hollywood talent on radio programs during the past year than ever before in the history of broadcasting. And there has been greater activity on the part of box-office cashiers during this same 12 months than ever before in the history of moving pictures. As long as people like variety in their entertainment (and they always will) and as long as people like to share excitement and pleasure together (and they always will) there will be no danger of radio—or television — supplanting your products [motion pictures] in the hearts of our citizens."

Mutual Advantages

Pointing out that an interchange of talent has proven advantageous to both movies and radio, Lewis said that radio can experiment with new talent and new forms of entertainment on which Hollywood cannot afford to take chances. Taking the single example of serious music, which used to be considered "highbrow" and therefore "untouchable", he said that a few years ago such names as Lilly Pons, Grace Moore, Leopold Stokowski and others would not have had "a Chinaman's chance" to break into the movies, whereas today they are invited out and given contracts, all because radio experimented and proved that the public likes serious as well as light music.

"Hollywood," he said, "must have some tangible evidence of what the public wants before it takes on the expense of a film production. Radio still has the facilities for experimentation. But we are also faced with conditions under which we cannot afford to take chances in what we offer to our audiences. We have commercial sponsors, spending thousands of dollars weekly to attract large nation-wide audiences; men who cannot afford to experiment with the unknown and untried. When it comes to airing a big program at big cost for a sponsor, we are in the same position as your producers. We must use established names. That is where cooperation is most needed in the relationship of radio and movies, insofar as it concerns us."

New Durkee Show

DURKEE FAMOUS FOODS Inc., Berkeley, Cal. (mayonnaise and salad dressing), a consistent user of radio time, on Dec. 26 will replace its current twice weekly quarter-hour *Good Afternoon Neighbor* program on 8 CBS Pacific stations with a new dramatic show titled *My Secret Ambition.* It will be heard Sundays, 7:30-8 p. m. (PST) on KNX, KSFO, KOIN and KOY. First program will originate from Hollywood and on Jan. 2 switches to San Francisco where it will emanate from the KSFO studios. Listeners to the serial will be invited to submit letters on their "secret ambition" which will be judged for prizes. Best letters will be dramatized. Agency is Botsford, Constantine & Gardner, San Francisco.

Results COUNT MOST

WJNO
Palm Beach, Fla.
The Show-Case Station of the Nation

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

TWICE AS HIGH?--- I'LL BUY IT!



Common sense or horse sense, you shouldn't get away from the potent truth that a service is worth just what you pay for it when it gets results. Maybe that's why you and dozens of other hard-boiled buyers of radio consistently pick KMBC in Kansas City. It's no secret that KMBC is the highest priced radio station in the Kansas City area, but a glance at our commercial schedule, and the results for advertisers, seem to say the price is right. And there's one simple reason why KMBC is worth the price: SUPERIORITY on every count—showmanship, programming, modern merchandising, and all the rest.

If you're figures - minded, we'll show you audience studies on not one, but all programs on the air in Kansas City, with a big enough sample of the audience to kick the teeth out of idle claims. We'll enjoy showing you how well listeners in the country's eighth richest market heed this sage advice: "To keep in touch with the times, keep tuned to KMBC."

KMBC
OF KANSAS CITY
The Program Building and Testing Station

CBS Shifts Breneman

TOM BRENEMAN, CBS Hollywood producer and master-of-ceremonies, has been appointed the network's San Francisco production representative and assumes his new duties in that city Dec. 27. He will be headquartered in the new CBS-KSFO studios in the Palace Hotel. Breneman has been associated with CBS for more than two years, coming over from KFRC, San Francisco, where he was manager. First of the Breneman shows in San Francisco will be the weekly half-hour CBS Pacific network dramatic serial *My Secret Ambition*, which starts Dec. 26 under sponsorship of Durkee Famous Foods Inc. First program is to originate from Hollywood and switches to San Francisco for emanation starting Jan. 2.

LEWIS-HOWE Co., St. Louis, Mo. (N-R Tablets), on Dec. 13 started using spot announcements, twice daily, on four Don Lee network stations (KHJ, KFRC, KGB and KDB). Contract is for 52 weeks. Stack-Goble Adv. Agency, Chicago, has account.



Havana Requires U. S. Wave Shifts

(Continued from page 11)

alert to the possibilities of radio in its earlier stages, did not have regular assignments, they have exercised what has amounted to a "squatter's right" on wavelengths in the broadcast band, without regard to interference to stations in this country and in Canada. In Mexico, mid-channels or those in between regular frequencies have been employed with consequent serious interference, mainly to clear channel assignments.

Border Interference

One of the most serious of the interference problems has been that of the operation of high-power stations along the Mexican-U. S. border, primarily with American capital, and by former American broadcasters. These stations, totalling about a dozen, use directional antennae and direct their program and sales efforts to America rather than Mexican listeners.

Under the terms of the treaty, such stations would be outlawed. Specific assignments on the Mexican clear channels in the three categories call for location in the interior of the country, and the most populous centers, with the result that the Brinkley, Baker and other so-called "outlaw" stations automatically would terminate their operation or else use low-power assignments. Moreover, the treaty specifies that broadcasting facilities assigned to particular countries shall serve their own nationals rather than those of other nations.

Cuban stations likewise have "squatted" on channels assigned to this country and Canada in recent weeks, with substantial power, causing serious interference.

540 kc. To Canada

In addition to its six Class 1-A assignments, Canada will operate on the 540 kc. channel, which it has used for several years, even though it is outside the broadcast band. A separate administrative agreement as between the United States and Canada, it is understood, will be worked out, under which a station will be operated on the frequency in Saskatchewan, under a directional obligation not to deliver greater than a specified signal at the border and to protect the Pacific coast to a certain extent. Use of this frequency provoked considerable controversy.

Another separate action will be on the part of WLW which will agree not to deliver a nighttime signal at Rochester, New York greater than five times that of an efficient 50,000-watt station would deliver at night. This presumably means it must suppress its signal toward Canada to 250 to 300 kw.

Action of the conference on matters other than the conventional broadcast band, included an Inter-American treaty among 16 nations of the Americas providing for periodic conferences, creation of an Inter-American Radio Office (O. I. R.) of a consultative character which would exchange technical information among the nations parties to it, allocation of frequencies among the nations outside the broadcast band for particular services, and similar matters. In an Inter-American Administrative Agreement, covering the other-than-regular-broadcasting allocations, the band 25,000 to 27,000 kc. was set aside for broadcasting purposes, which includes the so-called "apex" channels.

Libby, McNeill Plans

LIBBY, McNEILL & LIBBY Inc., Chicago (100 foods), has deferred start of *That's My Story*, quarter hour dramas based on *Liberty Magazine* short stories until Jan. 24, with transcribed versions of the program to start on three stations Feb. 7. Show will be aired thrice weekly over three stations of the WLW Line—WLW, WHN and WFIL. Discs, cut by RCA, Chicago, will start at the later date on WLS, Chicago; KNX, Hollywood; KYA, San Francisco. A merchandising tie-up has been made with *Liberty*, the magazine giving publicity to the show in addition to having placards on trucks and signs on newsstands calling attention to the program. Transamerican handled the deal. The Libby agency is J. Walter Thompson Co., Chicago.

KNOW, Austin, Tex., scooped its competitors Dec. 7 when a plane crashed into a house nearby, killing the pilot and a baby who was asleep in the home. Jesse Melinger, Paul Forchheimer and Charles Rider of the KNOW staff broadcast from the scene 30 minutes after the crash.

Two Members of FCC On Bar Meeting Agenda

TWO members of the FCC—Chairman Frank R. McNinch and Commissioner E. O. Sykes—were to address the Federal Communications Bar Association at its annual meeting in Washington Dec. 14.

The session, the second annual meeting of the organization, was to elect Duke M. Patrick, former Radio Commission general counsel, to the presidency, since he is unopposed. He succeeds Louis G. Caldwell, first president, who becomes a member of the Board of Governors.

Other officers slated for election by virtue of their uncontested nominations are Alfred Geiger, Washington counsel for the Independent Telephone Association, first vice-president; Ben S. Fisher, second vice-president; Phillip J. Hennessey, Jr., NBC Washington attorney, secretary, and Herbert Bingham, treasurer. Nominated for three-year terms on the Board of Governors to fill vacancies created with the elevation of Messrs. Fisher and Hennessy, were Mr. Caldwell and Ralph Kimball, Western Union counsel, retiring first vice-president. Mr. Fisher is chairman of the committee on arrangements.

NBC Starts Competition For High School Students

WORKING jointly with *Scholastic*, high school weekly publication, NBC will sponsor a nationwide contest, starting at once for the best 15-minute all-high-school-student produced and planned broadcast. Teachers and radio or dramatic coaches may plan and direct the broadcasts but only students may actually take part in the presentation.

After local eliminations the winning school will be selected in each of the four time zones, with zone winners to take part in grand national finals next May. Prizes will be four velocity microphones, to be awarded on the basis of originality, radio showmanship, human values and entertainment. The series is designed to encourage creative efforts in the symphonic and chamber music fields, as well as dramatic programs.

EDDIE DAVIS and Matt Brooks, Hollywood script writers on the *CBS Texaco Town* with Eddie Cantor programs, are preparing a textbook on broadcasting to be titled *Stand By*.

Primary Coverage includes

Lawrence
Lowell
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Beverly
Peabody
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Etc.

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680 Kilocycles

•

National Rep. WEED & CO.

1000 NEW WATTS

in the Heart of Industrial New England

•

WLAW inaugurates its service to industrial New England on December 19th. It provides first hand service to 2,336,259 persons in its 30 mile primary area and dedicates itself in public interest, convenience and necessity.

•

WLAW

LAWRENCE, MASS.

Owned and Operated By

Hildreth & Rogers Co., Publishers of
Lawrence Daily Eagle, The Evening Tribune
Essex County's Greatest Newspapers

WKZO
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GRAND RAPIDS
BATTLE CREEK
•
590 On the dial
1000 Watts
Michigan's №1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO • NEW YORK • KANSAS CITY

Nationwide Wired Radio Is Planned by Warners, After Muzak Acquisition

WARNER BROS., motion picture producers, shortly will launch Muzak Inc., wired radio entertainment service, on a nationwide scale, according to reports current in New York Dec. 13. Preliminary arrangements for the enterprise, it was stated, have been worked out between Harry M. Warner, WB president, and Waddill Catchings, chairman of the North American Co. and head of the Muzak Corp., formerly a subsidiary of Wired Radio Inc., which is a subsidiary of North American.

While it was stated that the final agreement had not been signed, the plans were said to encompass a home service to compete with "space" radio, with the programs entering the homes via power or telephone lines. The original plan was to rent receivers to listeners and offer three or four different program schedules which would be fed simultaneously and continuously, such as classical music, dance music, speech and education. There would be no commercial sponsorship.

Warner Bros. is the parent of Transamerican Broadcasting & Television Corp., which it set up more than a year ago with John Clark as its head. It has engaged in various broadcasting enterprises, particularly in the representation field, but also is seeking new broadcasting stations, and has projected lease and management arrangements. Warner Bros. long has sought to engage in radio on a large scale basis.

Elliott Roosevelt's Plans For Series Unconfirmed

REPORTS that Elliott Roosevelt, son of President Roosevelt and vice-president of Hearst Radio Inc., was to start as a thrice-weekly NBC news commentator under the title *As I See It*, could not be verified at Radio City Dec. 13. Information from Hollywood had indicated that the series of quarter-hour broadcasts would originate in New York for the first week, with others to follow from Fort Worth, where he headquarters.

Mr. Roosevelt, under contract to Irving Fogel Radio Productions, Hollywood, was to meet with NBC executives in Radio City to complete plans for the series, which is to be transcribed for syndication to foreign stations.

MacCracken Back in N. Y.

CHESTER MacCRACKEN, business manager of the radio department, Hollywood office, Benton & Bowles Inc., on Dec. 13 returned to the New York office to take up new duties. He will work with Tom Revere and William Fagin. Mr. MacCracken's work in the Hollywood office will be taken over by William Baker, head of the office; Don Cope, production manager, and Betty Buckler.

SERIES of fortnightly commentaries on United States affairs as they affect Canada has been started on Mutual and CBC networks, originating at WOR, Newark, and featuring Steven Cartwright, Canadian-born editor of *Current History*.

CHRISTMAS CHEER
Stations Broadcast Appeals For the Unfortunate

TWO widely separated stations are using somewhat similar methods in campaigns designed to spread cheer among the unfortunate during the holiday season.

KIRO, Seattle, cooperating with communities of Western Washington, has started a series of programs detailing charity needs of the communities as well as describing work of charity groups. The programs are staged in cooperation with newspaper programs in the communities.

KARK, Little Rock, Ark., started its holiday season with a program Dec. 10 in which the entire announcing staff took part on behalf of the Goodfellows Club. A series of programs running until Christmas offers appeals for toys. The KARK promotion department welcomed Santa Claus at the local airport on behalf of Montgomery Ward & Co.



ON THE LINE—Samuel L. Antonow (lower left), president of Vadsco Sales Corp., signs a contract for a Mutual broadcast using Macfadden *True Story* material. Also seated is S. O. Shapiro, Macfadden circulation manager. Standing (l to r) are Albert Ross, president of the agency bearing his name, and Jack Overall, Mutual eastern sales representative.

Recorded Debate

SOMETHING new in the way of using transcriptions will soon start in West Coast collegiate circles. The College of the Pacific, Stockton, Cal., and the University of Redlands, Redlands, Cal., will hold a debate through the exchange of recordings. The debated question as well as the rebuttal will be exchanged on discs. Both institutions are equipped with Universal professional recording machines manufactured by Universal Microphone Co., Inglewood, Cal.

AMERICAN CIGARETTE & CIGAR Co., (Pall Mall cigarettes) currently sponsoring Dorothy Thompson, commentator, on NBC-Red, Friday, 10:45-11 p. m., will add a Tuesday broadcast on 6 NBC-Blue stations, 7:30-7:45 p. m., with transcription for WWJ, Detroit, on Sundays. Compton Adv. Inc., New York, is agency.



THE LONE RANGER
Tales of the Old West featuring the mystery character of the Lone Ranger as a Ranger Robin Hood. Three half hour dramas weekly.

THE GREEN HORNET
The original newspaper story centering around a young publisher's efforts to smash racketeers and "lawbreakers within the law". Two half hour dramas weekly.

THE FACTFINDER
Interesting and unusual facts about people, places and things. Featured in an orchestral program with a mixed quartet. Five quarter hour periods weekly.

HOLLYWOOD IMPRESSIONS
An innovation in exploiting feature length first run films: Originating use of the entire Michigan Radio Network webbed with the five Detroit stations. Half hour productions as required.

CHILDREN'S THEATRE OF THE AIR
Musical comedy presentations by boys and girls from age 5 to 14: Broadcast from the stage of the downtown Broadway Capitol deluxe movie house (audience). One hour production each week.

JUNIOR MATINEE
A production with a musical background featuring teen age graduates of WXYZ's dramatic staff. Songs, chatter, music presented in a modern fast moving script routine. Three half hour productions weekly.

We take a bow

★ Yearly, *"Variety"*, leading national showmanship authority, singles out one of America's 600-odd broadcasting stations for radio's one outstanding award.

For 1937, *"Variety's"* citation reads:

"WXYZ, Detroit, wins the award for program origination (won last year by WLW, Cincinnati) and the merit of that award seems clear. This station has a unique record via Lone Ranger and half a dozen other programs. Its success is conspicuous and undeniable."

On behalf of the sponsors of these programs, and the organization which puts them on the air, we acknowledge this spontaneous burst of sweet applause, step to the footlights and take a modest bow.

Several good, established programs are waiting for you right now. Write!

King-Trendle Broadcasting Corporation
300 MADISON BLDG. DETROIT

THE PAUL H. RAYMER CO.
New York • Chicago • San Francisco • Detroit

WXYZ • DETROIT
Basic Station N B C Blue Network • Key Station Michigan Radio Network

NAB to Hold 1938 Convention Feb. 14

Washington to Be Site; Plan Offered to Revamp Agency

(*Continued from page 13*)

mittee discussions, it was learned. Members of the committee who participated in the two-day session on the plan with Mr. Loucks were Edwin W. Craig, WSM, author of the reorganization proposal; John Shepard 3d, Yankee Network; Ed Craney, KGIR-KPFA; Edward A. Allen, WLVA, and Mark Ethridge, business manager of the *Louisville Courier-Journal* and *Times*, operating WHAS, as ex-officio member.

In its session, the committee discussed possible nominees for the paid presidency, the secretary-treasurership, and the various directorships. To mention names for any of the posts and more particularly for the paid presidency, would be premature, it was felt. The committee made no mention of such names in its preliminary plan and does not intend to in its final report to be submitted in January.

The proposed schedule of dues, designed to raise the $250,000 fund, was based on a membership of approximately 400 in the NAB and provides sufficient funds to cover estimated cost for the first year.

The dues provision would provide that while the dues are based on the value of gross business done during the previous fiscal year, the members would not be required to divulge their actual receipts, but would simply be required, upon honor, to designate the brackets into which they happen to fall. The scale of dues is as follows:

Annual dues, payable monthly in advance, shall be $120 for a gross volume of business not exceeding $60,000 annually; $180 for a gross of over $60,000 and not more than $120,000; $300 for a gross of over $120,000, but not exceeding $180,000; $420 for $180,000 and $240,000; $600 for $240,000 and $300,000; $1,200 for $300,000 and $360,000; $1,800 for $360,000 and $420,000; $2,400 for $420,000 and $540,000; $3,000 for $540,000 and $660,000; $3,600 for $660,000 and $780,000; $4,800 for $780,000 and $1,020,000, and $54,000 for $1,020,000 and $1,200,000 and $6,000 for a gross volume over $1,200,000.

Since drafting of the proposed schedule of dues, it was found that adjustments were possible which tapered off the classifications all down the line. Counsel Loucks has retained accountants who are making a further analysis and it was indicated that when the final report is submitted next month, the schedule of dues would be changed substantially. Instead of the minimum of $10 per month, there was considerable sentiment on the committee for a $5 per month minimum for stations doing $10,000 a year or less and this probably will be incorporated as the lowest bracket. Consequently, it can be anticipated that the revised schedule will provide for substantially decreased monthly installments.

The comprehensive report describes in detail the proposed duties of each of the full-time officers of the association. The secretary-treasurer, also to be appointed by the board and at such salary as the board should determine, would be in charge of all administrative details and relieve the president of that burden. He would have no discretionary power on policy.

The director of labor relations, the need for which was demonstrated with the development of the demands of the AFM for employment of union musicians and with unionizing activity among other groups in the industry, would, along with the other directors, be responsible to the president. While selection of this man would be left to the board and the president, the committee recommended there be chosen one who has the training and ability to deal with labor problems in the industry, and that greater consideration should be given to his knowledge of the labor movement than to his knowledge of broadcasting.

After reciting the proposed duties and activities of such an individual, the committee suggested the services of the director be made available to any member of the association. When requested, the labor director would visit the city where negotiations were being held and assist any member or members participating in them. The member simply would be required to pay actual expenses of the director.

The director of research would carry out and coordinate all projects that might be evolved by the standing committee on sales and the standing committee on programs. A large number of items were listed as his responsibility.

The director of engineering would be an expert radio engineer who would cooperate with the technical committee of the association and keep abreast of all technical developments within the industry as well as advise with members.

The director of public relations would be a man expert in the fields of industrial promotion and public relations who would have in his charge an experienced librarian to collect, catalog and index literature and data relating to broadcasting. The director himself would have charge of broadcasting promotion as an advertising medium, assist in the preparation of all bulletins and reports, assuming the role of editor, cooperate with the president in the preparation and issuance of official announcements and handle sundry other functions as the fountain-head of industry information.

The director of law would be the legal advisor to the president and also keep abreast of all phases of legal and legislative activity having any bearing whatever upon the broadcasting industry. The educational director would cooperate with the Federal Radio Education Committee created by the Federal Government in 1934 and devote all of his energies to the improvement and advancement of educational broadcasting.

In the sphere of special committees, the Reorganization Committee recommended that the association continue its cooperation with the Joint Committee on Radio Research, made up of representatives of the NAB, ANA and AAAA, in its effort toward development of a yardstick for measuring coverage and audience. It emphasized importance of continuing and expanding the work of this committee, and the new board was urged to give immediate attention to this problem since the Joint Committee now is continuing on a temporary basis, awaiting the outcome of the February meeting.

Immediate creation at the February meeting of a committee on cost accounting to confer with the FCC on this subject, also was recommended. Other recommendations covered creation of committees to study need for the establishment of a credit bureau which would cover agency recognition; an audit committee for the NAB, and a committee to cooperate with the Radio Manufacturers Association.

Copyright Activity

On the mooted subject of copyright, the Reorganization Committee recommended that the Bureau of Copyrights be completely divorced from the association—in line with the recommendation adopted at the recent New York special convention. The Reorganization Committee said it felt the Bureau, which has built a public domain transcription library, can now go forward without further dependence upon the funds of the NAB, some $55,000 already having been expended for its work out of such funds. It recommended that a committee be appointed to give immediate consideration to this matter and with instructions that they be exercised not to impair the progress of the Bureau of Copyrights or diminish its assets in any way. The proposal was that the Bureau issue stock for all the money so far advanced and that the stock be issued to a board of trustees in trust for members.

The recommendation was made that the board assign immediately to the Executive Committee all other copyright matters affecting the industry and that the executive committee be instructed to formulate plans to be followed in meeting the copyright problems of the industry. The executive committee also would be instructed to consider pending state copyright suits as well as the pending government anti-trust suit against ASCAP and take whatever steps necessary to promote the best interests of the industry in connection with them.

CHATTING WITH BETTY LENNOX

She Doesn't Talk Down and She Doesn't Talk Up--But WGY Commentator Does Get Results

BECAUSE busy housewives of New York state find answers to their questions and get a chance to answer the questions of others during *Household Chats*, the program has become one of the most listened to on WGY, Schenectady. And WGY feels that most of the credit goes to Betty Lennox who for more than two years has chatted with her listeners five afternoons each week. Betty doesn't talk down to her audience. She doesn't talk up. She just chats and when some woman inquires about a forgotten recipe or wants to know how to remove a spot from a valuable fabric, Betty asks all her listeners to help her with the answers.

The results of her kindness and her friendly personality can be found on any of her 10 advertisers' sales charts in plain, joyous facts. Atlantis Sales Corp., Rochester, N. Y., told WGY the other day that its sale of Coleman's Mustard in the Schenectady area had increased 78.4% after it began to participate on *Household Chats*. At present the program has 10 participating sponsors, five of whom are renewals. American Molasses Co., New York, has participated for nine consecutive years. Durkee-Mower, Lynn, Mass., has advertised on the program for five years and the Good Luck Food Co., Rochester, has watched its sales go up for three years because of its participation.



BETTY LENOX

As a follow up and to promote her program, Betty not only answers all of her fan mail personally, but publishes a monthly news letter called "The Listeners' Column" devoted to recipes and personal comments. Although a small fee is charged to cover the publication and mailing, hundreds of her listeners have subscribed to the news letter and local husbands look forward to the good food that results from her household hints.

No small feature of Betty's growing popularity has been her handling of commercial announcements. So cleverly has she tied-in the product and her program material that advertising agencies have asked for permission to adopt similar methods in using their copy.

Education on Air Via Groups Found Successful at WSM

Code Book Lays Down Rules, Assures Acceptable Shows

More and more, radio is trying to improve the character of its educational features. Some stations, like WSM, Nashville, have made rapid strides in educational program productions which not only have attracted the praise of the educational world, but have attracted as well a wide following of regular listeners.

By E. M. KIRBY
WSM, Nashville

NO ONE wants to be 'educated'.

Everyone wants to be entertained.

That's the law of radio, because that's the law of human nature.

And upon such a premise WSM has endeavored in the production of its educational features to think first of listener acceptance, then of the missions of education.

To accomplish this we have found it not enough to offer educational groups time on the air, and let it go at that. Our double responsibility both to them and to our listeners requires that we sit down with them and build shows from the ground up.

We are not intruders; we are welcome helpers.

We do not question that they know more about the data of education than we, nor do they question that we are supposed to know more about radio programming than they.

We meet on common ground, established in the nature of a WSM Code Book of "requirements for educational broadcasting over WSM". The Code is based on several fundamentals: Programs are planned *in a series*; scripts must come in *two weeks in advance* to be analyzed by our production men who have the right to *rebuild* them in *whole* or in *part*, leaving factual matter undisturbed, concerning themselves *only with method of* presentation; and last and equally important, WSM reserves the right to *replace student or faculty talent* (except principal speakers) and such replacements are at our own expense.

Well Cast, Well Written

We do everything humanly possible to avoid replacements. The Code Book is filled with warning signals which if heeded, result, nine times out of ten, in a well cast group producing a well written show. Than this, nothing is nearer to the heart of the problem of educational broadcasting.

For four years, faculty and student groups have come into Nashville from scattered sections of the country to take part in our educational features. They have come from as far North as Bemidji, Minn. (1,100 miles from Nashville); from Commerce, Tex.; from Blue Ridge, Pa.—all to help us enlarge the scope of our educational service.



COMMISSIONED—By the governor as a full fledged captain of the Colorado National Guard, Capt. Ozie Waters, KLZ entertainer, is interviewed by Announcer Brian Elliott concerning a company of six-footers Capt. Waters is organizing for official state occasions.

When they arrive, rehearsals begin immediately on the scripts which we have been preparing to produce for two weeks. We require that the group have *one person* appointed program chief. With this one person, we work shoulder to shoulder in the control room. When changes are necessary they are simultaneously apparent to their program chief as well as to our own. Friction is therefore avoided. Program excellence naturally follows. It is a very simple plan, yet goes a long way toward solving the problem, "what can radio do for education and what can education do for radio?"

We do not, by any means, limit our educational activities to programs involving the use of faculty and student talents. In every case, however, we retain a recognized authority in any chosen field we select for special featuring.

Recognition From Educators

Thus in our *America's Flag Abroad* series, the story of the foreign service, we retained the services of Dr. D. F. Fleming, professor of history at Vanderbilt University and author of several textbooks on the subject. When the objectives of this program were deflected to tell the story of the Good Neighbor Policy with South America, we secured an arrangement with the Pan American Union in Washington, which passed on the authenticity of every script before it was broadcast. Such painstaking care resulted in the voluntary group listening of 1,500 Pan American study clubs throughout the country to every one of the programs.

In the development of our programs for children we seek outstanding pedagogic aid so that we may avoid the pitfalls common to most children's programs which PTA groups and others have long resented. Our efforts were rewarded with recognition from the *English Journal*, published in Chicago and official organ of the Teachers of English in the United States. The editors of this magazine requested recordings of *The Story of the Shield*, program dealing with the heroes of legend and fiction, so that their emotional stimuli might be measured against the stimuli afforded by the 'blood and thunder" type, in an effort to show that objectionable elements of plot and characterization are not at all essential to a rousing program capable of stimulating the interest and imagination of children in a wholesome way.

This season, following favorable expressions from the commissioners of education of some 21 states, WSM will dramatize American history, under the title *The Pageant of America*. While the programs are to be geared in with classroom progress of children between the ages of 12 and 14 years, their highly dramatic character and timeliness is certain to draw a large adult following we feel. Dr. A. L. Crabb, professor of education at Peabody College for Teachers, has been retained to conduct the research for the series.

The Art of Programming

Dub a program "education," we have long known, and it scares away listeners. But give a program based on definite educational material and value, a "presentation" in line with the best practices of the radio art, and that program can successfully compete with any and all comers. It is a mistake to believe that any program, or idea eminating from educational circles is certain to be a dull, stodgy thing. To the contrary we have found there is no better source for radio material than that found in the province of education. After all, to it is given the realm of literature, of history's dramatic story, of breath-taking scientific advances, of new explorations of the human mind and spirit. Capture these things in the radio medium, and we have added new interests, new dimensions to the radio art. Such programming requires proper planning and cooperation all along the line. We have found in the WSM Code the answer to such problems. For whatever value it may be, we are happy to share it with the industry in the columns of BROADCASTING.

Follow Suit!

You can't go wrong by following the lead of those who have found in WWVA a real playing hand—a hand that wins pots for those advertising chips advertisers sometimes play with some doubt. Here's the WWVA hand that wins consistently for so many—

♥ HEARTS
within the breasts of thousands of friendly listeners who are so very close to their own WWVA!

♠ SPADES
in the hands of an army of Tri-State District miners who are great spenders for necessities and luxuries.

♦ DIAMONDS
that adorn the wealthy in our rich industrial area, who are as devoted to their radio as the lower brackets!

♣ CLUBS
in the hands of capable production men, who pound your message home in an up-and-at-'em style.

IT'S YOUR PLAY!

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

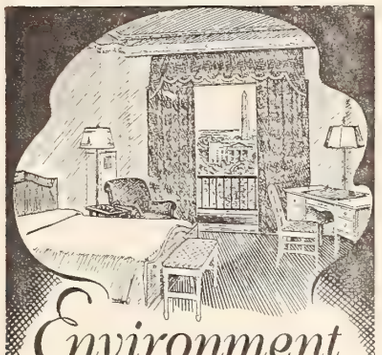
Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles

Not How Big — But
How Well It Serves
Loyal Listeners In A
Rich Region
WJTN
JAMESTOWN, N. Y. N.B.C.

USE
WREC
Memphis'
1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

In Washington



Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE

SIXTEENTH AT H STREET

Opposite the White House Overlooking Lafayette Park

WASHINGTON, D.C.

St. Louis Lamb

KSD, St. Louis, gave all sorts of publicity to KWK, that city, recently when KWK broadcast *Captains of Industry*, one episode of which dramatized the life of Joseph Pulitzer. Pulitzer Publishing Co. publishes the *St. Louis Post Dispatch*, which in turn owns KSD.

Hiram Maxim Memorial

GROUND was broken Dec. 10 for construction of the Hiram Percy Maxim Memorial amateur radio station, W1AW, being erected at West Hartford, Conn., by the American Radio Relay League. It is planned to have it completed and the various items of radio transmitting equipment installed and in operation by early spring. The structure, which will be in the early American brick colonial style of architecture, is being erected in Newington, Hartford suburb, at an isolated point free from electrical disturbances and interference. When completed, five transmitters having the maximum legal power of 1,000 watts, operating with both voice and code on all standard amateur bands, will be installed. The station is to be a memorial to the late Hiram Percy Maxim, the inventor, founder and first president of the League.



TELEVISION—Harry R. Lubcke, Don Lee director of television, holds television camera tube of his own development. Lewis A. Weiss, Don Lee general manager, has announced that some regular Don Lee programs will be televised during 1938 over the organization's visual station W6XAO, which now carries newsreel and other film subjects on short daily schedules.

Ten-Year Commentator

NOW IN its 10th year and its 2500 "edition," the *Newspaper of the Air* on KOIN, Portland, Ore., has been continuously conducted by Art Kirkham, veteran KOIN newscaster. Heard six afternoons each week the program consists of 15 minutes of national and international news, then a 15-minute period of music followed by local news of Portland and the Northwest. When Mr. Kirkham began his program all he had to do was take the late evening editions into the studio and pick his news. Today KOIN carries full INS service and has a large and competent news staff.



Mr. Kirkham

RCA Officials Active

FRANK B. MULLEN, director of information of RCA and former director of agricultural broadcasts of NBC, was guest speaker Dec. 12 at the 12th anniversary of WGY, Schenectady, discussing "Agriculture in Tune." W. A. Winterbottom, vice-president and general manager of RCA Communications, is now in Europe meeting with heads of communications companies. He is accompanied by Frank Wozencraft, RCA general solicitor. They plan to return shortly before Christmas.

•

News

is your best bet

TRANSRADIO

•

Old Radio Sets Gathered For Donation to the Poor

A NATIONWIDE movement to see that no deserving person, ill, blind or poor, shall be without a radio this Christmas, has been launched by *Radio Today*, dealer trade journal, in its December issue. Over WJZ and the NBC-Blue Network Dec. 15, Dr. Orestes H. Caldwell, editor of *Radio Today* and former Federal Radio Commissioner, were to discuss "Why Your Gift Should Be a Radio," urging that broadcast listeners bring their homes up to date with the attractive new sets embodying improved features while donating their old radios to deserving unfortunates in their communities. Radio men and welfare organizations will cooperate in such distribution.

"No gift can bring greater happiness to the ill, depressed or lonely," comments Dr. Caldwell. "Your old radio probably has a junk value of a dollar or two in cash—but it will represent untold riches in brightening life for some unfortunate. Put it where it will do the most good,—and get for yourself one of the modern new receivers to bring you full enjoyment of the wonderful things on the air."

Eno in Canada

J. C. ENO (Canada) Ltd., (Eno's Fruit Salts), has extended its transcription campaign to Jan. 31 on CKY, CKMO, CJCA, CHSJ, CHNS, CFCF, CKCL. Eno Proprietaries Ltd. (Thermogene Wool) is running a 15-minute transcription campaign on CKY, CKMO, CJCA, CHSJ, CJCB, CHNS, CFCF, CKCO, CFPL, CFCH, CKGB, CJKL, CKCL. Tandy Advertising Agency Ltd., Toronto, handled both accounts.

Langendorf Switch

LANGENDORF United Bakeries Inc., San Francisco (bread and cake), has appointed Young & Rubicam Inc., Hollywood, to direct its radio activities and on Dec. 27 will switch origination of its five weekly quarter-hour Don Lee network program *Phantom Pilot* from KFRC, San Francisco, to KHJ, Los Angeles.

Grease Pit Circuit

WCCO, Minneapolis, is sending entertainers to Twin City Chevrolet dealers, described as the Grease Pit Circuit. Motion pictures are shown in conjunction with the show, with national interest being shown in the idea. The circuit will be covered again in February. Clyde Snyder is m. c. of the shows, which are under the supervision of A. Sheehan.

SPEAKERS at the American Marketing Assn. meeting in Atlantic City Dec. 27 will include Dr. L. D. H. Weld, research director, McCann-Erickson Inc., New York, and member of the Joint Committee on Radio Research, and John J. Karol, market research director of CBS. Dr. Weld's title will be "Measuring the Buying Power of Markets," and Mr. Karol will talk on "Analyzing the Radio Market."

ASSOCIATED BROADCASTING Co. Ltd., Toronto and Montreal, has taken 100 episodes of the May Robson transcribed serial, *Lady of Millions*, for placement on Canadian stations starting late in January under sponsorship of Sheriff's, manufacturers and distributors of jellies and jams. Series is produced by Associated Cinema Studios, Hollywood.

NATIONAL advertisers desiring to increase their sales in the responsive Arizona market have shown their preference for KTAR which may be included on either the NBC Red or Blue networks.

1,000 WATTS FULL TIME ★ 620 KILOCYCLES

"Blanketing the Gold Nugget of Western Markets"

KTAR

Representatives—

E. KATZ SPECIAL ADVERTISING AGENCY

New York, Chicago, Detroit, Atlanta, Philadelphia, Kansas City, Dallas

WALTER BIDDICK CO.

Los Angeles, San Francisco, Seattle

"....TOPS for authentic, accurate, interesting radio news."

Rogers & Smith
Advertising
20 North Wacker Drive
Chicago

August 20, 1937

Mr. Hal Tate,
BROADCASTING Publications, Inc.
360 N. Michigan Avenue,
Chicago, Illinois.

Dear Hal:

My association with BROADCASTING goes back quite a few years to the first issues of BROADCAST ADVERTISING. Commercial radio was comparatively new then, and those early issues of BROADCAST ADVERTISING were welcomed by agencies, advertisers and stations.

In the years that followed, BROADCASTING kept pace with the rapid development of the radio industry as a dependable source of information.

I have always found that the news in BROADCASTING is based on facts not rumors, and as far as I am concerned, it is TOPS for authentic, accurate, interesting radio news.

Cordially yours,
ROGERS & SMITH
E J Opie
E. G. Opie.



EVERETT GEORGE OPIE, Radio Director of Rogers & Smith. Since 1921 Mr. Opie has been actively engaged in broadcasting as announcer, producer, author and time buyer, and was associated with the Chicago studios of NBC and leading Chicago stations. He is author and producer of the "Rin-tin-tin" thrillers and many other outstanding network and spot programs.

National Spot Advertisers serviced by Rogers & Smith:

Reid, Murdoch & Co., Chicago (Monarch Brand Foods); McKenzie Milling Co., Quincy, Mich. (pancake flour); Little Crow Milling Co., Warsaw, Ind. (Coco Wheats); G. E. Conkey Co., Cleveland (poultry feeds); Collingbourne Mills, Elgin, Ill. (yarns); Jelsert Co., Chicago (desserts).

BROADCASTING
Broadcast Advertising
NATIONAL PRESS BLDG. WASHINGTON, D. C.

Child Broadcasts Boosting Business For Music Retailer

Kansas City Firm Has 12,000 Customers From Program

By IRENE THATCHER

FOR THE last five years Jenkins Music Co., Kansas City, has broadcast its *Kiddies Revue* each Saturday morning on WHB from its store auditorium. It estimates that local children featured in the show have played to visual audiences totaling 25,000 persons of whom 12,000 have become Jenkins' customers. The popularity of the program is shown in the fact that the show has played 122 engagements in towns within a 125-mile radius of Kansas City and has created a large listener response.

Charles Lee Adams, originator and director of the review, believes that the interest in this type of juvenile program lies in its being built "up" for children rather than "down" to them and in its appeal to parents. All children of 5 to 14 years are invited to attend auditions held in the sponsor's auditorium each Wednesday afternoon. A cast is chosen for the Saturday show and there is a Thursday afternoon rehearsal.

The child actors are not paid, but the sponsor offers them a free term of instruction in violin and accordion and lets them use its instruments during a trial period. Piano lessons are also given free for a trial term with a small charge for an instruction book. The sponsor, moreover, rents instruments for use in school bands and orchestras and since the rental money may be applied on the purchase price, most of the instruments are sold. The formula, says Jenkins Music Co., is simply this: Parents bring their children to see and participate in the *Kiddies Revue* and seem more eager to provide musical instruction for their children because the parents get a chance to hear and observe the results of training in music.

Another tie-in is effected by announcing the name of the child's school teacher whenever a child is introduced on the program.

Commercial announcements for the show are confined to slogans, one of which is, "When you think of things in the music line, think of Jenkins every time" and to a song which is sung to the tune of *Kansas City Kitty*.

And from the standpoint of the juvenile performers, the sponsor feels that they acquire self-confidence and poise from a program of music, clever repartee and dances. The members of the orchestra are permanent until they pass the age limit, but the rest of the cast is changed weekly. The program, according to WHB, has produced a dancing star in eight-year-old Adair Aust who is now in Hollywood under option to RKO.

Soil-Off Cleanser

SOIL-OFF MFG. Co., Glendale, Cal. (cleanser), has appointed Gerth-Knollin Adv. Agency, Los Angeles, to direct its national advertising. Firm currently sponsors programs on KNX and KFWB, Hollywood. San Francisco office of Gerth-Knollin Adv. Agency will service the Soil-Off Sales Co., Berkeley Cal.



STOOGE—For the *Kiddies Revue* of WHB is Director Charles Lee Adams, with little Richard McGehee pulling the punch lines.

Another Patt



Mr. Patt

FOR the fifth consecutive year, Household Finance Corp., Chicago, has renewed its *Household Musical Clock* on WJR, Detroit, conducted by Ralph Patt, one of the four brothers Patt identified with radio. Morning feature, 6:30-7 o'clock, consists of transcribed music, time at five-minute intervals and news flashes. Edgar A. Guest Jr. (Bud to his friends), son of the poet, handles the news. Account is placed by BBDO.

Late Personal Notes

LEONARD KAPNER, manager of WCAE, Pittsburgh, is back at his desk after a ten day honeymoon. The bride was the former Dorothy Yellig of Pittsburgh.

JERRY A. FREEMAN, formerly public relations counsel for Alfred W. McCann Laboratories, has been appointed sales director for Commercial Recording & Sound Co., New York, of which Stanley Goreck is president.

GEORGE NOBBS, CBS engineer, is the father of a baby boy born Dec. 9. Word was received while he was working on the *Emily Post* show, causing no little confusion in the studio. Mrs. Post, in accordance with her famous tactics, apologized to the radio audience for the audible commotion.

W. A. NICHOLS has been appointed chief engineer of the new 50,000-watt transmitter of CBL, Toronto, with W. A. Shane as assistant. Eight more members make up the staff of the station which is located at Hornby, 30 miles northwest of Toronto.

S. J. GARROD, formerly chief engineer of CRCT, which leaves the air with the advent of the new CBL, Toronto CBC transmitter, has been transferred as chief engineer to CBW, Windsor, Ont.

W. C. LITTLE, of the CBC engineering staff, has been appointed Ontario regional chief engineer.

JAMES WALLACE, chief engineer of KVI, Tacoma, was elected president of the Tacoma Engineer's Club for 1938 at its Dec. 1 meeting. Mr. Wallace is also chairman of the Seattle Section of the Institute of Radio Engineers.

JAMES E. LOWE has just been named chief engineer of WCOL, Columbus, O. He has been with the Columbus station nearly two years and formerly was chief engineer of WBBR, Brooklyn.

JAY JACKSON and John Feel have joined the announcing staff of WCOL, Columbus. Jackson is new to radio, while Feel left the banking business in Columbus.

J. CLINTON NORMAN has been named chief engineer of KTHS, Hot Springs, Ark., replacing J. M. Moran, resigned.

SHERMAN ROGERS, formerly with a number of advertising agencies, has joined the staff of AudiVision Inc., New York, transcription firm. Joseph Mogab, former district manager for the Central Atlantic States, has been transferred to the New York office to take charge of the planning staff.

JOHN K. KETTLEWELL, who formerly had his own radio representative business in Chicago, on Dec. 13 joined Hays MacFarland & Co., Chicago, as account executive in charge of new business.

M. H. PETERSON, vice-president of VanCronkhite Associates Inc., Chicago, and Laurel DuFour, secretary of the Radio Sales Inc., Chicago sales staff, were recently married at Valparaiso, Ind.

TINY RUFFNER, vice-president and Hollywood radio manager of Ruthrauff & Ryan Inc., now in New York conferring with agency executives on production problems, will return to his West Coast headquarters Dec. 19.

JACK BLASK has joined Bob Brandies Agency, Beverly Hills, Cal., talent bureau, as an associate in charge of the radio department.

JAMES DOYLE, formerly of KORE, Eugene, Ore., has joined the KHJ, Los Angeles, announcing staff.

M. W. WOOD resigned as sound effects supervisor of NBC-Chicago Dec. 13 to join the Jam Handy Picture Corp., Detroit, as director of recording. Tommy Horan, a member of the NBC staff has been named acting supervisor. Bob Graham, of WSUI, Iowa City, has been added to the Chicago sound effects force.

PAUL HENNING, formerly with KMBC, Kansas City, has joined Needham, Louis & Brorby Inc., Chicago, as assistant to Don Quinn, author of Johnson Wax's *Fibber McGee & Molly* show.

ED BOWERS, head of the Chicago office of Paul H. Raymer Co., went bowling Dec. 3 and fractured his kneecap with the result that his whole leg is now in a cast. He is confined to his home and is not expected to return to work until the first of the year.

GEORGE DIEFENDERFER, formerly manager of the Detroit office of William G. Rambeau Co., and lately with Radio Sales Inc., Chicago, has joined the Chicago office of Paul H. Raymer Co. Hoyt Mallinson is the third member of the Raymer Chicago sales staff.

VERNON H. (Bing) SMITH, general manager of WREN, Kansas City, and Mrs. Smith are the parents of a son, born last month. It is their fourth child.

LEW VALENTINE, production manager of WOAI, San Antonio, and Mrs. Valentine are the parents of a 9½ lb. boy.

HOWARD SMITH and Charles Boyer, of Rogers-Smith Advertising Agency, Chicago and Dallas, were in San Antonio this month for the deer hunting season.

Broadcasting Engineer To Discuss Problems a Ohio State Conferenc

PLANS for a Broadcast Enginee ing Conference in Columbus to h held under the auspices of th Ohio State University from Fe 7-18 have been completed under the direction of W. L. Everitt, director of the Department of Electrical Engineering. Open to all broadcast engineers and to those in the field of electrical engineering, the Conference is expecte to be the most comprehensive c the type ever called.



Mr. Everitt

Principal discussions on the ager da are: Field strength surveys, J. E Byrne, Collins Radio Co.; couplin networks, W. L. Everitt, Ohio Stat U; studio acoustics, George M Nixon, NBC; ultra-high frequenc propagation, H. H. Beverage, RC Communications Inc.; propagatio of broadcast frequencies at nigh Dr. J. H. Dellinger, Bureau o Standards; demonstrations of phe nomena of interest to radio engi neers, W. L. Everitt; broadcast an tenna design, Dr. George H. Brown consulting engineer; high-power ra dio frequency amplifiers, W. H Doherty, Bell Telephone Labora tories; modulation and distortio measurements, A. E. Thiessen, Gen eral Radio Co.; indicating instru ments, H. L. Olesen, Weston In strument Co.; snow static effect on aircraft, H. M. Hucke, Unite Air Lines; aeronautical ground ra dio station design, P. C. Sandretto United Air Lines.

Wester's New Shows

CARL WESTER & Co., new Chi cago writing and production firm will move into room 621 at 360 N Michigan Ave. after the first o the year. Initial shows being han dled by the firm are *Attorney a Law* which will start Jan. 4 ove NBC-Blue for Johnson's Wax an *The Woman in White* which re places *Today's Children* for Pills bury in January. Both latter show are written by the same author Irna Phillips. Needham Louis & Brorby Inc., Chicago is the John son agency and Hutchinson Adv Co., Minneapolis, handles the Pills bury account.

JULES STEIN, president of Musi Corp. of America, now making Holly wood his headquarters, is in New York on company business. He is ex pected to return to the West Coas after Jan. 1 to supervise moving o MCA headquarters from downtown Los Angeles to Beverly Hills, Cal.

HARRY FIELDS, formerly in th sales and promotion department o Universal Picture Corp., Hollywood has joined Associated Cinema Studios that city, as associate producer o transcribed productions.

MAJ. F. C. DAHLQUIST, presiden of American Radio Features, Los An geles, and producer of the weekly half hour NBC *Thrills* program sponsore by Union Oil Co., has returned to his desk after a three weeks' absence due to illness.

BASIL LOUGHRAN, Lord & Thomas, Chicago radio producer, ar rived in Hollywood Dec. 11 for a se ries of conferences with Tom McAvity manager of the agency's radio depart ment in that city, on the new NBC *Mickey Mouse* program scheduled to start Jan. 2 under sponsorship of Pepsodent Co.

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING's complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you — reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 5c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

The Other Fellow's Viewpoint . . .

Mud Slingers

Editor, BROADCASTING:

From the western bank of the Mississippi River, I raise my voice in protest against these so-called "brilliant minds" who are constantly throwing mud at the radio industry by proclaiming that broadcasting today has been reduced to a "moronic level".

Through close personal contact during the past ten years with nearly 200 operators of radio stations throughout the Mid-west and South, I am firmly convinced that by far the majority of station owners feel their public responsibility very keenly.

The self-appointed judges, who are evaluating this business of broadcasting, must have very convenient ears in that they seem always to choose, for their critical listening, stations or programs which are exceptions rather than the rule. Evidently, their ears are trained not to hear the better features which fill the air every hour of every day.

If, in an adverse frame of mind, you look long enough and closely enough you can discover flaws wherever the human element is involved. But, at the risk of being called "Polyanaish", I point out that, on the contrary, if you are looking for good you can find it in abundance.

In radio broadcasting, the good so far overshadows the bad that it's hard to conceive how any sane person can choose a few isolated examples of poor judgment and use them for condemnation of the entire industry.

Here at WKBB, we're proud of our record in public service, proud of our part in education by radio, proud of the cleanliness and wholesomeness of the entertainment we offer, and proud of our constant attempts to elevate the standards of appreciation as found in average American homes.

We're not perfect, but we are doing the very best we know how. And, for a change, we'd like to hear a few words of praise for an infant industry which, in a few short years, has accomplished so much for the good of humankind.

JAMES D. CARPENTER,
General Manager, WKBB,
Dec. 11. Dubuque, Ia.

WMBH, Joplin, Mo., is devoting 45 minutes each Tuesday, from 8:30 to 9:15 p. m., to *High School Night*. The program is put on by a different group of students each time, consists of a one-act play, high school news and musical department productions. The school news is divided into two sections, straight news and a school "Walter Winchell." The program is supervised by the school dramatics coach and a staff production man.

'Apex' Record

Editor, BROADCASTING:

We note on page 64 of your Dec. 1 issue the item headed "Apex Distance Record." May we raise this distance bid which W2XOY, Albany, has put in? The WIOD mobile transmitter unit W4XF has been picked up in Phoenix, Ariz., a distance of approximately 3,000 miles. Cowboy Clyde Criswell of Mission Ranch, Phoenix, writes us in detail about various descriptions given while the mobile unit was broadcasting as it toured through the Miami suburbs. The mobile unit consists of a 10-watt transmitter for relay broadcast purposes, mounted in a motor truck with a 7½ ft. antenna mounted on the top, and operating on 31,100 kc. We believe this item will top the one referred to, and wonder if anyone can top us?

MARTIN WALES
Manager, WIOD, Miami
Dec. 6, 1937.

Sayman's Soap Locals

DR. T. M. SAYMAN PRODUCTS Co., St. Louis (Sayman's soap), which recently placed its business with Benson & Dall Inc., Chicago, has started live talent programs on WLS, Chicago; WLW, Cincinnati, and KWK, St. Louis, with additional metropolitan stations to be added. R. J. Dooley is account executive.


MR. E. H. RIETZKE — PRESIDENT OF CREI

A BIG YEAR FOR RADIO...

How big for YOU?

New equipment . . . new methods . . . new techniques . . . have opened great opportunities for men in the broadcast field with ADEQUATE modern training. What are YOU going to do about putting yourself in line for the better jobs that will be waiting to be filled in 1938? Training NOW will "get you there in time". Our courses in Practical Radio Engineering will set you on the right course. WRITE FOR FACTS.

"A Tested Plan For A Future in Practical Radio Engineering"

Every ambitious radioman will want to read this interesting, illustrated booklet. We are holding a copy for you. It will be sent immediately on your request without obligation.

CAPITOL RADIO ENGINEERING INSTITUTE
14th and Park Rd. Dept. B-12
WASHINGTON, D. C.

CREI

USE WREC Memphis 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY



"Beg your pardon-
BUT WHO'S YOUR FAVORITE BASEBALL ANNOUNCER?"

General Mills, sponsors of the Wheaties baseball broadcasts throughout the nation, found this answer after a national contest.

WTCN'S
GEORGE HIGGINS
has the largest following in proportion to population in the United States.

Now ring our bell-

and we'll show you how to make this and other exclusive WTCN features go to work for you.

WTCN-NBC Blue Network Station
Owned and operated by
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH-PIONEER PRESS.
FREE AND PETERS, INC., NATIONAL REPS.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 30 TO DECEMBER 13, INCLUSIVE

Decisions . . .

APPLICATIONS GRANTED:

DECEMBER 3

KSTP, St. Paul—Exp. auth. facsimile.

KTMS, Santa Barbara, Cal. — License new station.

KDYL, Salt Lake City—Mod. CP new equip., radiator.

KRLD, Dallas—CP new equip.

WBRE, Wilkes-Barre — License for CP move to Kingston, Pa., new radiator.

WHIP, Hammond, Ind. — License new station.

KGCI, Couer D'Alene, Id.—Mod. CP new equip., radiator.

WPRO, Providence, R. I. — CP new trans.

WSIX, Nashville—License for CP 250 w LS 1210 kc 100 w N unl.

WKAT, Miami Beach—License for CP new station.

WOKO, Albany — License for CP new trans.

WOW, Omaha—Mod. license to Woodmen of the World Life Ins. Society.

KOVC, Valley City, N. D.—License for CP 100 w 250 w LS 1500 kc unl.

WBRC, Birmingham — Mod. CP new equip.

SET FOR HEARING—NEW, W. A. Barnette, Greenwood, S. C., CP 610 kc 250 w D; NEW, F. C. Todd, Gastonia, N. C., CP 1420 kc 100 w 250 w D unl.; NEW, Roberts-MacNab Co., Livingston, Mont., CP (in docket) amended to 1310 kc 100 w 250 w D unl.; WTAW, College Station, Tex., CP move trans., vert. radiator, change spec. to D only (facilities KTBC); KGDM, Stockton, Cal., CP move trans., new equip., change 1100 to 1150 kc, increase to 5 kw ltd.; NEW, S. B. Quigley, CP 1200 kc 100 w D; KGGC, San Francisco, CP increase D to 250 w; NEW, Harry M. Ayers, Anniston, Ala., CP 1420 kc 100 w D; NEW, Kathryn B. Gosselin, Aurora, Ill., CP 1500 kc unl.; WMC, Memphis, CP change antenna, increase N to 5 kw (before Commission); WRTD, Richmond, Va., vol. assign. license to Times-Dispatch Radio Corp.; WGAL, Lancaster, CP move locally, new equip., antenna, change 1500 to 1510 kc, increase 100 w 250 w D to 1 kw unl. (before Commission); WTMV, E. St. Louis, CP move trans. locally, new equip., antenna, change 1500 to 1510 kc, increase 100 w 250 w D to 1 kw 5 kw D (before Commission); NEW, Scripps-Howard Radio Inc., Denver, CP (in docket) amended re trans. site, equip., power, 630 kc 1 kw 5 kw D; WCLS, Joliet, Ill., applic. transfer control to L. W. Wood; WDAE, Tampa, Fla., mod. license directional antenna, change 1220 to 780 kc; NEW, Anne Jay Levine, Palm Springs, Cal., CP (in docket) amended to 1370 kc 100 w 250 w D unl.; NEW, Michael J. Minto, Tacoma, Wash., CP 1400 kc 250 w D; WNEW, New York, mod. license D 2½ to 5 kw; WNEL, San Juan, P. R., CP (in docket) amended re trans. site, antenna, change to 590 kc; NEW, N. B. Egeland, Ft. Dodge, Ia., CP (in docket) amended to 1500 kc 100 w D; NEW, Clinton Brdcstg. Corp., Clinton, Ia., CP 1310 kc 100 w 250 w D unl.; WGAN, Portland, Me., transfer control from George W. Martin estate to Wm. N. Campbell and Lloyd C. Greene; KMPC, Beverly Hills, Cal., exp. auth. unl.; KRQA, Santa Fe, vol. assign. license to I. E. Lambert; NEW, Garden Island Pub. Co., Lihue, Kauai, T. H., CP 1500 kc 100 w 250 w D unl.; WAYX, Waycross, Ga., vol. assign. license to Jack Williams; WBLY, Lima, O., vol. assign. license to Fort Industry Co.; KHUB, Watsonville, Cal., vol. assign. license from Anna Atkinson, executrix estate of F. W. Atkinson, to John P. Scripps.

DECEMBER 8

APPLICATIONS GRANTED:

WGN, Chicago—Exp. auth. facsimile.
WSM, Nashville—Same.
KSD, St. Louis—Same.
WOR, Newark—Same.
NEW, Commercial Radio Equipment Co., Kansas City—CP high-freq. 250 w.

SET FOR HEARING — NEW, Frank Ray, Dickinson, N. D., CP 1310 kc 100 w 250 w D unl.; NEW, Jonal Weiland, New Bern, N. C., CP 1370 kc 100 w unl.; NEW, Larry Rhine, San Francisco, CP 1150 kc 1 kw D amended; WBNX, New York, CP amended re trans. site, equip., antenna, increase D to 5 kw directional; WRDW, Augusta, Ga., CP new equip., antenna, change 1500 to 1240 kc, increase 100 w 250 w D to 1 kw directional; WFOY, St. Augustine, Fla., CP change 1210 to 590 kc, increase N to 250 w; KPAC, Port Arthur, Tex., CP move trans., change 1260 to 1350 kc, increase 500 w D only to 1 kw unl. directional N; KYOS, Merced, Cal., vol. assign. license to Merced Brdcstg. Co.; WFAB, Carlstadt, N. J., vol. assign. license to Debs Memorial Radio Fund Inc.

APPLICATIONS DISMISSED—WGES, Chicago, trans. control to WSBC Inc.; NEW, Hearst Radio Inc., Washington, CP 1310 kc 100 w 250 w LS unl.; C. of C. Eureka Springs, Ark., auth. transmit program to XENT; Delaware Channel Corp., pet. reopen hearing applic. transfer control WTBO; WMAZ, Macon, Ga., pet. intervene WKEU case; NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia., denied extension effective date; WMBG, Richmond, Va., granted intervention hearing of WRTD; NEW, George W. Taylor Co., Williamson, W. Va., denied pet. for order to submit interrogatories on applic. CP; KGFO, Fort Worth, granted cancellation oral argument Ex. Rep. I-483; WRTD, Richmond, granted pet. intervene WMBG applic.

MISCELLANEOUS — NEW, Virgil V. Evans, Gastonia, N. C., denied rehearing applic. CP, denied 9-28-37; WCBA, WSAN, Allentown, Pa., denied joint pet. reconsid. & grant applic. renewal without hearing; WIBG, Glenside, Pa., granted pet. insofar as it requests withdrawal motion applic. in Docket 4362; denied in other respects; denied WCFL pet. to close record, and WCFL and KJR pet. to withdraw; WMEX, WCOP, Boston, denied rehearing in denial protest in transfer of control of WCOP and dismissed motion to strike said pet. for rehearing; WKBB, E. Dubuque, Ill., denied rehearing in Docket 3967; NEW, Clarence C. Dill, Washington, denied rehearing in Docket 4079 denying applic. CP Washington 1390 kc 1 kw unl.; WMIN, St. Paul, granted reconsid. & grant without hearing applic. assign license to WMIN Brdcstg. Co.; KSTP, St. Paul, and WJSV, Washington, granted pet. reopen hearing in Docket 4756-7 to increase to 50 kw; NEW, Courier Post Pub. Co., Hannibal, Mo., denied rehearing applic. CP 1310 kc 100 w 250 w LS unl., dismissed pet. Hannibal Brdcstg. Co., to participate in rehearing and opposition of Courier-Post Pub. Co.; NEW, Black River Valley Brdcstg. Inc., Watertown, N. Y., dismissed pet. reconsid. order for rehearing; WFLA, Clearwater, Fla., dismissed pet. and supplemental pet. rehearing in Docket 4425 granting auth. WIOD-WMBG, Miami, to change freq., dismissed WIOD opposition to pet. rehearing.

DECEMBER 11

GRANTED LICENSES FOR CP — WGRM, Grenada, Miss., new station 1210 kc 100 w unl.; WRNL, Richmond, Va., move Petersburg to Richmond, new trans.; WDGY, Minneapolis, new trans.; KIT, Yakima, Wash., new antenna, change 1210 to 1250 kc, increase to 250 w 500 w LS unl.; WOLS, Florence, S. C., new station 1200 kc 100 w D; KELA, Centralia, Wash., new station 1440 kc 500 w unl.

Examiners' Reports . . .

WROK, Rockford, Ill.—Examiner Dalberg recommended (I-527) that applic. transfer control from Lloyd C. Thomas to Rockford Consolidated Newspapers Inc. be granted.

NEW, Nathan N. Rauer, Miami-Examiner Seward recommended (I-528) that applic. CP 1420 kc 100 w unl. be granted.

NEW, Ellwood W. Lippincott Inc., Bend, Ore.—Examiner Berry recommended (I-529) that applic. CP 1310 kc 100 w unl. be granted if applic. of Bend Bulletin be denied, and vice versa.

KOBH, Rapid City, S. D.—Examiner Irwin recommended (I-530) that applic. assign license to Black Hills Broadcast Co. be denied.

NEW, Airfan Radio Corp., San Diego—Examiner Irwin recommended (I-531) that applic. CP 1420 kc 100 w unl. be dismissed with prejudice.

NEW, Southern Brdcstg. Corp., New Orleans; WBNO, New Orleans—Examiner Seward recommended (I-532) that applic. Southern Brdcstg. CP 1200 kc 100 w 250 w LS unl. (facilities WBNO, WJBW) be dismissed with prej.; that applic. WBNO for renewal of license be denied; that applic. WBNO for CP change 1200 kc 100 w Sh.-WJBW to 1420 kc 100 w 250 w LS unl. be denied.

NEW, Keystone Brdcstg. Co., New Castle, Pa. — Examiner Berry recommended (I-533) that applic. CP 1250 kc 250 w D be granted.

WRNL, Richmond, Va.—Examiner Dalberg recommended (I-534) that applic. change 500 w D to 1 kw unl. be granted.

NEW, Jules J. Rubens, Aurora, Ill.—Examiner Dalberg recommended (I-535) that applic. CP 1040 kc 250 w D be denied.

NEW, Broward Brdcstg. Co., Ft. Lauderdale, Fla.—Examiner Seward recommended (I-536) that applic. CP 1370 kc 100 w 250 w LS unl. be dismissed with prejudice.

WJBW, New Orleans—Examiner Seward recommended (I-537) that applic. renewal license be granted.

NEW, El Paso Brdcstg. Co., El Paso; NEW, World Pub. Co., Tulsa; KGKL, San Angelo, Tex.; Tribune Co., Tampa, Fla. — Examiner Bramhall recommended (I-538) that El Paso Brdcstg. Co. applic. CP 940 kc I kw unl. be granted on condition Dorrance D. Roderick, applicant in No. 3858 abandon his application; that World Pub. Co. applic. CP 940 kc 1 kw 5 kw LS unl. be granted; that applic. KGKL, San Angelo, to change 1370 kc 100 w 250 w LS unl. to 940 kc 1 kw 5 kw LS unl. be denied; that applic. Tribune Co., Tampa, CP 940 kc 1 kw 5 kw LS unl. be granted.

NEW, Mervel M. Valentine, Laredo, Tex.—Examiner Dalberg recommended (I-539) that applic. CP 1500 kc 100 w 250 w LS be granted.

NEW, John S. Allen, G. W. Covington Jr., Montgomery, Ala.—Examiner Seward recommended (I-540) that applic. CP 1210 kc 100 w D be granted.

KQW, San Jose, Cal.—Examiner Berry recommended (I-541) that applic. increase D to 5 kw be granted.

NEW, Evans Brdcstg. Co., Evanston, Ill.—Examiner Hill recommended (I-542) that CP 1020 kc 250 w D be denied.

WMAZ, Macon, Ga.—Dalberg recommended (I-543) applic. increase to 5 kw LS be granted.



IN CANADA—CJOR, Vancouver, B. C., installed this complete studio during the Canada Pacific Exhibition, during which it handed out 20,000 questionnaires. More than 250,000 persons visited the studio.

Applications . . .

NOVEMBER 30

WGNY, Newburgh, N. Y.—CP char equip., increase 100 w to 100 w 250 w amended 1210 to 1220 kc 250 w D.

WBRY, Waterbury, Conn. — CP n trans., increase D to 5 kw, amended to kw N & D.

WFIL, Philadelphia—Mod. CP as n equip., vert. antenna, increase power, request extension.

NEW, George B. Peeler, Taylor, Te CP 1310 kc 100 w D.

WDGY, Minneapolis—License for C' mod. new trans.

KIT, Yakima, Wash.—License fo as mod. new trans., vert. antenna, cl freq., increase power, move trans.

NEW, Mountain Top Trans Radio C Denver—CP 1370 kc 100 w 250 w D

DECEMBER 1

W1XAL, Boston—CP increase 20 t amended to 1310 kc.
kw.

WICA, Ashtabula, O.—License new tion.

WWVA, Wheeling—CP change 1160 1140 kc unl., amended to 50 kw.

KONO, San Antonio—CP increase D 250 w, move trans.

NEW, Lawton, Okla.—CP 1420 kc w unl.

KLAH, Carlsbad, N. M.—CP incre D to 250 w.

DECEMBER 3

WKBN, Youngstown — License for C move trans., antenna.

WBCM, Bay City, Mich.—Mod. license to 1 kw.

WMBG, Richmond, Va. — CP increa 500 w to 1 kw, amended 1 kw to 1 kw kw D directional.

WROK, Rockford, Ill.—Mod. license to 1 kw.

DECEMBER 4

WPTF, Raleigh, N. C.—Ext. exp. aut 5 kw N directional.

NEW, Star-Times Pub. Co., St. Lou —License for facsimile.

DECEMBER 6

NEW, Orrin A. Senzel, Rochester, Y.—CP 1500 kc 100 w 250 w D unl.

WLW, Cincinnati—Ext. exp. auth. 5 w directional.

NEW, McComb Brdcstg. Corp., M Comb, Miss.—CP 1200 kc 100 w D.

DECEMBER 8

WOWO, Ft. Wayne—CP new trans., i crease 10 to 50 kw, change to unl. (co tingent grant WWVA applic.).

WBBM, Chicago—Ext. exp. auth. sy chro.-KFAB LS to midnight. KFAB, sam

WIBW, Topeka—Auth. transfer contr from Marco Morrow, trustee, to Capp Publications Inc.

KCKN, Kansas City — Auth. transf control from Arthur Capper to Capp Publications Inc.

KICA, Clovis, N. M.—Auth. transf control J. L. Nunn to Charles C. Alsup.

DECEMBER 10

WQDM, St. Albans, Vt.—Vol. assig license to F. Arthur Bostwick.

WSAL, Salisbury, Md.—License for C new station.

KYW, Philadelphia—CP new tran change antenna, increase 10 to 50 kw.

NEW, Jonas Weiland, Goldsboro, N. —CP 1500 kc 100 w D.

KVOX, Moorhead, Minn.—License f CP new station.

WOC, Davenport, Ia.—CP change 13 to 1390 kc, increase N to 250 w.

WATR, Waterbury, Conn. — CP mo trans.

WLVA, Lynchburg—CP change 1200 1390 kc, increase to 500 w, amended 1 kw.

WRBL, Columbus, Ga.—Mod. licen WRBL Radio Station Inc. to Columb Brdcstg. Co. Inc.

NEW, Voice of S. C., Spartanburg, C.—CP facsimile.

WGRC, New Albany, Ind.—Invol. tran control to Charles Lee Harris.

KRKO, Everett, Wash.—CP change 13 to 1420 kc, new trans., antenna, increa to 100 w 250 w D unl.

CBS Hollywood Plant

CORNERSTONE laying ceremonies for the new CBS Hollywood studios and executive building, being erected at a cost of $1,750,000 has been set for Jan. 11, according to Donald W. Thornburgh, the network's Pacific Coast vice-president. Occupancy is set for March 1.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business

OCTER & GAMBLE Co., Cincinti (Chipso), on Jan. 3 starts *Road of Life* on 19 CBS stations, Mon. thru Fri., 9:30-9:45 a. m. Agency: Compton Adv. Inc., New York.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Jan. 3 starts *The Goldbergs* on 11 CBS stations, Mon. thru Fri., 4:30-4:45 p. m. Agency: Blackett-Sample-Hummert, Chicago.

S. RUBBER Co., New York es), on Jan. 12 starts *Ben Bernie* 94 CBS stations, Wed., 9:30-10 n. Agency: Campbell-Ewald Co. of York, N. Y.

ERAL SHOE Corp., Nashville tune shoes), on Feb. 8 starts *Fa's Fortunes* on 12 Mutual stations, s., 7:45-8 p. m. Agency: Badger Browning & Hersey Inc., N. Y.

ERAL FOODS Corp., New York France and Satina), on Jan. 4 ts *Mary Margaret McBride* on 45 stations, Tues., Thurs., 12-12:15 n (Mon., Wed., Fri., for Minute ioca). Agency: Young & Rubi-n. N. Y.

ATIONAL ICE ADV. Inc., New rk (ice and refrigerator industry), Nov. 30 started for 52 weeks *Homemakers' Exchange* on 51 NBC-Red stations, Tues., Thurs., 11:15-1:45 a. m. Agency: Donahue & Coe, Y.

PROCTER & GAMBLE Co., Cincinati (Ivory soap), on Jan. 3 starts *The O'Neills* on 40 CBS stations, Mon. thru Fri., 10:45-11 a. m. Agency: Compton Adv. N. Y.

THOMAS COOK & SON-Wagon-its Inc., New York (travel), on Dec. 12 started *Malcolm La Prade*, travel talks, on 13 NBC-Red stations, Sun., 2:15-2:30 p. m. Agency: L. D. Wertheimer Co., N. Y.

ADAM HAT STORES, New York men's hats), on Nov. 26 started eries of championship fight broadasts on 22 NBC-Blue stations, Fri., 0 p. m. Agency: Glickman Adv. Co., Y.

HILNOR Inc., San Diego (gift shops importers), on Nov. 18 started for 3 weeks *House of Treasure* on 7 Don e Southern California stations, hurs., 9:15-9:30 p. m. (PST). gency: Barnes-Chase Co., San iego.

BRISTOL-MYERS Co., New York Vitalis hair tonic), on Jan. 10 starts r 52 weeks *For Men Only* on NBC-ed, Mon., 10:30-11 p. m. Agency: edlar & Ryan, N. Y.

WHEELING STEEL Corp., Wheeling, W. Va. (institutional), on Jan. 2 arts *Musical Steel Makers* on 5 Mu-al station (WWVA, WGN, WLW, OR, WPAY), Sun., 12:30-1 p. m. irect.

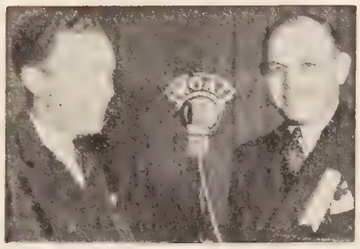
ADSCO SALES Corp., New York emedies and cosmetics), on Jan. 9 arts *True Story Court of Human elations* on 19 Mutual stations, Sun., 4:30 p. m. Agency: Albert M. Ross, Y.

Renewal Accounts

LBERT BROS. Milling Co., Seattle ereals), on Jan. 4 renews for 26 eeks *Good Morning Tonight* on 5 BC-Pacific Red stations, Tues., 9:30 10 p. m. (PST). Agency: Erwin asey Co., Seattle.

TANDARD BRANDS, New York Tender Leaf tea), on Jan. 2 renews r 52 weeks *One Man's Family* on 58 BC-Red stations, Wed., 8-8:30 p. m. ency: J. Walter Thompson Co., Y.

ENERAL ELECTRIC Co., New rk (electrical appliances), on Jan. renews *Hour of Charm* on 56 NBC-d stations, Mon., 9:30-10 p. m. ency: Maxon Inc., N. Y.



INTERVIEWED — George Slocum (right), president of the Advertising Federation of America, went on WOAI, San Antonio, recently at the AFA 10th district convention there. Interviewer was Ken McClure (left), of WOAI.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Dec. 29 renews *Your Hollywood Parade* on 75 NBC-Red stations, Wed., 10-11 p. m. Agency: Lord & Thomas, N. Y.

PONTIAC MOTOR Co., Pontiac, Mich., on Dec. 7 renewed Kathryn Cravens' *News Through a Woman's Eyes* on 59 CBS stations, Mon., Wed., Fri., 2-2:15 p. m. Agency: MacManus, John & Adams, Detroit.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 19 renews *A Tale of Today* for 52 weeks on 8 NBC-Red stations, Sun., 6:30-7 p. m. Agency: McJunkin Adv. Co., Chicago.

STANDARD BRANDS Inc., New York (Chase & Sanborn), on Jan. 2 renews for 52 weeks *Chase & Sanborn Program* on 60 NBC-Red stations, Sun., 8-9 p. m. Agency: J. Walter Thompson Co., N. Y.

PRINCESS PAT Ltd., Chicago (cosmetics), on Dec. 19 renews *Tale of Today* for 52 weeks on 8 NBC-Red stations, Sun., 6:30-7 p. m. Agency: McJunkin Adv. Agency, Chicago.

STERLING PRODUCTS Inc., New York (Phillips Milk of Magnesia), on Jan. 3 renews *Lorenzo Jones* for 52 weeks on 21 NBC-Red stations, Mon. through Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS, New York (Phillips Facial Cream), on Jan. 3 renews *How to Be Charming* for 52 weeks on 43 NBC-Red stations, Mon., Wed., Fri., 11:30-11:45 a. m. (repeat 2:30-2:45 p. m.). Agency: Blackett-Sample-Hummert Inc., N. Y.

STERLING PRODUCTS Inc., New York (Dr. Lyons Toothpowder), on Jan. 3 renews *Backstage Wife* for 52 weeks on 25 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax), on Dec. 31 renews *Death Valley Days* on 24 NBC-Blue stations, Fri., 8:30-9 p. m. Agency: McCann-Erickson, N. Y.

GENERAL FOODS Corp., New York (Log Cabin Syrup), on Jan. 1 renews for 13 weeks *Log Cabin Jamboree* on 55 NBC-Red stations, Sat., 8:30-9 p. m., repeat 9:30 p. m. (PST). Agency: Benton & Bowles, N. Y.

Network Changes

BARBASOL Co., Indianapolis (shaving preparation), on Dec. 3 started *Arthur Godfrey*, replacing *Mary Jane Walsh*, on 36 Mutual, Fri., 8-8:15 p. m. Agency: Erwin, Wasey & Co., New York.

USE
WREC
Memphis' 1ST STATION
COLUMBIA NETWORK • 600 KC
1,000 WATTS NIGHT — 5,000 WATTS DAY

PILLSBURY FLOUR MILLS Co., Minneapolis (flour, cereals), on Jan. 3 replaces *Today's Children* with *Woman in White*, on 35 NBC-Red stations, Mon. thru Fri., 10:45-11 a. m. Agency: Hutchins Adv. Co., Minneapolis.

H. J. HEINZ Co., Pittsburgh (57 Varieties), on Jan. 6 shifts one edition of *Heinz Magazine of the Air*, on 56 CBS stations, from Thurs., 3:30-4 p. m., to Sun., 5-5:30 p. m.

S. C. JOHNSON & Co., Racine, Wis. (floor wax), on Feb. 7 adds 4 McClatchy stations for *Fibber McGee & Molly*, now on 50 NBC-Red stations, Mon., 9-9:30 p. m.

GENERAL FOODS Corp., New York (Jell-O), on Jan. 2 adds 23 CBC stations for *Jack Benny*, now on 85 NBC-Red stations, Sun., 7-7:30 p. m.

LAMONT, CORLISS & Co., New York, on Jan. 4 drops *Husbands & Wives*, and replaces it with a new dramatic script show, on NBC-Blue Tues., 8 to 8:30 p. m. Agency: J. Walter Thompson Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Flakes), on Jan. 3 moves *Story of Mary Marlin* on NBC-Blue from 10-10:15 a. m. to 11-11:15 a. m., Mon. thru Fri. and on NBC-Red from 4:30-4:45 p. m. to 4:15-4:30 p. m. Mon. thru Fri.

R. B. DAVIS Co., Hoboken, N. J. (Cocomalt), on Jan. 2 adds repeat for *Joe Penner* on 7 CBS western stations, Sun., 11-11:30 p. m.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Jan. 3 moves *Pepper Young's Family* on the NBC-Blue from 10:30-10:45 to 11:15-11:30 Mon. thru Fri.

PROCTER & GAMBLE Co., Cincinnati (White Naphtha soap), on Jan. 3 moves *Guiding Light* on NBC-Red from 4:15-4:30 p. m. to 3:45-4 p. m., Mon. thru Fri.

TEXAS OIL Co., New York (Texaco), will switch CBS *Texaco Town* to New York after Dec. 29.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on Jan. 4 moves *Swing School*, with Benny Goodman's orchestra, on 84 CBS stations, Tues., from 10-10:30 p. m. to 9:30-10 p. m., replacing *Jack Oakie's College* which is being discontinued.

PACKARD MOTOR CAR Co., Detroit, Mich., on Jan 3 adds Walter O'Keefe to cast of *Hollywood Mardi Gras*, NBC-Red.

WILLIAM ROBSON, formerly with the Federal Theatre Project, has been appointed to direct the Columbia *Radio Workshop*, succeeding Irving Reis, who has gone to Hollywood under a movie contract.

"The Crystal Specialists Since 1925"
SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS
NOW $40.00 Each
Two for $75.00 Approved by FCC
Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "Better" than .01%.
Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Now... the FACTS are PUBLISHED!
LINGO
VERTICAL TUBULAR STEEL RADIATORS
NEW STANDARDS FOR VERTICAL RADIATORS
LOWERED COSTS
OPTIMUM PERFORMANCE
5 YEAR INSURANCE
RELIABILITY
JOHN E. LINGO & SON, INC. CAMDEN, New Jersey
WRITE FOR FOLDER TODAY!
Now, the antenna you've heard so much about, is described in print. Here is complete data and cost statistics on the sensational Lingo Vertical Tube Radiator that is setting a new *high* for *efficiency* . . . and a new *low* for *cost!* If you haven't already received your copy of this informative folder, address your request to
JOHN E. LINGO & Son, Inc.
CAMDEN, New Jersey
Manufacturers and Erectors of Vertical Tubular Steel Radiators

Merchandising & Promotion

Indian Coiffures—Souvenir Programs—Crescent Awards—Women's Letters—About Tractors

AN ENTIRE supply of 5,000 Indian head-dresses was exhausted after a single program, *Last of Mohicans* was broadcast over WAAF, Chicago, Children were instructed to go to one of the Feldman Petroleum Co.'s 18 gas stations and with any purchase made by their fathers, they would be given a head-dress. Program is broadcast every Sunday at 11:15 a. m. and was recorded by Radio Transcription Co. of America, Hollywood. All Chicago school principals received bulletins calling attention to the program from an educational standpoint with no mention made of the sponsor. Following 13 weeks of the *Last of the Mohicans*, another Transco disc series, *Leatherstocking Tales*, will be presented for 13 weeks with Indian apparel and bows and arrows as prizes. A quarter-hour Transco disc, the *Laff Parade*, is also being sponsored Sundays over WCFL, with 24x48 placards being distributed throughout Chicago calling attention to both the WAAF and WCFL programs. Selviair Broadcasting System, Chicago is agency for Feldman Petroleum Co. which sells its own brand of gas, Blackhawk-Pennzoil gasoline, at 18 service stations.

* * *

WLS Gives Souvenirs

WLS, Chicago, presents printed programs to patrons of the *National Barn Dance* broadcast from the Eighth Street theatre, Chicago. The following WLS advertisers have also bought space in the theatre program: Miles Laboratories (Alka-Seltzer) through Wade Adv. Agency, Chicago; Murphy Products Co., Burlington, Wis. (Murphy's feeds), through Wade Adv. Agency, Chicago; Hamlin's Wizard Oil, Chicago, through Vanderbie & Rubens, Chicago; Curtis Candy Co., Chicago, through McJunkin Adv. Co., Chicago.

* * *

WMT Draws Crowds

WHEN WMT opened new studios in Cedar Rapids, Ia., more than 8,000 persons visited the layout in a week. A 12-page illustrated tabloid was distributed to every home in and around Cedar Rapids and a full-page was run in the Des Moines *Sunday Register* and Cedar Rapids *Tribune*. Copies are given to visitors. The new quarters include five studios, two control rooms, 18 offices and lobby.

* * *

Football Tie-in

KSL, Salt Lake City, recently ran a contest during its *Quarterback Club* with a grand prize of a flight to the Rose Bowl game. Football score forecasting was the contest method and more than 40,000 entries were received. The eight week series was sponsored by Paramount Theatre, *Deseret News* and Morris R. Furmbilt Clothes.

* * *

WOR Happenings

WOR, Newark, has issued a mailing-piece, "Things are Happening at WOR," which lists ten accomplishments of the station, including sales records, program scoops, new sponsors, and important new personnel.

Fargo's Farmer

THE GAY old farmer who hops around in WDAY's ads in BROADCASTING, pops up again in one of the finest merchandising booklets we've seen in a long time. WDAY, Fargo, N. D., has issued an orange and blue booklet with spiral binding which makes the facts of a station's life about as interesting as they can be made. Market and coverage data are made vivid by citing exmples of success and the old farmer is cutting up on almost every page, now hanging from the transmitter tower, now doing a jig.

* * *

Minnesota Celebrates

IN celebration of its first anniversary, KDAL, Duluth, Minn., issued a merchandising folder with a fetching cover inscribed "One Year Old and What a Baby." According to KDAL, business conditions in its coverage area are up. The folder highlighted the fact that KDAL follows through on its promotion with parties for children and all sorts of retailer tie-ins.

* * *

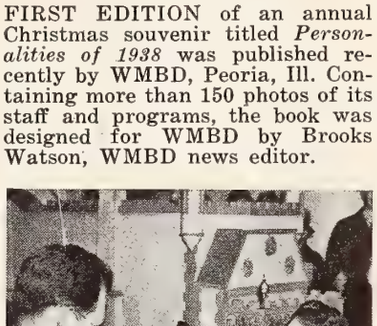
California Cream

THREE newscasts daily on KFRC, San Francisco, feature John B. Hughes for Borden's Dairy Delivery Co. A booklet called "John B. Hughes—His Book on Superlative Eating" has been published by Borden's as a program tie-in and leaflets attached to milk bottles ask whether the milk subscriber listens in, the number of days and the time periods favored.

* * *

Annual Souvenir

FIRST EDITION of an annual Christmas souvenir titled *Personalities of 1938* was published recently by WMBD, Peoria, Ill. Containing more than 150 photos of its staff and programs, the book was designed for WMBD by Brooks Watson, WMBD news editor.



AT DOLL HOUSE—WAVE, Louisville, took its pack transmitter into Kaufman-Straus department store, to broadcast from the famous doll house of Colleen Moore, basis of a charity drive. Miss Moore took listeners on a radio tour of the doll house, with George Patterson (left), program director, and Burt Blackwell, announcer. The transmitter was designed and built by Wilbur Hudson, WAVE chief engineer, and Jack Starks, designing engineer. A manufacturing jeweler, who heard the first program from the doll house, thereupon built the smallest full cut diamond ring in existence, so small it barely slips over a toothpick. He presented it to Miss Moore.

Contests for Crescent

REALIZING the value of directing contests to listener groups, the Crescent Macaroni & Cracker Co., Davenport, Iowa, is running two weekly contests during December on WHO, Des Moines. One contest is for boys and girls who write letters telling why their mothers use the sponsor's products. The second contest is for women who tell why they use Crescent foods. Prizes for the children are coaster wagons; for the women, sets of table silver. Entrants must send box tops. The contests are plugged generously on the *Crescent Hour of Music*, a Sunday morning series on WHO.

* * *

On the House

SIX WOMEN are chosen each week by listener requests to be interviewed during *Woman Speaks* on WEEI, Boston, under sponsorship of Scott Furriers. Each participant is given a $15 merchandise award and to the listeners sending in questions for discussion go $10 merchandise prizes. Eddie Kasper of WEEI is master of ceremonies and Continental Adv. Service, Boston, handles the account.

* * *

Cooperation in Salt Lake

THE MOVIES, the press and the radio got together the other day in Salt Lake City when KDYL broadcast transcriptions of the stars appearing in a new picture and conducted a two way interview with the picture's producer in Hollywood. Local papers ran complete stories of the stunt with cuts of KDYL.

* * *

Seeing WJR

RECEPTION room give-away has been published for WJR, Detroit, by Aircasters Inc., consisting of a 12-page folder which takes the reader to all departments of the station and describes station operations in non-technical language. Splashed with color, the folder contains pictures of WJR artists and staff members.

* * *

Mutual Whale

ORIGINAL drawing of a recent MBS advertisement depicting a whale with the copy reading "Whales for Sale, Mutual offers picked coverage in America's whale-sized markets" has been given to the Nantucket Whaling Museum.

* * *

Tomorrow's Women

DURING *Women of Tomorrow* on WORL, Boston, letters written in on topics announced in advance are read and the best letter writer gets a bouquet delivered by Henry Penn, local florist, at the precise time her name is read on the air.

* * *

Magazine Tie-in

YANKEE Network is trading time for advertising in the *New England Grocery Magazine* to plug its *Food Commentator* series, a weekly program devoted to discussions of diet and food preparation.

* * *

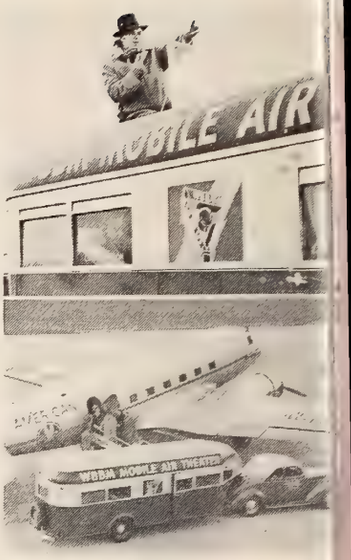
Waste Basketless

FIGURING that too many promotion pieces end up in the waste basket, WBIG, Greensboro, N. C., has printed its latest merchandising news on a manila file folder.

* * *

Merry Mutual

PROGRAM listings of MBS for the period of Dec. 19-25 showed up brightly tied with a red paper ribbon which announced "Merry Christmas from Mutual."



STATION—On wheels is the WBBM, Chicago, describes its tr and trailer unit used every day programs in and near the city for all emergency broadcasts n Chicago. Hal Burnett (abo WBBM announcer, demonstra the shortwave equipment, w (below) truck and trailer are the local airport for intervie Primarily intended for maki electrical transcription in the fi the trailer station is complete w photographic dark room and liv quarters for four.

Tractor Country

TITLED "Out Where Tickers G Way to Tractors" and splas with orange and yellow, a pro tion folder has been released WIBW, Topeka, Kan. Across cover stretches a piece of tic tape and border cartoons port the homely, hardworking Kans An attached business reply c reads, "Tractor country looks p ty good to us right now. W time do you have open?"

* * *

Golden Footballs

BILL CUNNINGHAM, sports co mentator of the Yankee Netwo created the Kellogg All-New E land Football Team for his spons Kellogg's Corn Flakes, and p sented the picked team with g footballs donated by Kellogg. N. Ayer & Son Inc., New York, h dled the account.

Know Their Slogans

A GIRL walked into the Chicago office of BROADCASTING Dec. 4 and asked what radio program had the following slogan: "Look for the large red letters on the package." The interviewer was from Leo Burnett agency in the same building. Mr. Burnett had made a bet with one of his clients that half the people interviewed would not know the slogan belonged to the Jack Benny Jello program. Twenty-five people in the building chosen at random were interviewed and 13 recognized the slogan. Out of the 12 who didn't know, two said it was Kellogg's, one said Oxydol, one said "some sort of soap flakes" and the others didn't even guess. P. S. The BROADCASTING reporter was one of the 13.

STARS OF THE NATION'S STATION

1927
Little Jack Little

1928
Gene and Glenn

1929
Tony Wons
Jane Froman
King's Jesters

1930
Singin' Sam
Jean Paul King

1931
Ramona
The Mills Bros.

1932
Smilin' Ed McConnell
Barry McKinley

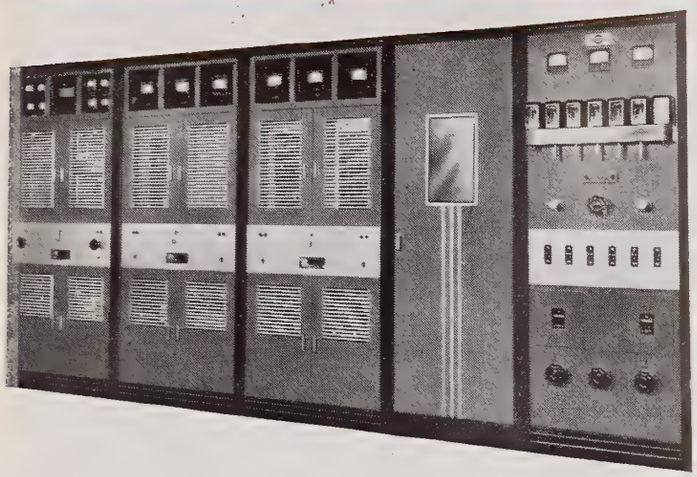
1933
Virginia Payne (Ma Perkins)
Charioteers
Fats Waller

1936
Tommy Riggs
Jimmy Scribner

1937-1938
William Stoess
Devore Sisters
Smoothies (Babs and Brothers)
Ellis Frakes
Vicki Chase
Angelo Ravelli
Lynn Cole
Deon Craddock
Paul Sullivan
Peter Grant
Red Barber
Bob Newhall

Did You Say PERFORMANCE?

HERE'S A NEW 5-KILOWATT TRANSMITTER THAT OFFERS PLENTY!



Simple circuit one of the RCA 5-D transmitter's outstanding features! Provides finer fidelity and high efficiency operation.

FEW transmitters have ever offered you as much for your money as the new RCA 5-D! This outstanding 5-kilowatt transmitter has literally scores of features you'll appreciate.

It provides performance that will surprise and please you. It sounds a new note in fidelity because it has low distortion at all audio frequencies, uniform frequency response, and inaudible hum level. Its circuit, the simplest [illegible] could devise, is easy to tune [illegible] and keep in adjustment. Critical settings are not necessary. The 5-D's feed-back system is a new one, automatic, requiring no adjustment, causing no interference on the air and not subject to cross-talk difficulties.

A bulletin has been prepared, telling you in detail about the unusually complete control circuits, the automatic reset mechanism, the complete metering and convenient operation of this transmitter. Your copy of this bulletin is available at any of the offices below. It will pay you to get it and learn all about this sensational new transmitter.

Plus

SENSATIONAL MONEY-SAVING FEATURES



Completely Air Cooled

Use of new RCA air-cooled metal tubes eliminates need of water cooling equipment. Reduces installation costs, saves operating work, minimizes possibility of your station losing time off the air. Sets new standard of reliable operation.

Power Costs Cut Nearly 50 Per Cent

High efficiency circuit reduces power consumption nearly in half...savings up to $3,000 per year...lower tube expenses...no critical or complicated circuits.

OTHER FEATURES INCLUDE

Vertical chassis construction for easy accessibility, short electrical connections, lower maintenance, new control circuits, de-ion breakers, tube hour meter, lightning over-load protection, air interlocks for power tubes, triple re-set sequence, power changed without program interruption, components cooled with dust-filtered air, r-f harmonics eliminated by low pass filter, design thoroughly tested under service conditions.

FOR BETTER PERFORMANCE AT GREATLY REDUCED COST—PUT THE RCA 5-D IN YOUR STATION

Replace weak transmitting and receiving tubes with the tubes preferred by network stations—RCA

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE

C 227

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